

HOLLYWOOD PARK HERALD

FALL 2015

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

MOVIE NIGHT

&

ice cream social



Annual Ice Cream Social and Movie Night September 12th!

Join your neighbors for our end of summer social and outdoor movie! This year's feature film will be Disney's Big Hero 6.

Our signature hot dog deal meals will begin at 6PM with free ice cream for dessert. Bring a side dish or a salad and the hot dogs are free!

Don't forget to bring a blanket or chairs because after the ice cream and hot dogs we will be projecting the film onto a huge portable movie screen!

If you would like to volunteer for a shift helping out or plan on bringing a side dish or salad, please contact Christina Maradik-Symkowitz at 916.524.2754 or maradik@gmail.com.

When: Saturday, September 12, 6pm-10pm

Where: Hollywood Park Elementary School, 4915 Harte Way



General Meeting
September 16th

6pm Social
6:30pm Meeting

Hollywood Park Elementary
Multi-Purpose Room 4915 Harte Way

Come vote on the new neighborhood sign design! See the back page for more details!

Hollywood Park Business Briefs

By Greg Brown

New Ownership at Hollywood Hardware

Hollywood Hardware, a fixture in Sacramento for 68 years, has been sold. My first thought was, "What about the neon hammer atop the building?" I was worried a giant international conglomerate would be taking over the store.

I spoke with longtime Hollywood Hardware owner Denny Messner by phone and he told me, "It's time. The guy who bought it is a really good friend of mine." The new owner of Hollywood Hardware is Tom Tognetti. He has a few successful stores in the bay area including Pagano's in Alameda and Fredrickson's in San Francisco. He knows the nuts and bolts of running a successful hardware store.

Denny added, "I really think he's gonna

take us from a great hardware store to a super store. He's got some really good ideas and he knows the kind of store that we are."

Hollywood Hardware has been a part of Denny Messner for most of his life. The Messner's are the only family that have ever owned the store. Denny's mother and father opened it in 1948 when he was 7 years old. "I swept the floor and learned how to cut keys", he said.

I did sense that what Denny will miss most about Hollywood Hardware are the customers. He likes standing around the store and talking to customers. He said, "I could do that forever. Our customers.....I love 'em."

Kudos from KCRA's A-List

Congratulations to both Hollywood Hardware and Crawford's Books for taking first place on KCRA's A-List. Hollywood Hardware won "Best Housewares" and

Crawford's won for "Best Bookstore."

Carl's Jr. Gets The Wrecking Ball.

Demolition crews using heavy equipment were busy tearing down the Carl's Jr. on Freeport Blvd. The terra cotta roof is gone. Torn down. In fact, 90% of the building has been torn down.

What's happening over there? It's more than just a makeover.

I went to the restaurant location and spoke with site superintendent, Carl Miller, no relation to Carl's Jr., and he told me they're "keeping the slab but it will be an all-new building".

The restaurant is getting a whole new décor scheme and a modern looking building that will include three towers.

The new Carl's Jr./Green Burrito should be ready to serve the Mile High Bacon Cheeseburger in September according to Carl Miller of RC Pacific, no relation to Carl's Jr.

Sign-up for the Annual Hollywood Park Mega Yard Sale

Have you ever lamented over the lack of closet space in our 1950's homes? Is your garage used for storage instead of your car? Do you have a treasure trove of items or just have too much stuff and want to make a little extra cash? **Then mark your calendar for the Hollywood Park Mega Yard Sale on Saturday, October 3, 2015!** This annual event is the perfect opportunity to display your wares with your very own yard sale, but leave the advertising and marketing to someone else. Plus, there's the added benefit of combining several yard sales throughout Hollywood Park, creating a mega experience for lots and lots of shoppers.

Laura Brown, a 13-year resident of Hollywood Park and past participant of the Mega Yard Sale, is coordinating this year's event. Laura's efforts will include advertising the yard sale in the Sacramento Bee, Craigslist, and through social media; hanging signs around our general area before the event; communicating with participants; and creating a map and flyer of yard sale locations so that buyers can find all of the yard sales in the neighborhood. Participants just need to sign-up, set up yard sales in your front yards or garages on Saturday, October 3, and sell, sell, sell!

The Annual Hollywood Park
Mega Yard Sale!
Saturday, October 3
8:00 a.m.

Sign up to participate!
Send an e-mail with your
address to:
HPMegaYardSale@gmail.com

If you're interested in participating, send an e-mail to HPMegaYardSale@gmail.com that includes your street address so that your location can be included on the map. Please contact Laura using the e-mail address mentioned above if you have any questions.

Costs for advertising and flyers are paid for courtesy of the Hollywood Park Neighborhood Association. If you're not already a member and would like to join, send an e-mail to HPNA95822@gmail.com.

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A Few Ways to Help Make a Better Hollywood Park

A Letter From the President of the HPNA

Dear Neighborhood,

The Hollywood Park Neighborhood Association is an entirely volunteer organization that is working extremely hard to improve the livability of this neighborhood. From the ever-popular 4th of July parade to advocating on your behalf for more trees in the Raley's parking lot and building a neighborhood sign, we are working for you. So if you have a chance, please take the time to help us in whatever way you feel most comfortable. Here are a few ways you can help:

1. Become a member! Fill out the form at the back of this newsletter and send in \$10. That's all it takes. That money helps fund all our events and even a portion of this newsletter. Donations above this amount are always welcome.

2. Volunteer! We have so many wonderful helpers for every one of our events, from parade guides for 4th of July to hot dog meal ticket takers for the Movie Night and Ice Cream Social to newsletter deliverers. But, we always need more! Contact hpna95822@gmail.com and let us know how you want to help.

3. Join Our Board! A healthy and vibrant neighborhood association always needs energetic, creative and passionate lead-

ers to generate ideas and organize neighborhood events. Board members must, at a minimum, be willing to attend board meetings every second Monday of the month. Board elections will take place at the December 16, 2015, general meeting at Hollywood Park Elementary School. All members are eligible for election.

Of course there are so many other ways for us all to be good neighbors and I thank you all for doing the little things like simply smiling and saying hello to a neighbor on an evening walk.

Fond regards,
John Maradik-Symkowitz
President, HPNA

HPNA Board

Officers

President: John Maradik-Symkowitz

jjsym@hotmail.com

Vice President: Laura Jestes

lmjestes@comcast.net

Secretary: Eileen Cunningham

cunningham.er@gmail.com

Treasurer: Ed Rogala

edrogala@gmail.com

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mgregorradio@comcast.net

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chantel@eleakis.com

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Karla Fung

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Neighborhood Calendar

HPNA Movie Night & Ice Cream Social

September 12, 6:30pm - 10pm
Hollywood Park Elementary School
Join your neighbors for ice cream form Vics, socializing and a movie on the lawn! This year we will be viewing Big Hero 6 and BBQing hotdogs for purchase.

HPNA General Meeting

September 16, 6:30pm
Hollywood Park Elementary School
Come out and Meet your Neighbors and discuss all things Hollywood Park!

St. Robert's School First Annual Golf Tournament

September 19th
Haggin Oaks Golf Course
Contact Brian McFadden at
brian@mcfadden.net for more info.

Centennial United Methodist Church Tongan Luau

September 19th, 5pm
Centennial United Methodist Church
Feasting, singing & dancing until the food runs out! Tickets \$10.

St. Robert's Annual Fall Festival

Oct. 3-4th
St. Robert's Annual Fall Festival will be held October 3rd and 4th on the church grounds. Food, bingo, games, craft fair, yard sale. Everyone is welcome. Bonus! St. Robert Parish welcomes Father Fredhelito Guco as the new pastor!

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.

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

Sacramento PD Steps Up Neighborhood Traffic Measures

At the last Hollywood Park Neighborhood Association meeting several neighbors expressed concerns to Captain Dave Peletta of the Sacramento Police Department about cars speeding through the neighborhood. Captain Dave listened and shortly thereafter requested that a radar speed sign be placed on Irvin Way. So that's the reason we were all a little more cautious in July.

Captain Dave has continued his efforts to address the traffic concerns in our community in various ways, including placing officers in the area during commute times issuing warnings and citations for speeding and stop sign violators. Once school is back in session this fall he intends to place another radar speed sign and explore other possible solutions to this continuing problem. It is great to know that our public servants are working hard to make our community safer. Thank you, Captain Dave!

-John Maradik-Symkowitz

City's Caring Neighborhood Program

Our older neighbors are the ones who make our neighborhood the very special community it is today. So, let's make sure we don't forget them as their lives become increasingly difficult. Most of our neighbors want to remain independent in their own homes as long as possible. It is with this aim that the city started the Caring Neighborhoods Program.

The purpose of Caring Neighborhoods is to help neighbors form small, informal groups to help out older neighbors through friendly visits, periodic phone calls, or helping out with minor household assistance. A Caring Neighborhoods Coordinator acts as technical support to help get organized, to understand the is-



Temporary radar speed sign on Irvin Way.

ues about aging in the community, and to provide resources or assist with referrals to more formal services if the need for that arises.

The website for Caring Neighborhoods provides more detailed information about the program, related issues and guidelines for getting a group started: www.AgeTogetherNow.org.

Martha Paterson-Cohen, Coordinator for the Caring Neighborhoods Program, is available to meet with anyone interested in learning more about the program and can be reached at 842-7782, or you can email her at mpcohen@cityofsacramento.org. If you would like to volunteer to coordinate a Caring Neighborhood effort for the Hollywood Park Neighborhood Association, please contact hpna95822@gmail.com.

-John Maradik-Symkowitz

Shade Tree Program

This fall we will also team up with her

to distribute information about the "Sacramento Shade Program" which provides free trees from SMUD. We will need volunteers to help with this project. If you are interested, please contact Irene Wilson at iwilson5@netzero.com or 455-1253.

-Irene Wilson

The Return of the "Claw"

Street green waste pile pickup resumes the week of November 1, 2015 and runs until January 31, 2016. The exact schedule will be released in October, 2015 on the city of Sacramento's website.

Centennial United Methodist Church
Tongan Luau
Saturday, September 19, 5:00pm
Feasting, Singing & Dancing
Until the food runs out!

TICKETS \$10.00

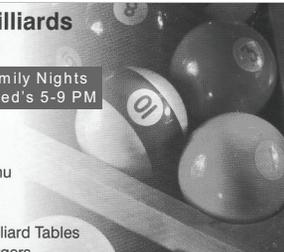
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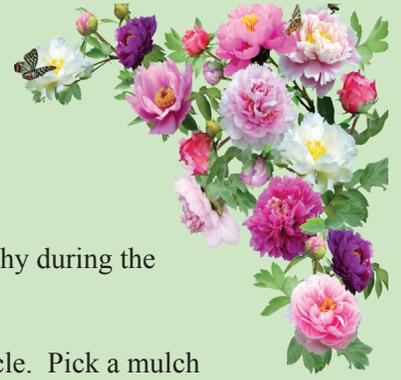
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Garden Light

By Val Anderson



Question – How do I keep garden alive and drought-friendly on a budget?

1. Your large trees are the backbone of your garden! See below for tips on keeping them healthy during the drought.
2. Remove all grass and other growing material around all trees leaving a minimum 4 foot circle. Pick a mulch (chopped leaves, bark or other non-heat gathering material) that looks neat to you. Spread it in the circle to a 4 inch depth, keeping it at least 4 inches from the trunk. The mulch will retain moisture and help trees stay healthy. This works well for large shrubs, also.
3. Look to succulents and California native plants for variety in the landscape. Check out the UC Davis list of “all-stars” for http://www.arboretum.ucdavis.edu/arboretum_all_stars.aspx for proof that sustainable plants can also be beautiful. You probably already have some of these plants in your yard.
4. Add a few bulbs for surprise color here and there. A new garden! Happy drought gardening!

Tips for Tree Care during the Drought

By Meredith Holkeboer,

Hollywood Park Resident and Volunteer and Donor Communications Coordinator at the Sacramento Tree Foundation.

Neighborhood wide, hundreds of our urban trees are at risk.

As we cut back on water use during this historic drought, we may not realize the impact it will have on surrounding trees. Without the immediate support and action of each neighbor, we will likely lose countless young and mature trees in the neighborhood due to the impact of four consecutive years of drought. Let's not allow that to happen!

Here in Hollywood Park, we are proud of our tree canopy. So what can we do to save it?

- ▶ **Mulch:** Adding wood chip mulch around your tree will retain water in the soil, keep weeds away, ensure roots stay cool, and improve the soil. Spread mulch in a ring around your tree, 6 inches thick. Not only will mulch help to keep your tree healthy, but young trees will grow faster!
- ▶ **Check the soil:** Find out if your tree needs water by using a screwdriver or small shovel to check the soil 6-8 inches below the surface. If it's dry and crumbly, you'll want to water with a slow drip. If it's wet and sticky, let it dry out before watering.
- ▶ **Water Deeply:** Make sure water reaches the roots below the surface by watering slowly. Set a soaker hose along the drip line of the tree (the edges of the canopy) and let the water slowly drip into the soil for several hours. You can also use a bucket with a small 1/8 of an inch hole in the bottom to slowly deep water. Lawn sprinklers will not do the trick!

Our urban forest is a precious resource. A healthy tree canopy provides cleaner air and cooler temperatures, replenishes groundwater, enhances public health, and creates vibrant, beautiful, livable neighborhoods. Saving our existing tree canopy and planting new trees is wise, not wasteful. For additional information and example photos, please visit sactree.com/drought

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Photo Credit: Greg Brown

Fourth of July Parade a Huge Success!

by Pat Pederson & Cindi Jones

This year's Hollywood Park 4th of July Parade was well-attended by HP neighbors. Red, white and blue were the colors of the day with adults and kids of all ages, babies (lots of babies!) and dogs adorned in patriotic gear.

Our resident DJ, Jack Chu, kicked off the parade in true American style with a moving rendition of "The Star Spangled Banner." Wally Clark's vintage red firetruck led the parade which meandered throughout Hollywood Park.

The newly formed safety patrol - Ron Gully, Sachi Louie, Jo Matranga, Elizabeth Miura, Janelle Rattigan, Bev Richardson, Lorraine Van Keterik, Tim Weisbeck, and Doug (the bike rider) - were the ones in brightly-colored vests that kept everyone headed in the right direction and ensured the parade moved smoothly.

After the parade, everyone was invited to enjoy snacks donated by HPNA, neighbors, and Raleys.

Also, a shout out to our sign painters and Greg Brown for taking on "other duties as assigned."

If you would like to help with next year's parade, please notify the HPNA Board. It doesn't take a lot of time, just a desire to keep the HPNA 4th of July parade fun, safe, and an event for which Hollywood Park residents can be proud.


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HPNA BUSINESS MEMBERS DIRECTORY

Business Locations

Local Services

Capitol City Glass & Mirror,
4080 Attawa, 451-2818

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

Eleakis & Elder Photography,
4625 Freeport, 541-4892

Grips Fast Golf,
4819 Freeport, 457-5532

Hollywood Hardware,
5303 Freeport, 455-6488

I B Custom,
2140 Sutterville, 456-0466

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

Kings Auto Service,
4643 Freeport, 456-7886

Kline Music,
2200 Sutterville, 456-8742

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

Panama Pottery,
4421 24th

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

Pocket Club,
5043 Freeport Blvd, 457-6416

Spencer's Frameworks,
5101 Freeport, 456-0282

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

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

Yoshimura Auto Service,
4971 Freeport, 454-5082

Centennial United Methodist
Church, 5401 Freeport Blvd.



Phono Select record store owner Dal Basi shows off his new Hollywood Park business member sticker!

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

Angel Pet Care, 216-0223

EcoTech Pest Management
706-2242

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

Hollywood Park Daycare,
698-7460

Life on Holiday (Shaklee),
456-6770

Matt Bistis, Realtor,
798-0822

Shakeology
pearleneutley@gmail.com

Wanda Christensen Realtor
918-952-0780

Weisbeck Properties Inc.,
(Tim Weisbeck) 452-5733

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 mcgregorradio@comcast.net

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“Mad Scientist” Casey Marshall to Build Neighborhood Sign

The HPNA is pleased to announce that we have officially selected Casey Marshall as the designer and fabricator of the Hollywood Park neighborhood sign. The goal is to build a sign that reflects the character of the neighborhood and is unique and whimsical without being tacky. We want this sign to stand out and to get people talking about Hollywood Park. No longer will people say “where’s that?” They’ll already know and they’ll probably already know how fabulous a place it is to live.

Marshall, of Fabritype Maker Co. (fabritype.com) and HackerLab (hackerlab.org), is a Sacramento based inventor, architectural designer and urban fabricator with, according to Comstock’s Magazine, a “dash of mad scientist.” He has handily won over the HPNA board by approaching this project with a holistic approach toward integrating our goal with the actual physical space and



Casey Marshall working on his installation at the new Warehouse Artist Lofts on R Street.



Casey Marshall, HPNA Board Members and neighbors at the proposed site of the sign at Freepoint Blvd. and Stacia Way.

unavoidable practical considerations of the project. Mr. Marshall is enthusiastically committed to providing Hollywood Park with a true work of art that both he and the neighborhood will be proud to call our own.

Marshall will present three designs for all HPNA members to vote on at the September 16, general meeting. In addition, there will be a sneak preview immediately prior to Big Hero 6 at the Hollywood Park Movie Night and Ice Cream Social on September 12. To build this sign, the HPNA would like to raise at least \$7,000. 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.

-John Maradik-Symkowick

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.