HOLLYWOOD PARK HERALD NEWSLETTER SPRING 2015



WALLY'S HOLIDAY FIRE TRUCK RIDE

By Greg Brown

It was a cold crisp evening in Hollywood Park, and longtime HP resident Wally Clark warmed the hearts of many parents and children with his antique 1921 Graham Brother red fire truck during the holidays.

Welcome to Wally's World.

Wally's Christmas fire truck ride is good wholesome fun for the entire family. It spreads a lot of Christmas cheer. It also has a special small town feel to it, a cool nerdy Christmas thing. Wally puts the "Ho Ho Ho" in Hollywood Park. I heard the bell ring faintly one night. Just like when a child hears Santa's sleigh bells. A twinge of excitement. It was Wally's red fire truck chugging down the streets of Hollywood Park. His trusty sidekick and neighbor for 42 years, Bill Dishman, at his side tugging a pulley that rings the bell on the old red fire truck. Bill is also in charge of the horn blowing. "Ayyyuggga" the classic horn echoes down the streets of the neighborhood. Neighbors look out their windows to catch a

glimpse of the shiny red truck outside of their house. Some give a friendly wave, others dart out of their homes and shout, "Merry Christmas!"

Wally's Christmas fire truck was all decked out in blinky lights, bundled up children, and traditional Christmas tunes know what I have on there." Wally said. What I heard was good Christmas stuff - the Beach Boys, Darlene Love, and Dean Martin. It's not just Wally's World - it's a marshmallow world!

When I hitched a ride on the fire truck it By John Maradik-Symkowick was full of local folks enjoying Wally's slow and steady Christmas ride through Special thanks go out to everyone who the neighborhood. There were a lot of us something to look forward to."

told me "it's the perfect way to see all the visit the neighborhood association see WALLYS RIDE page 4



GENERAL MEETING March 18, 2015

Hollywood Park Elementary Multi-use Room 6:00pm Social 6:30pm Meeting

Guest Speakers:

Councilman Jay Schenirer, County Supervisor Patrick Kennedy, Local arfrom Wally's special collection. "I don't borist/tree expert Dan Pskowski, Representatives from Sacramento Police Department

HOLLYWOOD PARK NEIGH-BORHOOD SURVEY RESULTS

participated in the 2014 Hollywood Park festive lights to see and lots of candy Neighborhood Survey. The survey was concanes to pass out. Kristina Rios, who's ducted from August 2014 through the belived in Hollywood Park all her life, ginning of January 2015 online with some likes to go out with her kids. She was sit- surveys completed at neighborhood assoting in the back of the truck on the comfy ciation meetings or through the mail. We bench seats. She said, "It's fun. It gives received 117 responses from a diverse cohort of neighborhood households representing all generations, including those who are Nate Soloff, who's lived in Hollywood new to the neighborhood and longtime resi-Park for 8 years with his wife and kids, dents alike. For the complete results, please

see SURVEY RESULTS page 5

HOLLYWOOD PARK **BUSINESS BRIEFS** By Greg Brown

Gem Auto Wash Removes Iconic Sign

Some might say I'm obsessed with signs. It probably started when I was a young boy in the backseat of a blue Buick Skylark. I'd always look out the window at the cool business signs as we'd drive down the road. I was driving down Freeport Blvd. a couple weeks ago gazing out the window when I noticed Gem Auto Wash had a big crane taking down the

the middle of the façade above the car wash tunnel. It's currently in storage at the business.

The removal of the neon sign is part of a "re-branding of the business". Peter told me. He added, "Besides, nobody uses the term 'auto' anymore." Gem Auto Wash is now Gem Car Wash and Detail Center.

Let's hope Mr. Hollingshead is a man of his word and the classic neon Gem Auto Wash sign glowingly reappears on Freeport Blvd.

months or so" according to Moffat.

So, stay giddy Hollywood Park. There will be something brewing soon on 24th street.

Chaos at Hollywood Hardware Before The Storm

A customer hurried into Hollywood Hardware and declared, "I just called and talked to somebody about gutter guards". Susan Reynolds, the manager of Hollywood Hardware who was taking gobs of calls from customers worried about the upcoming Sacramento storm, told her "Over in the corner hon".

The phone at Hollywood Hardware was ringing off the hook with people asking if the hardware store had tarps, gloves, boots, gutter scoops and anything else that will help before the big storm arrived. Somebody called and asked, "Do you have any glass oil lanterns?" Susan told the caller, "We have three left!"

The employees were busy helping customers prepare for the Big One. I told Susan, "You love the chaos!" She said, "I love to have the merchandise to help the people with chaos". From rakes to roof patch, Hollywood Hardware has everything you need when the Big One comes.

Got a Hollywood Park Business Brief? McGregorradio@comcast.net



cool neon 1960's sign and replacing it with a new large run-of-the-mill sign. I panicked a little. I made a quick u-turn, parked the car, and immediately started asking questions. I was able to speak to Reed Hollingshead, the owner of Gem Auto Wash, and he alleviated some of my panicky concerns about the iconic sign, although, my hands are still a little clammy about it. He and his brother Peter have taken over the family business their dad Richard started in 1974. Reed said, "He left a great legacy".

Gem Auto Wash and the neon sign have been operating on Freeport Blvd. since 1962. In all that time the sign has never had to be repaired according to Peter. "The tubes have been taken care of nicely," he said. I was assured by Mr. Hollingshead that they were going to preserve the sign. The plan is to strip, paint, and repair the old Gem Auto Wash sign and mount it in

Fountainhead Brewing Almost Ready To Brew

Hollywood Park residents who enjoy tipping back a pint of local craft beer were giddy with excitement when they heard a new brewery was replacing an old auto repair shop on 24th street a few doors down from Panama Pottery. Fountainhead Brewing Company was movin' in! That was last year. Local folks recently started asking me, "What's the latest on Fountainhead?"

Fear not my lager-loving friends. I asked Fountainhead's brewer and owner and he told me "Everything's all set with ABC and Fed and we'll be installing glycol next week", which means they'll be brewing soon. They still need to have some work done to the building, but they will have brew available in house and at a couple locations "within the next two



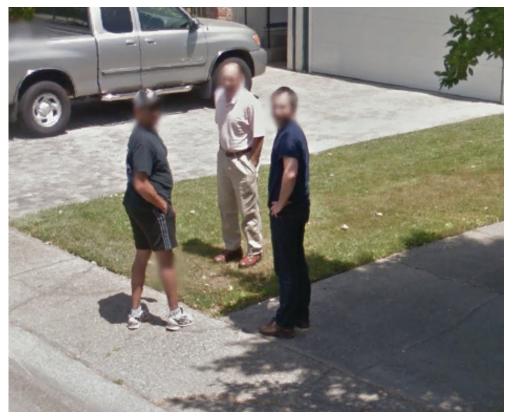
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HPNA'S NEW PRESIDENT CAUGHT ON GOOGLE STREET VIEW

Dear Neighbors,

I recently happened to look up my house on Google street view and I have to admit, I wasn't all that shocked when up popped a picture of yours truly standing in my driveway yapping with two of my neighbors—Google has graciously fuzzed out all of our faces, but if you're at all curious, I'm the guy on the right. The other thing I wasn't surprised to see was my lawnmower sitting idle off to the side. You see, the most important part about mowing your own lawn is not actually mowing the lawn. It's visiting with all of the neighbors who happen to come by.

I bring all this up because although the 2014 Hollywood Park Neighborhood Survey results described in this newsletter show that many HP residents feel that this is a very safe neighborhood, safety is and will remain our top concern when it comes to the place where we live and the experts will all tell you the most effective way to ensure our safety is to get to know one another. People look out for those they know and fear those they

don't know.

Almost all of the houses in Hollywood park were built between 1945 and 1955 when houses in the United States were still built with porches. This is something of a rarity, so let's not take it for granted. In the 1960s and later, the most common American housing styles began eliminating porches and orienting houses towards their newly fenced in backyards.

As the new President of HPNA, I would like to invite all of you, my neighbors, to spend more time in your front yard—in the neighborhood—so when I'm walking with my wife, Christina, and baby son, Oscar, I have a chance to say hello and get to know you. If you don't already do it, you could start mowing your own lawn or doing your own gardening, put up Christmas lights, give your car a sponge bath, play catch with your kid or simply enjoy that most wonderfully lethargic activity of sitting on your porch—we still got them so let's enjoy them! And remember, don't forget to say hi the neighbor walking by! Another great way to get to know each other is to come out to one of our many wonderful neighborhood events. I'll be there too!

I would also like to give a shout out to my predecessor, Karla Fung. Karla

has done an amazing job as President. During Karla's tenure over the last two years HPNA has facilitated fabulous general meetings with informative and passionate guests, candidate forums and a few rather sensitive discussions between neighbors and the city regarding sidewalks and between neighbors and businesses concerning the impact of the businesses on the neighborhood. Karla has also been essential in acquiring the support of Vice Mayor Schenirer for the neighborhood sign effort that was launched in 2014. To sum up, Karla will be a very tough act to follow. Thankfully, she remains on our board and continues to put together this fabulous newsletter. Thank you, Karla!

I look forward to serving you this year and helping to build this community we all love so dearly. Please feel free to email me at jjsym@hotmail.com with any questions or concerns.

Cheers! John Maradik-Symkowick President, HPNA

HPNA Board

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WALLYS RIDE, from Page 1

Christmas lights in the neighborhood as well as a nice chance to meet neighbors".

According to Wally and Bill the tradition will continue, they both added, "As long as it runs or as long as we run." Wally and his neighbor Bill Dishman have been giving holiday rides on the fire truck for a couple of years. It all started when Wally started tooling around with his grandchildren a couple years ago.

Wally and Bill will be back next year tooting the horn and clanging the bell for Christmas. Wally added, "The whole thing is fun. It's just another thing of being a crazy old Shriner."

THE HOLLYWOOD PARK NEIGH-BORHOOD PRODUCE EXCHANGE By John Maradik-Symkowick

Depending upon the season and the bounty within Hollywood Park, the Hollywood Park Neighborhood Produce Exchange gathers from time to time, normally on a Saturday in the late morning. It is always very low-key gathering of garden and food-loving neighbors where we share extra vegetables and herbs from our gardens, fruit from our trees or even home preserves. Most importantly, we enjoy each other's company, thereby doing our part in building this great community. To sign up for emails contact Christina Maradik-Symkowick at maradik@gmail.com.

Harvest Hollywood Park

By the time this newsletter reaches your doorstep, Harvest Sacramento, an affiliate of Soil Born Farms will have coordinated Hollywood Park's first neighborhood citrus harvest and it will no doubt have

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been a resounding success! If you missed it, fortunately, there will be many more types of fruit to harvest throughout the year. If you have a fruit tree--any type--that you would like to have harvested, please contact Harvest Hollywood Park. We will harvest the tree, set aside as much fruit as you want to keep, distribute the bounty to the rest of the neighborhood and donate anything left over to area food banks. We also need fruit pickers of all ages so if you like to get your hands dirty and get to know your neighbors, be sure to contact us. To have a tree harvested or to volunteer, email harvesthollywoodpark@gmail.com or call 916-267-4597.

THANK YOU VOLUNTEERS

The Board of Directors would like to thank all the volunteers who work so hard to make HPNA a successful organization. We encourage others to volunteer a few hours a year by working at one of our events or joining one of our committees.

These are the people we would like to thank: Val Anderson, Eloise and Matt Bistis, Mike Bowdish, Greg and Laura Brown, Jeremy Busch, Jack Chu, Eileen Cunningham and Josh, Barbara Cox, Shirley Cabrera, Becca Dehr, Andrew Dyba, Sharon DeRego, Catherine Duncan, Evelyn and Ted Dowell, Chantel Elder, Greg Elmasian, Mike Essery, Mitzi Eiri, Dan Fisher, David Fraga, Karla Fung, Matt Gudmunson, Lois Gray, Carol Hedrick, Lynn Humphreys, Laura Jestes, Cindi, Kenzie and Merle Jones, Edna Johnson, Debbie Keller, Judy and Patrick Kennedy, Mary Kennedy, Gina, Chris and Ruby Knepp, Mike Kubota, Ross Levine, Cecelia Longera, Tenley Luke, Lucy Mc-Ginness, Becky McReynolds, Heather Magee, Tom and Christopher Maginnes,



Christina and John Maradik-Symkowick, Joan and Tomi Masaki, Jo Matranga, Sarah Meija, Elizabeth and Erik Miura, Eric Negendank, Pat Pederson, Sue Pezone, Janelle Ratigan, Charles Rainoldi, John Reiger, Bev Richardson, Ed Rogales, Mona Royster, Carol and Bob Rutherford, Joe Sapsis, Sarah and Greg Schubert, Erin and Jon Sevier, Ellyn Rose Sheehan, Sarah Singleton, Kathy Spitzer, Ski Taylor, Val and Peter Turella, Patty Turner, Delores and Vincent Valdez, Estella Vasquez, Lisa and Terry Viega, Greg Wellman, Tim Weisbeck, Irene Wilson, Dennis Wright and any others we have missed.



Nextdoor Update: 268 Households in Hollywood Park (15%) Are Online!

Join Hollywood Park neighbors on Nextdoor.com, the private social network for our own neighborhood! Share business referrals, lost pets, crime alerts, neighborhood events and much more! Also get updates and alerts from City Agencies and Sacramento Police.

This Newsletter Published by
Hollywood Park Neighborhood Association
P.O. Box 22278 Sac, CA. 95822
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Distributed free, four times yearly to
residents and area merchants



SURVEY RESULTS, from Page 1 web site at www.hollywoodpark95822. org or for a paper copy come to the March 18 neighborhood meeting, email or write the neighborhood association at P.O. Box 22278 Sacramento, CA 95822.

Here are a few morsels from the survey: First, the good news...

- 94 percent of respondents are somewhat satisfied or satisfied with the quality of life in Hollywood Park
- 94 percent of respondents plan on living in Hollywood Park for at least the next 5 years and 77 percent for at least 10 years
- 86 percent of respondents know at least 5 neighbors in Hollywood Park by name Only one respondent felt that they were unsafe alone on neighborhood streets during the daytime
- 74 percent of respondents patronize neighborhood businesses at least weekly Then the not so good news...
- 29 percent of respondents know less than 5 of their immediate neighbors by name
- One respondent felt that they were unsafe alone on neighborhood streets during the daytime
- 14 percent of respondents feel unsafe alone on neighborhood streets at night

Fortunately, all of these numbers can be reduced very easily by continuing all of those little things we do as neighbors and as a neighborhood. Strong communities in which everyone knows each other are safe communities.

The survey also delved into more specific neighborhood issues ranging from personal and property crime to homelessness and scavenging to traffic congestion and provided several opportunities for com-

ment (apologies to everyone for limiting the comments--we're new at all this).

We asked what neighbors liked most and least about the neighborhood, suggestions for changes that would improve Hollywood Park and comments and suggestions for the neighborhood association itself.

Respondents were very positive about the people; the proximity to William Land Park, neighborhood businesses, schools and downtown; the down-to-earth vibe; the walkability; and the sense of community; among many other things.

Here are some sample responses for what survey respondents like MOST about Hollywood Park:

"The small town/old time feel in that neighbors know and look out for each other"

"Mix of people: all ages, backgrounds, jobs, interests; like that the neighborhood is younging up again."

"The diversity. And the convenience--being able to WALK to almost everything I need!"

"Good schools, houses kept up, nice people, can walk around any time of day."

Some common themes for concern had to do with the lack of trees, traffic congestion from neighborhood schools and other non-residents and unkempt property. Here are some sample responses for what survey respondents like LEAST about Hollywood Park:

"I would love more trees to shade our streets for walking."

"School traffic with hurried parents on cell phones."

"People using the neighborhood streets as a thoroughfare and driving way too fast.

As far as suggestions for changes, respondents were not shy in the least, which is a testament to the engagement of all within the neighborhood. Here's another sampling:

"More shade trees. A way to make elementary school drop off less congested."
"A park. We need a park."

"I would like to have more community, child friendly events and encourage businesses and the city to create more pleasant commercial corridors that are conducive to walking and biking."

We also received several suggestions on how we, as a neighborhood association, can improve the job that we do. These include providing name tags at general meetings to providing more information upfront on what we do to posting agendas and revising the mission statement. These are all excellent suggestions and we will make efforts to implement these changes immediately.

Overall, we hope all of these incredibly thoughtful comments and suggestions will help the neighborhood association improve our services the neighborhood and to prioritize our advocacy efforts in the years to come. Some examples of how we are already using the information gathered from the survey towards this goal include the article in this newsletter about the lack of streetlights on Knight Way and the invitation that we extended to Dan Pskowski, local tree expert and arborist to discuss our disappearing urban forest.

Thank you Hollywood Park!





GARDEN LIGHT

By Val Masters

Fertilizers

I have been asked about fertilizers. Here is what I know:

Number formulas (12-10-14 etc.) on bagged fertilizers indicate percent of Nitrogen, Phosphorus, and Potassium. These numbers, or NPP, are on all commercially bagged fertilizers. Nitrogen produces green - Use to green up lawns; Phosphorus Produces buds/bloom and strong roots (and pink hydrangeas); Potassium Produces strength and hardiness. Choose the formula that best suits your plant or your needs.

Fertilizers can be organic or chemical or a combination. Organic fertilizers are most friendly to our water supply, as they are natural substances from the soil and water. Some people make their own fertilizers from the listed components, available at nurseries and builder/garden supply stores.

Manure should be left to dry for at least six months before it is used. It can be used as a mulch or a soil enhancement, and enriches soil depending on its organic matter (what was eaten to form it). It is an inexpensive one-shot booster that makes soil more friable.

Powdered limestone can be applied directly to soil to increase the pH, or it can be used in a

blended fertilizer to add the component of calcium. Fertilizers partly blended with limestone are typically created to strike a specific nutritional balance and to serve as a slow-release formula.

Seed Meal (Cottonseed meal, canola meal or alfalfa meal) can be used in a blended fertilizer — this time to add nitrogen. Seed meal also has small amounts of phosphorous and potassium.

Blood meal, which is dried blood ground into powder form, is often used as a faster-acting source of nitrogen.

Rock Phosphate provides the essential nutrient of phosphate, which ensures healthy root development and flowering. Rock phosphate is the one of the slowest of the time-release ingredients and will continue to provide phosphate to your soil for years after you apply it.

Bone meal, made up of ground bone, is also often used to provide phosphate and is faster acting than rock phosphate. Both are used to enhance bulb size and bloom.

Kelp's primary nutrient is potassium and completes the full balance of essential nutrients that can be used in a blended, slow-release organic fertilizer. In addition to potassium, kelp also contains several vitamins, hormones and amino acids. Other than being part of a blend. Dried and processed kelp can also be mixed directly into soil that is being prepared for planting.

Gypsum is also added to heavy soil to make it more friable, and can be purchased separately or mixed with other ingredients.

DARK KNIGHT

By Eric Negendank

If you have ever driven down Knight Way in Hollywood Park after sunset you might have noticed the lack of street lights. Our recent neighborhood survey had some people mention it as a concern so the Hollywood Park Neighborhood Association is working with the city to generate a petition that will be given to the owners on Knight Way.

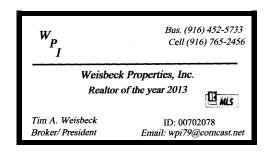
The cost for the lights are paid for by the property owners through a tax assessment on their property taxes so a minimum of 60% of owners must be willing

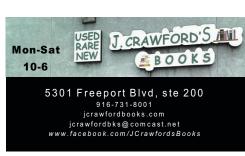
to sign the petition before the project can move forward. The petition will go before the city council for approval and the creation of cost estimates. After that, a final vote requires more than 50% of homeowners to approve the new assessment district and then construction will begin! In case you were wondering, the street lights on the other streets were paid for by their owners through a tax assessment back when the neighborhood was first formed.

The HPNA will be working with the city and property owners/residents to try and move the project forward but the final decision will come down to the homeowners themselves. If anyone has any questions, comments, or would to help on this project, please feel free to contact us via email at:

hpna95822@gmail.com.











LICENSE FOR LOVE

Got yours? Announcing a new pilot project!

If you live in the City of Sacramento and own a cat or dog, now would be a perfect time to test out Front Street Animal Shelter's new "License for Love" campaign. Finally! You can license your pet or renew a license online. Help them out and try it today.

Why license? All pets with licenses that end up at Front Street get home for free. The license fees help pay for low cost spay and neuter services for people who may not be able to afford it, helps support the officers who work tirelessly picking up the stay and injured and most of all, because in Sacramento we love our animals and supports the shelter. Stay tuned, but help Front Street test out their system. More information can be found:

www.licensepet.com/cityofsacramento

HOLIDAY DECORATING CONTEST WINNERS

by Pat Pederson, Neighborhood Improvement Committee

Every year, we encourage homes to decorate for the holidays to spread some cheer. Our committee goes out and looks at all of the houses that have been decorated and divide the neighborhood into thirds so that we have multiple winners throughout.

And the winners are....

The judges of the HPNA Holiday Decorating Contest selected:
The Recinos Family on Attawa
The Riley Portal Family on Stacia and
The Maradik-Symkowick Family on Salvator

Each winner received a Hollywood Hardware Gift Card of \$25.00 from our Neighborhood Association. The 2014 judges were Lynn Humphries, Gina Knepp, Ruby Knepp, Erin Sevier and Kathy Spitzer. Good job and thanks!

NEIGHBORHOOD CLEAN UP DAY

HPNA is hosting another Clean Up on Freeport Blvd! Check out all the details below and consider coming out to beautify your neighborhood. It really does make such a difference to have clean streets and sidewalks.

Date: Saturday, March 21, 2015 Time: 9:30-11 am Clean Up Location: Freeport Blvd (from Sutterville to Fruitridge)

Meet at Eleakis & Elder Photography, 4625 Freeport Blvd - HPNA will provide bags and supplies and a light breakfast will follow the clean up. For information please contact:

Chantel Elder 916.524.4139 or chantel@eleakis.com

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2375 Fruitridge, 456-3243

Yoshimura Auto Service Tim Weisbeck, Properties

King's Auto Service 4971 Freeport, 454-5082 452-5733 4643 Freeport, 456-7886

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 Members next time you need a service or a good! Interested in becoming a business member? Contact Greg Brown at mcgreggorradio@comcast.net



5301 Freeport, 731-8001

Join Hollywood Park Neighborhood Association for 2015! For only \$10 per household per year, HPNA Members provide valuable support for publishing this newsletter, events such as our 4th of July Parade and Ice Cream Socials, and other neighborhood spirit and improvement projects. Join online at hollywoodpark95822.org or bring cash or check to the next general meeting.