

COUNCIL WEEKLY UPDATE

November 12, 2009

Listed below are the public hearing items that the Planning Commission will review at their meeting on Monday, November 16, 2009:

Pacific Coast Business Park Revision – For modifications to a previously approved project to allow additional commercial and medical office use and reduce the industrial park use from 1,100,000 square feet to 901,500 square feet located within the boundaries east of Ocean Ranch Boulevard, north of Avenida De La Plata, west of College Boulevard, and south of Old Grove Road. ***Staff is recommending approval.***

Walgreens – For the demolition of an existing gas station and construction of a 13,654 square foot retail building offering pharmacy services, with a drive-through window located at 4181 Oceanside Boulevard. ***Staff is recommending approval.***

Merchant Seminars Being Held

The City of Oceanside, in partnership with the Small Business Development Center, MainStreet Oceanside and South O Merchants Association, will be hosting two Coast Highway & Downtown Merchants Seminars on November 17, 2009, at the Wyndham Resort located at 333 N. Myers in Oceanside at the foot of the Pier.

The guest speaker will be Bruce Baker, who has taught more than 500 workshops throughout the United States.

Two seminars are scheduled. The first seminar will be held from 7:30 to 9:00 am to discuss Visual Merchandising. The concept behind visual merchandising is to make the appearance of window displays and products on shelves appealing to customers to make them want to buy your products.

The second seminar will be held from 5:30 to 7:00 pm the same day to discuss Sales Techniques. Mr. Baker will demonstrate how sales can increase with just small changes in how merchants attend to the customers.

Bruce Baker will also be available for one-on-one consulting at individual businesses by appointment between 10:00 am and 4:15 pm on November 17.

To reserve your spot at the seminars or to receive the one-on-one consulting at your business please contact Maryanne Bruce at 760-435-3541 or email mbruce@ci.oceanside.ca.us.

Aquatics Program Collaborative with Mira Costa College

In the 2008-2012 Parks and Recreation Strategic Plan, the Plan focuses on strengthening existing programs and building partnerships within the community to ensure increased service opportunities. This past year the Aquatics Section has secured a partnership with Mira Costa College. This has given the college an opportunity to rent the City pools for aquatic programming in areas that the City has been unable to provide. This has expanded the outreach for aquatic activity throughout Oceanside, Carlsbad and Vista. Over the past six months, the College has been able to host a Water Safety Instructor class, water aerobics class, lap swimming and scuba lessons. Over \$6,000 in revenue was generated due to this partnership.

Thanksgiving Meals

-On Wednesday, November 25, a Thanksgiving Luncheon will be held at the Oceanside Senior Center, 455 Country Club Lane from 11:15am-12noon for folks over 60 years of age. The suggested donation is \$2.75.

No reservations are necessary.

-On Thursday, November 26, (Thanksgiving Day) a Thanksgiving Lunch will be held at the Salvation Army, 3935 Lake Blvd. for all low income persons. It is free. No reservations are necessary.

Tree Lighting Ceremony

This event will be held on Thursday, December 3, in front of the Regal Cinemas at 6:00 pm. The Marine Corps band will play, cookies and milk for all, crafts for children, Santa will drop by and more.

“Be A Santa To A Senior”

All three Oceanside Walmarts will have trees up in their stores to support the City’s home-bound seniors. Citizens may pick a name off the tree, purchase a gift at Walmart and turn it in to Walmart. The Store will make sure that all gifts get delivered to our seniors through the meal delivery program.

Senior Citizen Winter Ball

A semi-formal dance will be held on Sunday, December 13, at the Beach Recreation Center from 7:00 – 10:00 pm. Tickets may be purchased at the Oceanside Senior Center at a reduced rate before December 4. There will be a live band and refreshments.

Employee Toy Drive

Boxes will be placed at City Hall, Fire Stations and Recreation Centers to collect new toys for needy children in Oceanside. Please turn in a new unwrapped toy. This event is coordinated by the employees of the City of Oceanside.

NOVEMBER 2009						
Sun	Mon	Tues	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

WEEKLY OCEANSIDE EVENTS LISTING

The following events listing is a compilation of items sent to the Oceanside City Manager's Office as of November 12, 2009, by various City departments and divisions and area agencies and organizations. Any errors of fact or omission are the responsibility of the individual or organization providing the information. If you wish to have information included in this listing please call Linda Paguirigan, 435-3075 or fax to 435-6061 or e-mail her at LPaguirigan@ci.oceanside.ca.us.

Thru Nov 30 **Halloween Art Exhibit is Out for Blood.** Tue - Sun 11:00 am – 7:00 pm. JC Gallery & Studio, 212 C. N. Coast Highway.

Thru Dec 21 **Holiday Toy Drive.** Donations accepted at all Fire Stations. (760) 435-3360.

Thru Jan 8 **The Art of Les Perhacs Exhibition.** OMA, (760) 435-3720 or www.oma-online.org.

Thru Jan 10 **An American Dream: Gregg Jabs Exhibition.** Oceanside Museum of Art, (760) 435-3720.

NOVEMBER 2009

Nov 13 **CITY HALL CLOSED.**

Nov 13-15 **PLA Pro Championships.** 7:10 am – 3:30 pm. Oceanside Pier. (858) 272-2191.

Nov 14 **San Elijo Lagoon Field Trip.** 9:00 am. Buena Vista Audubon Society, (760) 753-1266.

Nov 14 **Science Seekers.** Grades 4-8. 2:00 pm. Civic Center Library. (760) 435-5600.

Nov 14 **"Taming of the Shrew: Shakespeare, Rattle and Roll".** 7:00 pm. Truax Theatre, El Camino High School. (760) 757-8550 ext. 3902.

Nov 14 **An Evening with John Zabrocky.** 7:00 – 9:00 pm. Oceanside Museum of Art, (760) 435-3720.

Nov 15-Mar 28 **Industrial Alchemy by John Zabrocky Exhibition.** Oceanside Museum of Art, (760) 435-3720.

Nov 15 **Native Plant Club,** 2:00 pm, Buena Vista Nature Center, 2202 So. Coast Highway, (760) 433-9401.

Nov 15 **"Taming of the Shrew: Shakespeare, Rattle and Roll".** 2:00 pm. Truax Theatre, El Camino High School. (760) 757-8550 ext. 3902.

Nov 16 **Anime & Manga Club.** Grades 6-12. 3:30 pm. Mission Branch Library Community Rooms. (760) 435-5640.

Nov 17-Dec 10 **"Back and Forward" Exhibit.** MiraCosta Kruglak Gallery, 1 Barnard Drive. (760) 795-6657.

Nov 18 **Anime & Manga Club.** Grades 6-12. 3:30 pm. Civic Center Library Community Rooms. (760) 435-5640.

Nov 18 **Paws to Read.** Grades 2-5. 3:00 – 4:00 pm. Mission Branch Library. (760) 435-5590.

Nov 18 **Buena Vista Audubon Society General Meeting,** 7:00 pm, Buena Vista Nature Center, 2202 So. Coast Highway,(760) 439-2473.

Nov 19 **"Back and Forward" Exhibit Reception.** 11:00 am – 2:00 pm. MiraCosta Kruglak Gallery, 1 Barnard Drive. (760) 795-6657.

Nov 19 **SDG&E LED Holiday Light Strand Exchange.** 5:00 – 9:00 pm. Sunset Market, Pier View Way & Tremont Street. Exchange up to three light strands.

Nov 19-22 **2nd Annual California Surf Festival.** California Surf Museum. (760) 721-6876.

Nov 20 **Art After Dark: The Zodiac Lounge.** 7:00-10:00 pm. Oceanside Museum of Art, (760) 435-3720.

Nov 20-Dec 6 **San Diego NOW: Eight UCSD Visual Artists Exhibition.** 7:00-10:00 pm. Oceanside Museum of Art, (760) 435-3720.

Nov 21 **Toys for Tots Motorcycle Benefit Ride.** 9:00 – 11:00 am. Harbor Lot #1. (760) 941-4952.

Nov 21 **"Home Grown" Gardening Class – Tool Care.** 1:30 – 2:30 pm. El Corazon Compost Facility, 3210 Oceanside Blvd. RSVP 1-800-262-4167 ext. 4.