

HOLLYWOOD PARK HERALD

WINTER 2015

A quarterly neighborhood newsletter published and distributed by your Hollywood Park Neighborhood Association.



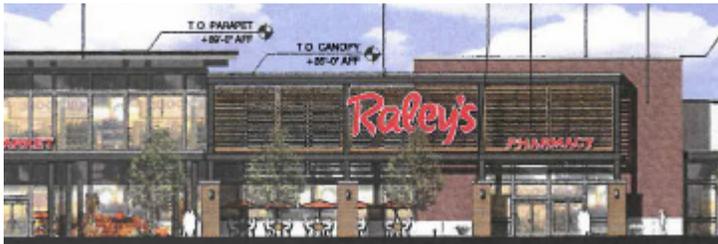
Learn About The Proposed Raley's Development & Join Your Neighbors For Holiday Cookie Exchange!

The Hollywood Park Neighborhood Association will be holding our General Meeting & Holiday Social on December 16th at 6pm at Hollywood Park Elementary School. Please join us for a presentation by the devel-

opers of the proposed Land Park Commercial Shopping Center which will be located at the former site of Capital Nursery and will be anchored by Raley's. This should be a great opportunity to see the designs and ask questions.

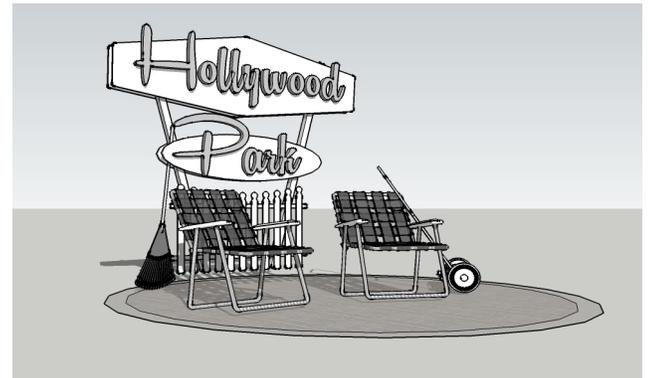
Before the meeting we will be hosting a neighborhood Cookie Exchange. This year we welcome all bakers of holiday treats - cookie or pastry, savory or sweet - to bring some homemade goodies to share and swap at the Holiday Social + General Meeting.

Don't forget your tupperware to take home a sampling of the neighborhood's finest baked goods!



Design Chosen For Neighborhood Sign Sculpture

As announced in the Fall 2015 Hollywood Park Herald, Casey Marshall of Fabritype Maker Co. (fabritype.com) presented three designs for the Hollywood Park Neighborhood Sign which were voted on by the HPNA membership during the September 16 General Meeting. The sign project generated a lively discussion during the general meeting, with a few members suggesting the vote be postponed to a later general meeting or conducted online and others expressing doubts about the three designs. In the end, the membership in attendance agreed to hold a vote during the general meeting with an option for a write-in vote for "none of the above". 71 percent of the votes were in favor of one of the three designs. With whimsical sculptural elements, the sign design dubbed "Front Yard" garnered the most votes and will surely become a neighborhood landmark.



Artists rendering of the new sign sculpture.

On October 26, the HPNA Sign Committee held an Open House for the sign project to present the winning design, discuss the history of the project, and discuss the steps necessary to make the project a reality. *(Continued on back cover)*



General Meeting
December 16th

6pm Cookie Exchange
6:30pm Meeting

Hollywood Park Elementary
Multi-Purpose Room 4915 Harte Way

Join us for a presentation by the developer
of the new Raley's Shopping Center!

Hollywood Park Business Briefs

By Greg Brown

So long To Spencer's Frameworks

'Tis the holiday season and for Terry Spencer, owner of Spencer's Frameworks on Freeport Blvd, it's a special one. This year will be her last as owner of the frame shop that has been a fixture on Freeport Boulevard for 30 years. "It's time to hang up the apron and put the hammer down". She said.



HP resident Terry Spencer wants folks to get framed for the holidays, her last at Spencer's Frameworks.

Terry is a longtime Hollywood Park resident who walks to her shop every day. "Our neighborhood is truly a little gem of Sacramento" she told me. When I visited Spencer's she was framing and matting a beautiful family heirloom for a customer just in time for the holidays.

Terry boasted that she's "enjoyed the most incredible and rewarding career" at Spencer's Frameworks and added, "If I was 30 years younger, I'd do it all over again".

Good Eats Inside The Swiss Buda

One thing that really excites me is good old fashioned comfort food. I'm a chicken and ribs kind of guy. So when I heard "Good Eats Southern BBQ" was taking over the kitchen inside the Swiss Buda on Fruitridge Boulevard my taste buds started to tingle.

Locals in South Land Park and beyond flocked to Good Eats when it was inside the Vic's IGA in South Land Park. When Vic's IGA closed without warning Eric McFadden and Good Eats were left out in the cold.

Good Eats Southern BBQ is now located in the warm confines of the iconic Swiss Buda Lounge. Ribs, fried chicken, tri-tip,



Chef Eric McFadden behind the kitchen counter at the Swiss Buda

poor boy sandwiches with tasty sides like mac-n-cheese, fries, or potato salad are just some of the items on the menu for dinner. Eric let me sample the rib plate and I was in hog heaven. It was moist and delicious. I needed a wet-nap...stat!

The Swiss Buda will also offer traditional breakfast on Saturday and Sunday. Eggs Benedict, corned beef hash, and of course loco moco, which consists of white rice, topped with a hamburger patty, a fried egg, and brown gravy. It's a Hawaiian thing!

Bull Ah Yun, the owner of the Swiss Buda told me, "after my dad passed I tried to get the kitchen going again.

(Continued on back cover)

Come Join 3rd Annual Hollywood Park Citrus Harvest!

Have a tree that needs harvesting? Love to harvest fruit? Interested in meeting neighbors and helping others in need?

Saturday, 20 February 2016, 9am-1pm
Centennial United Methodist Church
5401 Freeport Boulevard, Sacramento, California 95822

Volunteers will be placed into groups of 5-10 people with a trained harvest group leader. Each group will receive a list of 3-5 tree sites to harvest, and will be provided with all necessary harvesting materials, including gloves, picker-poles, ladders, clippers and boxes (however, if you have your own, please do bring them!!).

Volunteers will carpool (or walk) to each site and ideally be able to transport tools and harvested fruit between sites and then back to Centennial United Methodist Church. It is extremely helpful if each group has a pick-up truck or van to help transport materials and fruit. If you have this type of

vehicle and are willing to bring it, we would be grateful!!

After the harvest, large bins are placed at Centennial United Methodist Church and citrus is shared with the neighborhood and those volunteering to help – all left-over citrus is donated to local food banks. At the Harvest Hollywood Park 2015 Citrus Harvest, over 3000 pounds of fruit was harvested. Yes, 3000 pounds with 2000 pounds donated to local food banks.

We will be serving a simple lunch after the harvest to create an opportunity for participants to meet volunteers from other harvest groups, share their experiences together over a good meal and meet the Hollywood park community.

To participate or help coordinate morning snacks, please contact: Harvest Hollywood Park Coordinator, Christina Maradik-Symkowitz: (916) 524-2754 or harvesthollywoodpark@gmail.com.

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Hollywood Park Sign Project: Volunteer Effort Long Time Coming

A Letter From the President of the HPNA

Dear Neighbors,

I am very excited to kick off our fundraising efforts for a neighborhood sign to put Hollywood Park on the map. You may not all be aware, but the amount of time that has been devoted to the neighborhood sign by the HPNA board has been considerable, given that we are all volunteers with regular work and family commitments.

A neighborhood sign in Hollywood Park is a long time coming. As neighbors recently learned at the open house for the current HPNA sign design, discussion took place as far back as the early nineties when our current County Supervisor Patrick Kennedy was president of the HPNA and we've even heard the idea goes back even further. At one point there was even some discussion about painting stars and "Hollywood Park" on the fence across Freeport Blvd. from Rite Aid.

We are excited about Casey Marshall's Front Lawn sign design and how it reflects the era in which Hollywood Park and the rest of the Freeport Blvd. corridor were developed. Think about how well it will fit in with the Hollywood Hardware, old

Gem Auto, and Raley's signs; the Maharo-ba Bakery and Chase Bank buildings; not to mention Land Park Bowl. Furthermore, by being a work of public art in addition to a sign, this playful iconic design is able to truly evoke the feeling of what it means to be a great community.

For those of you who are interested in learning more about the sign project, please visit the HPNA web site at hollywoodpark95822.org.

Fond regards,
John Maradik-Symkowick
President, HPNA

HPNA Board

Officers

President: John Maradik-Symkowick
jjsym@hotmail.com
Treasurer: Ed Rogala
edrogala@gmail.com

Directors

Greg Brown (Business)
mcgregorradio@comcast.net
Chantel Elder (Membership)
chantel@eleakis.com
Karla Fung
kwfung@gmail.com
Ross Levine
smartbomb@rocketmail.com
Hilary Moise
hmoise@gmail.com
Eric Negendank
eric.neg@gmail.com
Victor Vasquez
miscvrv@sbcglobal.net

Newsletter / General Email

hpna95822@gmail.com

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Fax: 916-239-2921



Neighborhood Calendar

HPNA Social & Cookie Exchange

December 16, 6:00pm - 6:30pm
Hollywood Park Elementary School
Meet your neighbors and exchange
Holiday Cookies before our December
General Meeting!

HPNA General Meeting

December 16, 6:30pm
Hollywood Park Elementary School
Come out and Meet your Neighbors
and discuss all things Hollywood Park!
We will be holding elections and have
a presentation on the new Raley's
development.

St. Robert's Church School

Pancake Breakfast and

Holiday Gift Sale

December 6th, 9am-11:30am
Haggin Oaks Golf Course
All are welcome!

Hollywood Park Citrus Harvest

February 20th, 9am-1pm
Centennial United Methodist Church
See the article in this newsletter for
more information!

Regular Events

LPCA Presents: Food Truck Mania!

Every Third Sunday, 4p - 8p
Enjoy the best food trucks the
Sacramento region has to offer!
LPCA has partnered with SactoMoFo
to bring this community event to
the corner of Freeport Blvd. and
Sutterville Road.

HPNA Board Meetings

Second Monday of every month,
6:30pm
Centennial United Methodist Church,
Fireside Room.
5401 Freeport Blvd

Want your event listed here? Contact us at
hpna95822@gmail.com

A Few Good Neighbors: The HPNA Board of Directors Needs YOU!

At the HPNA General Meeting on December 16, the members will be holding elections to select 5 people to serve on the HPNA Board of Directors. Three incumbents will be seeking re-election to an additional two year term, but anyone is welcome to become a candidate for the 5 open Director positions. While we are sad to lose the wonderful neighbors who have decided not to serve for another term on the Board, we are excited to welcome new people who will bring their own ideas and energy to the HPNA Board. Read on to find out everything you need to know about the HPNA Board of Directors and how to become a part of it.

HPNA Board of Directors Election

- ▶ At December 16 General Meeting
- ▶ Five open seats
- ▶ Each Director will serve a two-year term
- ▶ Any active HPNA member is eligible to serve on the Board

Why You Should Consider Joining the HPNA Board

The HPNA Board is devoted to improving the quality of life and community connectedness of Hollywood Park. Board members have the opportunity to work on projects that make Hollywood Park better, from social events to neighborhood clean-ups to communicating with city and county officials on issues that affect our neighborhood. While it is a volunteer position, HPNA Board members can choose their level of involvement on different projects, or take the initiative to start something new that he or she is passionate about. Lastly, the HPNA Board is a collaborative team that also draws on countless other neighborhood volunteers who help each other out. If you like problem-solving, have ideas on how to improve the neighborhood, or just want to donate some time and energy to the community we all benefit from, please consider becoming a neighborhood leader by joining the HPNA Board.

The Core Duties of HPNA Board of Directors

Attending board meetings once a month and quarterly membership meetings and help plan/host neighborhood events throughout the year as needed are the main duties expected of a Board Member. If you have any questions about the HPNA Board, feel free to contact any current Board member or email the HPNA at hpna95822@gmail.com. The current Board members are: Karla Fung, Ed Rogala, John Maradik-Symkowick, Chantel Elder, Eric Negendank, Ross Levine, Greg Brown, Victor Vasquez, and Hilary Moise. We are always looking to add new people with their own opinions on what makes Hollywood Park a great neighborhood and how we can work together to make it even better!

How to Run for A Position on the HPNA Board

Candidates who e-mailed the HPNA at hpna95822@gmail.com to submit an optional brief candidate's statement (no more than 100 words) by 11/18 had their statement included in this newsletter.

Candidates who contact HPNA at hpna95822@gmail.com by December 14, will be included on the ballot for the election.

Candidates may also nominate themselves at the December 16 General Meeting, and will be included as a write-in candidate.

Save the Date!

**Hollywood Park Elementary
Golf Tournament**
at William Land Gold Course

Saturday, May 21, 2016
11:00am - 3:30pm tee times
\$50 per player

RSVP: Tenley-Luke@scusd.edu



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Neighborhood Improvement Committee Update

By Irene Wilson

Thanks go out from the Neighborhood Improvement Committee to all of our wonderful volunteers who have decorated the neighborhood's lamp posts once again with so many lovely red bows. To help with this effort in future years or to be notified of other Neighborhood Improvement Committee meetings and efforts please contact:

Irene Wilson, 455-1253, iwilson5@netzero.com
Pat Pederson, 456-6311, patsemail@comcast.net



To donate towards this effort, please write "HPNA Holiday Bows" on your check and mail it to the Hollywood Park Neighborhood Association at P.O. Box 22278, Sacramento, CA 95822.

The Neighborhood Improvement will also be coordinating the annual "Holiday Decorating Contest" with three homes winning gift certificates from local merchants. Homes can only win once, so this might be your year to shine. Decorations must be up by Saturday, December 19th. Winners will be contacted after Christmas.

Hollywood Park Neighborhood Association Board Of Directors Submitted Candidate Statements

The statements below were submitted to the Hollywood Park Neighborhood Association by 11/18/15. Candidates are still welcome. For more information please see the article in this newsletter!

Ross Levine

In the 11 years that I've lived in Hollywood Park I've always appreciated and enjoyed the sense of community fostered by things like the newsletter, the 4th of July parade, and the festive bows that magically show up on the streetlights each holiday season. But only during these last two years in which I've been on the HPNA board have I realized just how much time and effort goes into keeping these traditions alive, let alone starting more recent endeavors like the neighborhood clean-up events. I hope for the opportunity to work to continue these efforts.

Eric Negendank

As a current member of the Hollywood Park Neighborhood Association Board of Directors, I am excited to run for election to a second term. During the past two years, I've been working hard with other members of the neighborhood on a variety of projects the Neighborhood Association took on including trying to get funding for street lighting on Knight Way, designing the newsletters, and co-chairing the sign committee. If re-elected I will continue to volunteer my time and effort to make our neighborhood a great place to live!

Dylan Seidner

I purchased my first home in Hollywood Park in 2014 because it's a truly livable Sacramento neighborhood; affordable, safe, walkable and bikeable with access to nearby businesses and transit. I work as a scientist in state government where I problem solve environmental issues with governments, businesses, and concerned citizens in a public arena-- skills which I feel can be applied at the Board. I love this neighborhood, and if elected I'll employ my time and Board membership toward Hollywood Park's enhancement.

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 - ☒ Sacramento Police Department
 - ☒ Sacramento Fire Department
 - ☒ Animal Care Services
- ☒ Community Development Department
 - ☒ Department of Utilities
 - ☒ Local School District

Wednesday,
January 13, 2016

6:30-8:30 PM

Hollywood Park
Elementary School

4915 Harte Way
Sacramento, CA 95822

For more information or
questions please call:
The Office of Jay Schenirer
(916) 808-7005



City of
SACRAMENTO
Councilmember Steve Hansen
District Four

City of
SACRAMENTO
Neighborhood Services



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Business Locations

Local Services

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4080 Attawa, 451-2818

Panama Pottery,
4421 24th

A Sure Solution, (senior living
consulting & placement)
208-8556

J. Crawford's Books,
5301 Freeport, 731-8001

Phono Select Records,
4370 24th St. Unit O, 849-3647

Angel Pet Care, 216-0223

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4625 Freeport, 541-4892

Pocket Club,
5043 Freeport Blvd, 457-6416

Anthony Carrillo, Realtor,
451-6702 x269

Grips Fast Golf,
4819 Freeport, 457-5532

Spencer's Frameworks,
5101 Freeport, 456-0282

EcoTech Pest Management
706-2242

Hollywood Hardware,
5303 Freeport, 455-6488

Sutterville Bike Company,
2365 Sutterville Bypass Rd.,
737-7537

Dust n Time (house cleaning)
dustntime@comcast.net

I B Custom,
2140 Sutterville, 456-0466

Two Rivers Cider Co.,
4311 Attawa Ave., 456-1614

Hollywood Park Daycare,
698-7460

The Jointed Cue & Billiards,
2375 Fruitridge, 456-3243

Yoshimura Auto Service,
4971 Freeport, 454-5082

Life on Holiday (Shaklee),
456-6770

Kings Auto Service,
4643 Freeport, 456-7886

Centennial United Methodist
Church, 5401 Freeport Blvd.

Matt Bistis, Realtor,
798-0822

Kline Music,
2200 Sutterville, 456-8742

Shakeology
pearleneutley@gmail.com

Land Park Ski & Sports,
4207 Freeport, 451-2800

Wanda Christensen Realtor
918-952-0780

Weisbeck Properties Inc.,
452-5733

*Swiss Buda is proud to be a
new HPNA Business Member!*

*You can visit them at 2342
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Melvin Ah Yun
421-6947

2342 Fruitridge Rd.
Sacramento
Ca 95822

Cocktails

Food

*One of the things that makes our neighborhood
really great are all of the businesses that surround
Hollywood Park. Visit or use one of our Business
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Two Christmas Eve Worship Services
Thursday, December 24
7:00 p.m. & 11:00 p.m.

**Centennial
United Methodist Church**

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916-452-4477

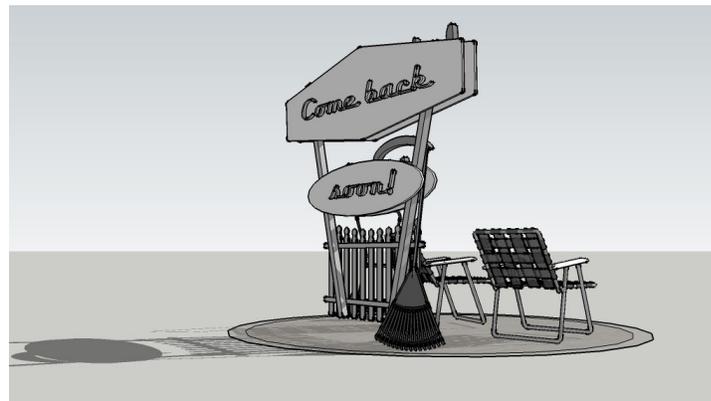
Design Chosen For Neighborhood Sign Sculpture

(Continued from cover)

The Sign Committee, Casey Marshall, and County Supervisor Patrick Kennedy spoke about the sign project and answered questions. Topics discussed included the design concept, the physical dimensions and layout of the project, the funding sources, and the fundraising needed to raise approximately \$7,000 to match grants received from the City and County. Overall, the Open House was a positive and constructive event, with neighbors excited and curious to see the final project through and even to help with fundraising efforts.

If you were on Nextdoor Hollywood Park or checked out HPNA's Facebook page, you may have seen the discussions over the sign project developed soon after the Open House. A neighbor requested we address some questions they had about the process at the next HPNA Board Meeting. About 20 neighbors attended the Board meeting and the face-to-face discussion between neighbors and the HPNA Board was constructive. The submitted questions and the Board's responses are available on the HPNA website.

Next steps for the sign project are to formally sign an agreement with Casey Marshall and kick-off fundraising efforts. Up-to-date information about the Sign Project is available on the HPNA website at Hollywoodpark95822.org.



We are seeking donations and volunteers to help in our fundraising efforts. Please send donations specifically marked as "for the Hollywood Park sign" to P.O. Box 22278, Sacramento, CA 95822. If you have some fantastic fundraising ideas or simply want to help out, please email hpna95822@gmail.com.

As the project moves forward and becomes a reality, the Hollywood Park Neighborhood Sign Sculpture will become the landmark to tell the rest of Sacramento about our incredible neighborhood and that everyone in Hollywood Park will be proud of. -Victor Vasquez

Hollywood Park Business Briefs *(continued)*

We had a hard time finding the right fit." After some management restructuring Ah Yun put the word out about looking for a chef at the Swiss Buda. "That's when Eric's McFadden's name kept popping up", he told me. Eric stopped by, introduced himself, and got the gig. Bull added, "Eric is full of energy, ideas, and boy can that man cook!" The Buda still has karaoke on Friday and Saturday night along with the NFL package on Sunday as well as happy hour drink specials. The Swiss Buda is also a new HPNA business member. They are located at 2342 Fruitridge Road.

Down on the Corner

7-Eleven is looking to take over the corner of Fruitridge and 24th street where the unsightly abandoned wheel and tire store used to be. The project is in the preliminary stages. The development team has expressed interest in reaching out to Hollywood Park about their plans for the site. Yes, there will be Slurpees, jerky, and gas pumps, too. The Hollywood Park Neighborhood Association will keep the neighborhood informed of the progress.

Hollywood Park Neighborhood Association Membership Form

Join us in making good things happen in our community.

Fill out the form below and bring it to a meeting, drop in the mail or visit hollywoodpark95822.org to join online.

Make checks payable to HPNA and mail to PO Box 22278, Sacramento CA 95822

Dues are \$10 per household per calendar year (January to December).

Name(s) _____ Phone _____

Address _____ Email _____

Membership is open to any person or family residing or owning a house or business within the boundaries of Hollywood Park Neighborhood Association. Members are entitled to vote at HPNA meetings to elect our board members, become HPNA officers and serve on HPNA committees.

HPNA is a 501c4 nonprofit association.