



FALLBROOK REVITALIZATION ADVISORY COUNCIL



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MARCH'S FEATURED PROGRAM:

A Doable Dream for the School of the Arts Community

Presented by Brigitte Schlemmer, executive director of the **Fallbrook School of the Arts**

Over the years, the site of Fallbrook School of the Arts on East Alvarado Street has been home to a variety of businesses. It was a depot, packing plant and even a car repair place. But it wasn't until the Fallbrook Village Association acquired the property in 1999 that the site discovered its true calling. Over the past decade the school has quietly evolved into a vibrant center for arts education that attracts "major rock stars" of the international arts community to Fallbrook, said Brigitte Schlemmer, the school's executive director. Today the school of the arts has 3,500 square feet of classroom space where it educates students as young as 20 months and as old as 92 years in classes including beginning ceramics, classical drawing, painting in all mediums, sculpture, glass, paper arts, fabric arts, photography and printmaking. Most of the school's revenue comes from the dozens of classes offered each semester. "We have to do tuition-based programs to exist," said Schlemmer, who has a fine arts background and worked for major Hollywood studios such as Disney and Universal before joining the school in 2004. The curriculum is designed to allow students to start with the basics and as their skills improve grow into more advanced classes. Schlemmer said the school focuses on developing new programs, attracting word class artists and the nearby art center and implementing a master plant that will serve as blueprint for future growth. Whenever possible the school tries to participate in as many community events as possible. "We try to cross market whenever we fit in and can help out," she said. The school works with the high school and recently received funds from Rotary to provide insulation to the popular ceramics lab. The school also teams up with the Fallbrook Art Center – one of five arts related entities in Fallbrook that operates as a division of Fallbrook arts, inc. – to offer complimentary programs to their exhibits whenever possible. Along with the yellow classroom building, the 5,700-square-foot red building is a foundry that attracts career artists who can rent out space. The school also has begun offering vocational programs. Although the classes are not expected to be accredited until

2012, Schlemmer said the welding classes are very popular among women. The school also has an 1,100-square-foot stone cutters area. Probably the most visible success at the school has been the result of the visiting artists series, which attracts not only major artists but students from all over the country to take the classes. The popular programs have caught the eye of other organizations interesting in collaborating with the school. Classes taught through the school by important American artists such as Charles Reid and Robert Burrige have increased Fallbrook's stock among the art world and help brand the community as a true arts town. Down the road, Schlemmer wants the school to do more to promote demonstrations in the fine arts such as music and theater. The master plans also includes a new media building for broadcast and education as well as a large event center/performance venue. Schlemmer also would like to take advantage of the school's central location by adding a gallery and marketplace that sells arts supplies. Ultimately, she said all the pieces are in place for Fallbrook to become a major arts community like Santa Fe. "It's totally doable," she said.

For more on the school go to: www.fallbrookschoolofthearts.org

OTHER REPORTS:

Supervisor's Corner: *2010 State of North County Address*

Fifth District Supervisor Bill Horn gave his annual State of North County Address on March 9 to about 150 people at the AVO Playhouse in Vista. Horn was introduced by Vista Mayor Morris Vance, who served as the event's emcee.

Horn said that getting our economy back on track and enhancing public safety are his two biggest challenges. "The tragic deaths of Chelsea King and Amber DuBois remind us how fragile life can be and how we must remain vigilant—not only in keeping the justice system accountable but also in reinforcing the bonds of family and community," he said.

Horn said despite the county being threatened with "politics as usual" in Sacramento, the county has a balanced budget with healthy reserves and a credit rating among the highest of any government in the United States.

He also said an initiative he brought forth is now a county ordinance that prevents any requirements, beyond what state or federal law mandates to use union labor on public projects. "In a time when revenues are being squeezed and new jobs are hard to come by, protecting taxpayer resources and small businesses is vital," he said.

He anticipates rolling out new federal partnerships in May with North County cities, as well as the community of Fallbrook that will implement strategies in dealing with gangs.

Fire protection was a common theme during the speech. "Our fire agencies and volunteer fire departments are now better equipped and better trained," Horn said, citing ongoing efforts to reorganize fire protection resources. He said managing vegetation is a key to preventing wildfires and lamented recent litigation by environmentalists to halt the process.

He listed progress in widening Highway 76 and realigning roads between Vista and San Marcos as ways to reduce traffic congestion.

Also highlighted was progress on a seven-mile linear park along the San Luis Rey River and his efforts to work with the Coates' family to preserve Rancho Guejito near Escondido.

Threatening the lifeblood of the County is the availability and distribution of water. Horn said the state is victim of a "political drought" through misguided policies and court decisions that protect the two-inch Delta smelt while ignoring the needs of people. Horn said he supports desalination and alternative conveyance of water (peripheral canal).

He highlighted two recent workshops at the County Farm Bureau to discuss the General Plan Update and Multiple Species Conservation Plan with local farmers. "I pledged a long time ago to protect the private property owners in this County," said Horn, "and I have no intention of wavering on that promise."

He praised the cooperation with the Fallbrook community that will open a new library in the fall. He also cited the importance of Palomar Airport and its recent major improvements, accomplished without general fund money.

Horn applauded the close working relationship with the City of Vista and non-profit organizations throughout North County and highlighted several projects he has funded over the years through the County's Neighborhood Reinvestment program.

"It has been my pleasure to be able to return your money to your communities," Horn said.

A transcript of Supervisor Horn's comments is available at <http://www.sdcounty.ca.gov/cnty/bos/sup5/>

Society Rediscovered Forgotten Indian Images

The Fallbrook Historical Society discovered its latest treasure in its own backyard. For the past 32 years a collection of images of American Indians taken by famed photographer Edward S. Curtis have sat on a shelf in the historical society. The North American Indian Portfolios Nos. 14 and 14, containing early rotogravure reproductions of many local Indians, was donated to the group in 1978 by local artist and collector Jane Rosequist. Judy Gillespie said the historic images are not going to sit forgotten on a shelf for another 30 years. On April 10-11 the Fallbrook Historical Society will share this collection of historical significance with the rest of the world. The exhibit will run from 1 to 4 p.m. at the society's Barn at 260 Rocky Crest Road. The show contains images from the Kato, Pomo, Wailaki, Yuki, Wintun, Maidu, Yokuts, Shoshoneans, Washo and Cupeño tribes captured by Curtis, whom President Teddy

Roosevelt described as “an artist and a trained observer, whose work has far more than mere accuracy.” Curtis died in 1952 and captured more than 40,000 images and recorded rare ethnographic information on more than 80 American Indian tribes. Gillespie hopes to share the collection with more than just the Fallbrook community. She said the group is talking with several area Indian tribes and hopes to highlight the collection with the Antiques Roadshow when it stops in San Diego on June 12. The show is accepting applications for tickets to be awarded by lottery.

The Art of Brevity

Sometimes less said the better. Case in point: Fallbrook Center for the Arts Group, Inc, umbrella organization for five arts-related entities in Fallbrook, wanted to more effectively get the word out about who they are and what they do. Despite its growing presence in the community and around the world, the group’s board felt that a shorter name was better. The board, with its many new members, wanted to create a new name that would better communicate the organization’s full scope of interests and work. To make a long story short, the organization recently changed its name to Fallbrook Arts Inc. As the community of Fallbrook works to grow its reputation as an art and arts education hub for our region, it is important to offer the public a resource that simply and cleanly communicates the full breadth of arts experiences available in Fallbrook, the group reasoned. FAI will continue to serve as the parent organization for: The Fallbrook Art Center, Fallbrook School of the Arts, Brandon Gallery, Art in Public Places and the Fallbrook Arts Alliance.

Money Matters Vex Merchants, Educators

A decline in funding was foremost on the minds of Fallbrook educators and merchants. Fallbrook Union Elementary School District superintendent Dr. Brian Jacobs said his schools are struggling for “monetary support.” He estimated a \$1.4 million budget shortfall for the 2010-2011 academic school year in the district will result in larger class sizes and reorganization. Classrooms that once held 22 students are expected to expand to 24 and even 26 students, he said. At the same time, several schools that serve kindergarten to third grade students and fourth to sixth grade students would be reconfigured to handle kindergarten through sixth grade, resulting in a savings of \$500,000. Dale Mitchell superintendent of the Fallbrook Union High School District said a \$1.8 million shortfall projected for the next school year will result in layoffs. Budd Sutliff said fiscal matters also weighed heavily on the minds of merchants who are members of the Historic Downtown Merchants Association. “We too are suffering from a lack of financial support,” he said. Nevertheless, Sutliff said many of the retailers have restocked their shelves with new merchandise and several empty storefronts have new tenants. Gnarly Vine, a wine-tasting and tapas bar, has opened in Jackson Square and Dominics II is making plans to reopen in the

former Lace Apron site on Main Street by the end of April. Sutliff also was pleased to see that the owners of Labors of Love have taken an equity stake in a new downtown building . “We are always happy to see more owner operators,” he said.

Fallbrook Fireworks Show Goes On

The **Fallbrook Beautification Alliance** is going ahead with plans for its annual Fourth of July fundraiser after getting a helping hand from San Diego County . The group needed to come up with \$25,000 by a March 15 deadline to ensure a sixth year for the popular fireworks show at the Grand Tradition. Jackie Heyneman with the FBA said a \$35,000 Neighborhood Reinvestment Funds grant though the county has been approved, assuring that the show goes on. About \$5,000 of that total will be used to expand the downtown flower pot program. The event is the sole fundraiser for the FBA, which was responsible for planting live plants in the median of Mission Boulevard, the downtown flowerpots and is in the process of turning Beech Street Park into a children’s art park. Over the last five years, a generous donor provided the funds for the fireworks but this year the money dried up. Last summer the 5th annual July 4th Celebration at the Grand Tradition attracted 2,500 people and raised an estimated \$30,000 for the Fallbrook Beautification Alliance.

Here and there – Keith Lewinger, general manager of the **Fallbrook Public Utilities District**, happily reported that customers have cut back on water use by 15 percent from a year ago. He also mentioned that customers who shut off lawn irrigation systems during the winter months could see as much as a 30 percent reduction in their sewer bills starting this summer. But he warned that water costs would be going up because the San Diego County Water Authority, which provides wholesale water to the FPUD, announced recently it was raising its rates by 20 percent... Gordon Stone with **San Diego County Parks Department** said the Fallbrook Community Center invited everyone to attend a couple of upcoming events. On April 3 a pancake breakfast and egg hunt will be held at the community center and La Paloma School. On April a health fair will take place at La Paloma Elementary School on April 10 from 9 a.m. to 1 p.m. The event will include more than 50 booths, blood pressure and glucose testing, free dental exams, a climbing wall and Sumo wrestling... Don McKinney from Rep. Darrell Issa’s office mentioned that a teen trade fair – What Now... Life After High School – will be held at the Oceanside High School gym on April 21 from 2:30-5 p.m. Sponsored by the Boys & Girls Club of Oceanside, the event is a great opportunity for teens to learn everything about what they need to know after graduation... Sid Morel

with the **North County Fire Protection District** said Fallbrook Fire Safe Council said it has removed dead trees and growth on East Mission and cleaned up properties affected by the Rice Fire as part of a \$400,000 grant... Jackie Heyneman with Save Our Forest said 90 volunteers planted 2,200 native plants at the Los Jigueros Preserve on March 20 and the group completed a California ReLeaf grant that added 77 new trees to the community. She also mentioned that Fallbrook Land Conservancy is reinstated its annual 5K on April 24... Anne Burdick with the Fallbrook Community Planning Group is still looking for community input about the county's general plan update and has received a request to install a traffic signal at South Mission and Aviation that is expected to go before the Traffic Advisory Commission on April 23... Gordon Tinker, president of the **Fallbrook Healthcare District**, said his board recently approved a \$10,000 informational kiosk for the new Fallbrook Library, which is expected to open this fall. He also mentioned that request for grants rose to \$791,000 this coming year – a year ago the group handed out \$491,000... Richard Kennedy, newly hired executive director of the Fallbrook Chamber of Commerce, introduced himself to the group and said his first task will be to promote the Avocado Festival on April 18. The Oceanside resident said he has an open door policy and hopes to meet individually with everyone at the meeting... Vince Ross with the Fallbrook Village Association said his group plans to lobby hard against a proposed cutback in Neighborhood Reinvestment funds, which are the lifeblood for many Fallbrook area non-profits. He said that the non-profits do much of the work that a city would do if Fallbrook were incorporated. He also said the group is still pursuing measures to slow traffic in the downtown area to make it more pedestrians friendly and eliminate accidents...

THIS MONTH'S FEATURED PROGRAM:

Alex Villa, CEO of Fallbrook Health District and Gordon Tinker, director, will provide an update on Fallbrook Hospital and other programs of the Health Care District on April 15 at 10:30 a.m.

The Fallbrook Revitalization Advisory Council was formed by San Diego County 20 years ago to serve as a forum for community organizations where information about important Fallbrook issues could be exchanged. The networking group, which is made up of key members of municipal, private, non-profit and for-profit organizations, serves as an advisory body to the San Diego County Board of Supervisors.

The Fallbrook Revitalization Advisory Council meets on the third Thursday of every month at the Fallbrook Public Utilities District office at 990 E. Mission Road. Meetings are open to the public.

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