

## WHAT'S HAPPENING IN THE VILLAGE

*by Bob Lund*

Our General Meeting will not be held for March. We will have the next General Meeting on Thursday, April 26<sup>th</sup>. By that time, we will have worked out a plan with the City for the placement of new street furniture on Branch Street.

The Village Association is partnering with the City of Arroyo Grande to fund a "Tourism Analysis" for the County and for our City. Since the Village is the greatest draw for tourists for the City, we feel that it is only appropriate that we support this study for the benefit of our local businesses. The study will be conducted by Strategic Marketing Group and Dean Runyan Associates. This study is spearheaded by the Economic Vitality Corporation of San Luis Obispo County. The tourism analysis action plan includes: situation analysis, strategy development and action plan/recommendations. You will be given more information on this project as it develops.

Arroyo Grande in Bloom continues to expand its activities for the City of Arroyo Grande. They have entered the America in Bloom competition again for 2008 and many efforts and projects are underway to make Arroyo Grande a cleaner, more beautiful place to live. We are planning to

replant the area in the Brisco Parking lot where a tree blew down last month. We will be using drought tolerant plants and trees that do not require a lot of water. We also plan to beautify the signage area at the intersection of Ash and Elm Streets in the next month.

Additional plans include a trash cleanup effort on March 22<sup>nd</sup>, planting of trees at Ocean View Elementary School on March 15<sup>th</sup>, public workshops regarding the planting of trees on Branch St. to be held at the Rotary Bandstand on the Nelson Green on May 3<sup>rd</sup> at 11 a.m. and at the South County Regional Center at 6 p.m. on May 8<sup>th</sup>.

If you are interested in joining Arroyo Grande in Bloom and making your City and your Village a better place to live, give me a call at 710-4049 and I can put you on our e-mail list so that you will be kept notified of our "make a difference" event calendar.



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