



ARROYO GRANDE VILLAGE IMPROVEMENT ASSOCIATION

APRIL 2011

What's Happening In The Village

By **Bob Lund.**

Only one more month and it will be time for the Strawberry Festival.

Construction on the new parking lot behind Branch St. Deli has started. Stop by and see all of the serious construction that is taking place. The lot should be available for our Strawberry vendors during the Festival but it will not be completed until the end of June. When it is finished, there will be 69 parking spaces in the lot. Arroyo Grande in Bloom will be doing the decorative planting in the walkway between Lundø and the Chocolate Sheep. This is another great project that will help to beautify the Village.

The Centennial Park will be completed and there will be a dedication ceremony on April 30th. As part of the ceremony, the Celebration Chorus will open the event with the National Anthem at 1:00 pm, followed by commentary from Mayor Ferrara with thanks to the sponsors who helped to make the Park a reality. The ceremony will conclude with the first singing (world premier) of the new Centennial Song: ÷Arroyo Grande: The Place to beö. Improvements to the park include upgrade of the gazebo, extension of the creek sidewalk, a new flag pole, new brick work and planters, a time capsule monument, regarding of the grass area to increase usable space, and other enhancements. The project was funded from donations, grant funds and developer fees.



The Centennial parade entry forms will be available soon. Please visit the centennial website (arroyograndecentennial.org) to see all of the events that will be taking place. Also, the Centennial booth forms are now ready. They are being handled by Pat Fairbanks and all forms will be available on the Centennial website. Be sure to check out the website so that you can see all of the upcoming events for the Centennial.

Please note that the Harvest Church will be having a ÷Disaster Preparedness Trainingö on Saturday, April 30th from 9 am to noon at 124 W. Branch St, Arroyo Grande. The special speaker will be Paul Deis, Red Cross representative. The discussion topics will be: preparing your home for a disaster; preparing your family for a disaster; preparing to help others in a disaster and assembling an emergency supplies kit. For information, call Harvest Church at 489-2037.

Be sure to attend our general meeting on Thursday, April 28th. We will be presenting the annual Ann Ricci Scholarship awards to five deserving students at AG High. We had thirteen entries this year and it was difficult to choose the winners since so many of the students do such a great job in grades, community service and in essay writing.

We will have a special guest speaker who is an expert on social media and how to use it to increase your business. She is Ellen Curtis with Whizbang. She will talk about marketing with impact, advertising with impact, branding with impact and social media with impact. The VIA is embarking on an expansive marketing campaign for the Village and all of you should know about it and find ways to participate. It is vital in these tough economic times and we must fight hard to maintain and increase our market share. Kari, Vivian and Jamie will also give you an update on our aggressive marketing program.

Thanks, Bob Lund

Editor: Lenny Jones

Photos: Vivian Krug



VILLAGE SOCIAL MEDIA

By Kari Ziegler

Exciting news about our new social media campaign for the Village! We now have a FaceBook and a Twitter account setup and are getting more and more members every day. Some interesting stats for our fellow villagers...

In less than 2 weeks, we have gotten over 200 followers for our Facebook fan page: <http://facebook.com/AGVillage>

- We have created a list of all member businesses and links to their twitter, Facebook and web pages if they have them, phone numbers if they don't.
- Most followers look at what is posted at least 2x a day, and some more!

Our Twitter account now has over 1000 followers!

What can you do with this? First, if you are on Twitter or Facebook, email your information to info@gatherwinebar.com and we will start linking to your information. If you don't have accounts or an online presence, come to our monthly meetings and find out how the Village Association can help you learn how to set one up!

Exciting ways to get people to the Village - remember our goals of **Attracting**, **Hooking** and **Keeping** new patrons of our members, we are well on our way to getting the word out that there is **Something Happening in the Village**.



Happy Mother's Day
May 8, 2011

The agenda for our April 28th meeting at
8 am at The Branch Street Deli will be

1. Call to order
2. Introduction of Attendees
3. Anne Ricci scholarship awards presentations
4. Office status report
5. Old business
 - a. Centennial Park
 - b. LePoint St. parking
 - c. Short St. buildings
 - d. Centennial events
6. New business
 - a. Strawberry Festival
 - b. Arroyo Grande in Bloom
7. City of Arroyo Grande report
8. Guest speaker . Ellen Curtis . Social media
9. VIA awareness expansion plan
10. Adjournment

"See you there"



Village Association
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