

HOLLYWOOD PARK HERALD

Published for Hollywood Park and Carleton Tract by your Hollywood Park Neighborhood Association



Hollywood Park's
ANNUAL

Ice Cream Social & Movie Night

Saturday, September 9 | 6:00 p.m.
(movie at sundown)
Hollywood Park Elementary School
This is a fun family friendly event

Join your neighbors for HPNA's end of summer social and outdoor movie! As always, the film and popcorn are provided courtesy of our fabulous City Councilmember Jay Schenirer.

This year's feature film will be **Lego Batman Movie!** Our \$2 hot dog meals (for both vegetarians and carnivores) include one drink and plenty of sides. Festivities begin at 6:00 p.m. with free ice cream for dessert. If you plan to bring a side dish or a salad to feed 8-10 people, the hot dog meal is on us!

Please make sure to check out our neighborhood information tables, too. We'll have a Succulent Demo with Pearl Skelton, Harvest Hollywood Park, neighborhood gardener Joe Sapsis and the Sacramento Public Library. These

folks will be at the event from 6:00 p.m.-7:30 p.m., so there is will be plenty of time to enjoy your meal, chat with neighbors, make new friends and learn something new.

Don't forget to bring a blanket or chairs because at sundown, the film will be projected onto a huge portable movie screen.

Volunteer Opportunities Available:

If you would like to volunteer for a shift scooping ice cream, taking tickets, setting up/tearing down, popping popcorn, or if you plan to bring a side dish or salad, please contact:

Christina Maradik-Symkowick
Email: maradik@gmail.com
Phone: (916) 524-2754

HPNA General Meeting

Wednesday, September 20
6:00 p.m. - 8:00 p.m.
Hollywood Park Elementary
4915 Harte Way

Join HPNA along with Sacramento County Supervisor Patrick Kennedy and Nathan Ulsh, Executive Director of the Historic Monterey Trail District.

6:00p.m. - Doors open at Hollywood Park Elementary & Social Half Hour and Potluck

6:30p.m. - Hollywood Park Elementary and HPNA General Announcements

7:00p.m. - Patrick Kennedy (Sacramento County Supervisor)

7:30p.m. - Nathan Ulsh (Exec. Director, Monterey Trail District)

Bring a snack or dish to share with neighbors
Questions? Email:
info@hollywoodpark95822.org

Letter from the HPNA President, Dylan Seidner

What is a Neighborhood Association?

To describe the Hollywood Park Neighborhood Association, I will first define what it is not: HPNA is not a homeowner's association or a HOA. A homeowner's association requires payment of HOA fees and enforces rules about a development (for example, what color a house is painted). HPNA is not part of the Sacramento City or County government. What is HPNA? HPNA is a non-profit, volunteer organization run entirely by its residents. Our volunteers staff and organize our events, write and distribute our newsletters, attend government meetings, answer hundreds of emails, and connect our residents to city services. They donate their time and service while also caring for their families, friendships, and careers. HPNA works to create open communication between our residents, our city and county governments, our local businesses, and other community organizations. Com-

munication helps to develop stronger neighborhoods, and community studies prove this. Areas where neighbors communicate, volunteer and socialize in-person tend to be overall happier and safer. The running theme for most Hollywood Park events is an element of socializing and talking about what is going on in the neighborhood and in our neighbor's lives. HPNA connects our neighborhood with local government. Our elected representatives, Councilmember Jay Schenirer and Supervisor Patrick Kennedy, both advocate for Hollywood Park. However, they also represent several other neighborhoods. While HPNA's Board of Directors may not represent every opinion existing our neighborhood, we do provide a collective, organized voice that ensures our elected officials and government departments hear us. We hold our monthly and quarterly meetings to hear what Hollywood Park has to say, and we communicate the

frustrations and the praise to those in government who represent and serve us.

Most importantly, HPNA is an organization that runs on face-to-face interaction. Our agendas form by your questions and attendance. Our volunteers produce events that welcome everyone and bring our neighborhood together. Our board members talk directly to city and county employees. And while the internet has provided a fantastic means of communication that is instant and global, remember that it can disengage and isolate us from what is happening in our own neighborhood.

As President, I hope that HPNA has enriched your local social life and bolstered your civil engagement.

Your neighbor and HPNA President,
Dylan
president@hollywoodpark95822.org

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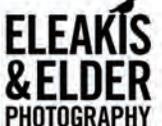
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Sacramento, CA 95822



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Hollywood Park Neighborhood Association

Business Member Directory

STORES

Capital City Glass & Mirror
4080 Attawa Ave. | (916) 451-2818

Capital City Loan and Jewelry
2385 Fruitridge Rd. | (916) 421-2475

J. Crawford's Books
5301 Freeport Blvd. | (916) 731-8001

Eleakis & Elder Photography
4625 Freeport Blvd. | (916) 541-4892

Fountainhead Brewing Co.
4621 24th St. | (916) 228-4610

Grips Fast Golf
4819 Freeport Blvd. | (916) 457-5532

Hollywood Hardware
5303 Freeport Blvd. | (916) 455-6488

I B Custom
2140 Sutterville Rd. | (916) 456-0466

The Jointed Cue & Billiards
2375 Fruitridge Rd. | (916) 456-3243

Kings Auto Service
4643 Freeport Blvd. | (916) 456-7886

Kline Music
2200 Sutterville Rd. | (916) 456-8742

Land Park Ski & Sports
4207 Freeport Blvd. | (916) 451-2800

Panama Pottery
4421 24th St. | (916) 452-7181

Phono Select Records
2475 Fruitridge Rd. | (916) 849-3647

Pocket Club
5043 Freeport Blvd. | (916) 457-6416

Spencer's Frameworks
5101 Freeport Blvd. | (916) 456-0282

Sutterville Bicycle Company
2365 Sutterville Bypass Rd.
(916) 737-7537

Swiss Buda
2342 Fruitridge Rd. | (916) 421-6947

Two Rivers Cider Co.
4311 Attawa Ave. | (916) 456-1614

Yoshimura Auto Service
4971 Freeport Blvd. | (916) 454-5082

SERVICES

Angel Pet Care
(916) 216-0223

Astro Security Monitoring
4799 24th St. | (916) 452-7876

EcoTech Pest Management
(916) 706-2242

Life on Holiday (Shaklee)
(916) 456-6770

Matt Bistis, Realtor
(916) 798-0822

Shakeology
pearlneutley@gmail.com

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Wade Tambara, D.M.D.
(916) 451-8421

Weisbeck Properties Inc.
Tim Weisbeck | (916) 452-5733

OTHER MEMBERS

Centennial United Methodist Church
5401 Freeport Blvd. | (916) 452-4477

First Chinese Baptist Church
4470 Custis Ave.

There has been some concern about the influx of stray cats around the area! Use these services to help reduce Hollywood Park's stray cat population

Coalition 4 Community Cats
(916) 290-2793
callieurner@gmail.com.

KittyWits of Hollywood Park
(916) 457-2385 kittywits.com

SPCA
(916) 504-2818 feralcats@sspsca.org
sspsca.org/feralcats

City of Sacramento Front Street Animal Shelter
(916) 808-7387
cityofsacramento.org/General-Services/
Animal-Care/Feral-Cats

Want to help and not interested in adoption or trapping cats? All of the above gladly accept donations of any amount.

Did we forget any neighborhood services?
Email us at
newsletter@hollywoodpark95822.org



Hollywood Park Neighborhood Association

OFFICERS & DIRECTORS

President:
Dylan Seidner

Vice President:
Nilan Watmore

Secretary:
Hilary Moise

Treasurer:
Ross Levine

Officers:
Karla Fung
Eric Negendank
Victor Vasquez
Cassandra Shahani
Megan Lane

Questions, Comments, Requests?
Contact Us:

info@hollywoodpark95822.org

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Hollywood Park Neighborhood Association

NEIGHBORHOOD

HPNA UPDATES

7-Eleven Development at 24th & Fruitridge

Back in 2016, HPNA heard from representatives of 7-Eleven regarding the development of a new store at 24th St. & Fruitridge. HPNA followed up with Jesse Kent of Smith Development & Construction who said there were unexpected delays due to last year's heavy rainy season, plus a redesign of the

roadway and requirements to install new utilities. The goal is opening the store December 2017.

Jason Horne of Sacramento's Community Development Department, told us that demolition is complete and soil remediation is finished according to the State Water Resources Control Board.

The project is still pending building permits due to revisions required by the Department of Utilities.

In the meantime, HPNA has connected concerned residents to the developer in an effort to keep the site fencing maintained and property free of overgrown weeds and trash.

HPNA Board Submits Comments on Marijuana Cultivation Permits

The HPNA Board of Directors submitted comment letters to Sacramento's Development Department regarding two Hollywood Park marijuana cultivation permits under review. Hollywood Park neighbors, the permit applicants, and Councilmember Jay Schenirer all weighed in on the topic at the June General Meeting. HPNA acknowledged the concerns and carefully considered the permit requirements and the business regulations. Their final decision was to support the permits, contingent upon conditions and recommendations. Both letters are available on the HPNA website.

The comment letters request Sacramento's Devel-

opment Department and Office of Cannabis Policy Enforcement both provide more outreach and education in the neighborhood. HPNA wants to ensure residents are educated and understand how these businesses are required to function and operate. The request was in response to several opposition comments that contained incorrect information about the proposed marijuana cultivation businesses and several misunderstandings about the city's laws, requirements, and permit review process. HPNA hopes the city will seriously consider these recommendations. The approval for the permits is pending final city department reviews and the scheduling of a public hearing.

In the wake of fake news and presidential tweet storms, a small group of Carleton Tract residents are trying to make the world a better place

By Cassandra Shahani, *HPNA Board Member* | Cassandra@hollywoodpark95822.org

On a cold December night in 2016, a few friends squeezed onto a sofa and spilled over into close-by arm chairs to watch “After the Storm,” a documentary that delves into some of the causes and impacts of climate change. They didn’t know it then but, this was the start of something bigger.

Simply titled “Movie Night”, the group has grown both in participation and scope. Every couple of months, a few core members and people with whom they’re close gather to watch a documentary, discuss it and make charitable donations. Since the group’s inception, participants have learned about climate change, sexual consent,

the prison industrial complex, and artificial intelligence. In addition to viewing the documentaries, the group has made donations to the Sacramento ACLU, the Sacramento Tree Foundation, WEAVE, and ExplorIt.

With a few get togethers, participants in Movie Night have shown that just a few people can make a difference.

Are you doing something to make the world a better place? Are you doing it here in Hollywood Park? Send me an email about what you’re doing. Maybe, next issue, I can write about you.

Hollywood Park's NEIGHBORHOOD Cleanup

September 23, 2017 | 9:00 a.m.

Meet at Phono Select
2475 Fruitridge Road

Join your neighbors to beautify our community! It really does make a difference to have clean streets and sidewalks.

Phono Select’s Dal Basi and HPNA will provide supplies and some light refreshments and snacks!

Contact: info@hollywoodpark95822.org

Thanks to Two Rivers Cider Co. for Hosting June Hollywood Park Neighborhood Cleanup Day and for the Franklin Business District / Monterey Trail District and HP Neighbors for Pitching in!



Parade Coordinators Patty Turner and Jannelle Rattigan, photo by Greg Brown

The 4th of July Parade proved to be a grand time with neighbors decked out in red, white, and blue and beaming with patriotic spirit! Decorated children, adults, dogs, bikes, scooters, and cars were a measure of the creativity in the Hollywood Park neighborhood. Support from the community was so generous that it is impossible to individually name everyone who helped. So a big “Thank You!” to everyone who participated,

also to our DJ, Jack Chew, and to the parade marshals stationed along the parade route. A special thank you goes out to our local car crew coordinated by Wally Clark and Bill Dishman who organized the vintage car owners and pumped unlimited amounts of neighborhood spirit into this event. Great job everyone!

-Patty Turner & Jannelle Rattigan
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Back To School Updates from Hollywood Park Elementary

Greetings Hollywood Park! I so loved our 4th of July Parade this year! My little Alexandria led the Pledge of Allegiance...very proud of her!

The 2017-18 school year begins on August 31st at 9AM. I am in full support of the district moving our start time to the middle of August next year. It is our way of recruiting the very best teachers before other districts swipe them up.

I have announced to the community and all new families that our school is now GATE certified. This is a very exciting move for our staff and families. Next up, we are looking to get VAPA (Visual and Performing Arts) certified. We are working with E-CLARA to provide VAPA to our school community, combined with our Crocker Art Docent Program and Mr. Cooper Music Program.

Hollywood Park Elementary and the community are on the move! Thanks for the continued support of your neighborhood school. It takes a village! We will see you soon at the Ice Cream Social in September.

Much Appreciation from Principal Luke, and the staff at Hollywood Park Elementary,

Tenley Luke, Principal at
Your Neighborhood School
Hollywoodpark.scusd.edu



HPNA Fall Calendar

Sat., September 9 | 6:00 p.m.
Ice Cream Social & Movie Night
Location: Hollywood Park Elementary, 4915 Harte Way

Mon., September 11 | 7:00 p.m.
HPNA Board Meeting
Location: Centennial United Methodist Church, 5401 Freeport Blvd.

Wed., September 20 | 6:00 p.m.
General Meeting
Location: Hollywood Park Elementary School, 4915 Harte Way

Sat., September 23 | 9:00 a.m.
Neighborhood Cleanup
Location: Phono Select, 2475 Fruitridge Road

Sat., October 7 | All-day
Mega Yard Sale Day
Location: Everywhere!

Mon., October 9 | 7:00 p.m.

HPNA Board Meeting (Tentative)
Location: Centennial United Methodist Church, 5401 Freeport Blvd.
email info@hollywood-park95822.org to confirm

Mon., November 13 | 7:00 p.m.
HPNA Board Meeting
Location: Centennial United Methodist Church, 5401 Freeport Blvd.

Mon., December 11 | 7:00 p.m.
Monthly Board Meeting
Location: Centennial United Methodist Church, 5401 Freeport Blvd.

Wed., December 13 | 6:00 p.m.
Winter Social and General Meeting
Location: Hollywood Park Elementary School, 4915 Harte Way

Hollywood Park's

ANNUAL

MEGA
YARD SALE

Saturday, October 7
8:00 a.m.

Want to add your sale location to our map?
Email: info@hollywoodpark95822.org



By Greg Brown

The neon Gem Auto Wash sign has made a triumphant return and is once again lighting up the night sky along Freeport Boulevard. Back in January of 2015 a huge crane was removing the beloved classic neon sign and replacing it with an updated run-of-the-mill one at the car wash. The removal of the sign was part of a “re-branding of the business” from Gem Auto Wash to Gem Car Wash and Detail Center.

When I saw it happening I pulled the car over immediately and started asking questions. I spoke with Reed Hollingshead, the owner of Gem Auto Wash, and he alleviated my concerns back then about the iconic neon sign. He assured me that he would preserve the sign that has been lighting up Freeport Boulevard and Hollywood Park since 1962. The plan was to strip, paint, and repair the old Gem Auto Wash sign and mount it in the middle of the façade above the car wash tunnel. True to his word, that’s exactly what Mr. Hollingshead did.



Neighbor Jan Jett with County Supervisor Patrick Kennedy (left) and City Councilmember Jay Schenirer cutting the ribbon at the Hollywood Park neighborhood sign ribbon cutting ceremony. Photo by Greg Brown

A special thanks to all of the following who made the amazing and unique Hollywood Park sign and public art installation possible!

Artist / Fabricator / Visionary:
Casey Marshall of Urban Fabricated

Major Donors:
Jan Jett
City Councilmember Jay Schenirer
County Supervisor Patrick Kennedy

Hollywood Park Neighborhood Association

Board Members:

- John Maradik-Symkowick
- Eric Negendank
- Greg Brown
- Victor Vasquez
- Karla Fung
- Dylan Seidner
- Hilary Moise
- Ross Levine
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- Eileen Cunningham
- Laura Jestes
- Ed Rogala

Other Donors:

- Victor Vasquez
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- Sarah Schubert
- Tomio Masaki
- John Reiger

City of Sacramento Staff:

- Zelia Gonzalez
- Thomas Adams
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Free trees from SMUD & The Sacramento Tree Foundation

Sacramento Tree Foundation partners with SMUD to provide free shade trees.

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Michael Frost and Christina Maradik-Symkowitz of Afternoon Teacup Collection at Hollywood Park's Porchfest.
Photo by Jessica Clinkenbeard

Thanks to the efforts of neighbors Jessica Clinkenbeard and Rebecca Scott, Hollywood Park hosted its first Porchfest on a toasty Sunday afternoon this June. Like porchfests across the U.S., Hollywood Park neighbors young and old gathered to listen to local musicians and, ultimately, build community. Special thanks to Jessica for coordinating, Rebecca and Geoff Scott for hosting and to the musical talents of Mr. Cooper and Afternoon Teacup Collection.

Feel inspired? Host your own musical event on your porch any day of the year. Announce it here or via Facebook. Let's have music and community all year long!



Our neighborhood clean up committee getting things done! Thank you for all your help and further beautifying our community. Cheers all around!



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 \$15 per household per calendar year (January to December).

Please feel free to donate an additional amount on top of your membership fee--we can always use the help!

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.