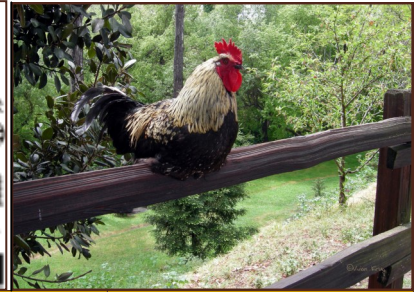


# The Village

OF ARROYO GRANDE

unique shopping & dining • antiques • historic landmarks • free parking



ARROYO GRANDE VILLAGE IMPROVEMENT ASSOCIATION

MARCH 2011

## What's Happening In The Village

**By Bob Lund.**

Only two more months and it will be time for the Strawberry Festival. This year, Branch Street will be open Saturday night so the vendors will have to tear down Saturday evening and set up again on Sunday morning. Due to the changes at Short St. there will be no booths on Short Street itself this year for the first time. Also, due to the removal of the parking lot that used to be between the Conrad House and the Building Department, we will have to move the pancake breakfast to the Car Corral. We will have a new concern operating the inflatable rides at Heritage Square this year. He has a great variety of new rides and so we are expecting a better carnival atmosphere. Everything else will be the same as last year with the Festival layout. Vendor sign ups are comparable to last year so we expect the same number of vendors at least as of this date.



Construction on the new parking lot behind Branch St. Deli is scheduled to commence on April 4<sup>th</sup>. This will include a new exposed aggregate walkway between Lund's and the Chocolate Sheep which will be a free flow design to allow planting similar to the sidewalk by Broadway Jewelers. The area will be planted by Arroyo Grande in Bloom. It is anticipated that the parking area will be available (but not completed) for the Strawberry Festival. The whole project is supposed to be completed by July 1<sup>st</sup>.

The Centennial Park will be completed early April and there will be a dedication ceremony on April 30<sup>th</sup>. Originally the city requested that the Farmers' Market be on Branch Street on that Saturday but with encouragement from the VIA it was decided that it is in the best interests of the merchants to not have the Street closed on Saturday. More information regarding the ceremony will be given as it becomes available.

The Centennial parade entry forms will be available in the next few weeks. This parade will be start at 6 pm on Sunday, July 10<sup>th</sup> and will be the largest parade the city has ever seen. I encourage all of you to participate since it will be great advertising for your business and for the Village since there will be a tremendous crowd watching the parade. There will be six bands located at intervals between Halcyon and Grand and where the parade will end at Branch and Mason. The bands will provide entertainment prior to the parade to entertain the crowd as will clowns, jugglers, line dancing and other forms of entertainment. During the parade, those band locations will be used as announcer stations to announce the parade entrants.

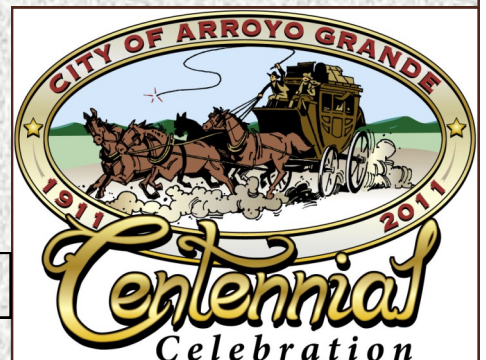
Be sure to attend our general meeting on Thursday, March 24<sup>th</sup>. There will be a special presentation on a new promotion concept being adopted by your Village Improvement Association that will be of great interest to you and could benefit you in a significant manner.

Thanks, Bob Lund

**New Facebook page check it out: Arroyo Grande Memories**

Editor: Lenny Jones

Photos: Vivian Krug



## VILLAGE TIDBITS

I'm dedicating my tidbits to the loss of two of our oldest and finest businesses in the Village.

Lund's, owned by Bob and Margareta Lund, has been in the Village for close to 18 years. Not only have the gift items been everything from fun, classy, unique, affordable to beautiful and life-saving (everyone needs a last minute gift), but the wine section has been an education in itself. Along with Bob's knowledge and the many great wine & cheese and caviar & Champagne get togethers, you always left with one more informative reason to go back. Of course, if you ever heard Bob's "Olie" jokes, you'd go anyway. And, if you were ever into art or jewelry, Margareta could accommodate you. Her famous French bulldog painting was admired by all. But any picture painted by her is amazing. And can you say creative? If you never saw her jewelry, you missed out on some colorful, rich, one-of-a-kind pieces. But luckily, Margareta is hoping to put her jewelry in a deserving showcase still to be admired and purchased. Bob will remain our Executive Director so we haven't totally lost them. It's just more sad for some of us to see this fine shop close its doors. Good luck to the Lunds.

The other business to call it quits is The Wardrobe. Since 1906, this store has been in the Village. Actually opening as The Wardrobe in the exact building where Branch St. Deli now exists. It was then men's clothing. Soon it became Baxter's and was purchased by Jim & Nancy Silva who also owned Devine Decadence and Louise Ralphs, both women's' clothing. When the big building at Branch & Nevada became available, the Silvas decided to put all 3 stores in one and rename it The Wardrobe. How fitting! (no pun). Some 20 or 25 years later they sold to Lorna Scott who has kept the quality of clothing and accessories up to her best skill and knowledge of retail. Unfortunately, she couldn't hold on through our economy and had to close the doors. So sorry to see these parts of the Village history leave us.

Lorna has left but the Lund's are still having their Quitting Business Sale. So, until April 2nd, you can still stop by and wish them well and pick up a great deal gift.

**See you in April. Toni**

### The agenda for our March 24th meeting at 8 am at The Branch Street Deli will be

1. Call to order
2. Introduction of attendees
3. Old business
  - a. Strawberry Festival
  - b. Farmers' Market
  - c. Centennial Park
  - d. Short St. and shops
  - e. Le Point parking plan
4. New business
  - a. Centennial Celebration update
  - b. Arroyo Grande in Bloom update
  - c. City update
5. Special presentation:
 

VIA advertising program by Vivian Krug, Jamie Laughlin & Kari Ziegler



**Village Association**  
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