

# HOLLYWOOD PARK HERALD

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



The graphic features a festive background with green and yellow geometric shapes, snowflakes, and colorful dots. At the top, a green banner reads 'HPNA ANNUAL'. Below it, the words 'Holiday SOCIAL' are written in a large, red, cursive font. To the right, a red rectangular box contains white text providing details for the event.

Greet your neighbors this holiday season at our annual Holiday Social & Potluck!

Wed. Dec. 13 | 6:00 p.m.  
Hollywood Park Elementary  
4915 Harte Way

Enjoy delicious treats, friendly neighbors, and HPNA updates.  
Please bring a dish or treat to share

( HPNA will provide plates/napkins/utensils and soda, water, and hot cider)

## HPNA Membership Packet

The HPNA will be distributing a 2018 membership welcome packet at the December 13 general meeting for new members and members who renew or have renewed their memberships for 2018. The packet will include a welcome letter, membership card, a small calendar, and HPNA magnet! Thank you for your support and please stop by to get your packet!

## Board Elections at General Meeting: Four Open Seats

At the HPNA General Meeting on December 13, the members will be holding an election to select 4 people to serve on the HPNA Board of Directors. One incumbent will be seeking re-election to an additional two year term, but anyone is welcome to become a candidate for the 4 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. If you would like to run for election to the HPNA Board of Directors, email HPNA at [info@hollywoodpark95822.org](mailto:info@hollywoodpark95822.org) or attend the meeting on December 13.

### 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 each member of the HPNA Board are: attend board meetings once a month and quarterly membership meetings and help plan/host neighborhood events throughout the year as needed. If you have any questions about the HPNA Board, feel free to contact any current Board member or email the HPNA at [info@hollywoodpark95822.org](mailto:info@hollywoodpark95822.org). The current Board members are: Karla Fung, Cassandra Shahani, Nilan Watmore, Dylan Seidner, Eric Negendank, Ross Levin, Victor Vasquez, Megan Lane, and Hilary Moise.

# Letter from the HPNA President, Dylan Seidner

The holiday season is rapidly approaching. In these last few months, I try to enjoy time spent with friends and family, to reflect a bit on the past year, and to think about plans for the upcoming one. I can think of a few topics that touched Hollywood Park in 2017, and looking forward into 2018, I think they will continue to be topics of interest for our neighborhood and greater Sacramento.

**Housing and Homelessness:** Hollywood Park has seen a boom in demand for housing and we gained national notoriety in 2017 as a “hot” neighborhood, with increasing real estate prices. I have reflected that if I wanted to move here in today’s market, it may be financially out of my reach. Housing availability and affordability and, to some extent, the connected issues of homelessness are all complex subjects that the City and County are attempting to address. For

better or for worse, I think that in 2018 our neighborhood will continue to see the effects of both housing affordability and homelessness that are being experienced throughout greater Sacramento.

**Legal Cannabis:** With 2018 quickly approaching, the State of California will have the regulations and licensing in place for commercial cannabis cultivation and sales. The City of Sacramento has laws on the books and cannabis land use and business applications pending, but how things pan out is still yet to be seen. Our neighborhood borders commercial and industrial corridors that could possibly develop legal, indoor cultivation businesses. No matter how the industry advances, 2017 was a year of cannabis controversy in Hollywood Park -- 2018 will be the year to see how everything develops.

I probably missed one of your 2018

neighborhood issues – so please, send us an e-mail (info@hollywoodpark95822.org), attend a monthly Board of Director’s meeting, or one of our quarterly general meetings and let us know.

With the close of 2017 also comes the close of my term as President of HPNA. It has been both a challenging and rewarding year, and I hope to continue to serve the neighborhood on HPNA’s Board of Directors. Thank you again to all the participants who make HPNA possible – without a wonderful community of neighbors who support each other and support this organization, Hollywood Park would not be the great place that I am so happy call my home. Wishing you the best for the rest of 2017 and a terrific 2018.

Your neighbor & HPNA President,  
Dylan

president@hollywoodpark95822.org

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## Harvest Hollywood Park Winter Harvests

The group harvested two persimmon trees this winter, one Fuyu and one Hachiya persimmons. Yum! A big thank you to the volunteer tree owners and fruit pickers who make it possible to share our neighborhood fruit bounty! Also, we are always looking for more help with our harvest events. Email Christina at harvesthollywoodpark@gmail.com for more info. Stay tuned for details about the HUGE Hollywood Park citrus harvest event with Harvest Sacramento/Soil Born Farms in February 2018!




## BOARD OF DIRECTORS

**President:**  
Dylan Seidner

**Vice President:**  
Nilan Watmore

**Secretary:**  
Hilary Moise

**Treasurer:**  
Ross Levine

**Officers:**

Karla Fung

Eric Negendank

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## Neighborhood Improvement Committee

Like to decorate your house for the holidays? Well, HPNA now has two holidays for you to give it your all: the “Scary House Contest” in October and the “Holiday Houses” in December. Congratulations to our Scary House Contest winners: the Alarcon family on Helen Way, the O’Brien/Ward family on Murieta Way, and the McCullagh family on Fegan Way. It was reported that some trick or treaters ran away screaming with fright from several of these houses! They each received a \$10 gift certificate from Hollywood Hardware.



To participate in the Holiday Houses contest, have your decorations up by Saturday, December 16th. Winners will receive a gift card to El Novillero restaurant. \$25 First Place, \$15 for Second and Third Places. The prizes were generously donated by the Franklin Boulevard Business Association. We truly appreciate their support of HPNA and our community events. Participants can win each contest only once.

The bright red bows will decorate our lamp posts again this year. We always need more volunteers to hang the bows, so if you would like to be part of the team, please contact me at 916-455-1253 or email [iwilson@netzero.com](mailto:iwilson@netzero.com). The bows can be picked up at my house, 2107 Stover Way, Saturday, December 2nd, 9-11am.

Have a Happy Holiday - Irene Wilson

## Community Forum: Addressing the Issue of Homelessness

By Cassandra Shahani

On October 23, the Land Park Community Association (LPCA) & the Sierra Curtis Neighborhood Association (SCNA) hosted the Community Forum: Addressing the Issue of Homelessness. Specific information about panelists and resources are available at <http://www.landpark.org/homeless-out-reach-resources/>. An estimated 200 people attended the forum. The 14-personal panel included representatives from many levels of local government as well as

non-profits. The forum started with nearly an hour of introductions from panelists. At the same time, audience members jotted down questions and comments that were collected by LPCA and SCNA members. Stephanie Duncan, LPCA Board Member and event organizer, kept time well and the conversation on track, but was only able to ask 12 of the 78 questions submitted. Despite that, there seemed to be only two real questions that people wanted

answered:

- Why are there so many homeless people now?
- What’s being done about it?

To the satisfaction of some and the chagrin of others, panelists provided compassionate responses that focused on viewing our homeless population as whole people experiencing unfortunate circumstances. Notably, in place of terms like “vagrant” or “transient”, panelists used the term “people experiencing homelessness”. More

to the point, their answers focused on the complexity of homelessness and that to understand why there are so many people experiencing homelessness, one must also accept the true composition of that population. Panelists explained that we need to understand that most people experiencing homelessness are low-income families, older adults on a fixed income, individuals with physical and/or mental disabilities or some combination thereof. Before the housing boom, many of these people were barely making ends meet. With a rising cost-of-living, however, many people were left with drastic choices about sustenance or shelter. How, then, do we reduce the number of people experiencing homelessness? According to the panelists, we house them. This is where the issue gets complicated. Although it has been demonstrated that providing shelter for people experiencing homelessness is less expensive than trying to manage them on the streets, government and non-profits alike can't find a place to put them or provide the funding to support it. When the city attempts to purchase a location for a homeless shelter,

enough residents protest to stop the purchase. Residents cite fear of increased crime, decreased property values, and changing the "character of the neighborhood." Some key and impactful points made at the meeting include:

- Sacramento currently builds about 300 new residential structures each year; the city's projected population growth requires roughly 3000 new structures per year.
- The primary reasons that individuals refuse shelter is that they cannot bring partners, pets, and possessions with them.
- Sac PD's homeless outreach program, IMPACT, is comprised of 6 individuals overall, not 6 individuals per shift. Sac PD reported that 1) It is not illegal to be homeless and 2) In nearly 2500 contacts, roughly half have refused services.
- To influence the homelessness policy in the city, citizens must engage with decision-makers on their turf. That means, actions like participating in city council meetings or working with the many non-profits that advocate for improved conditions for the homeless.

## CREATIVE EDGE

SACRAMENTO'S ART, CULTURE, AND CREATIVE ECONOMY PLAN

Creative Edge is an initiative to gather priorities, expectations, and needs regarding the Arts, Culture, and Creative Economy in the Sacramento area.

The plan will engage the entire community of the City and County of Sacramento to create a comprehensive vision of Arts and Culture for our city. The goal is to strengthen cultural vitality through excellent, relevant, and sustainable results that can be implemented over the next five to seven years.

Please share your ideas and future vision for Sacramento's Arts, Culture, and Creative Economy by taking the Creative Edge Survey.

Visit [CreativeEdge.CityofSacramento.org](http://CreativeEdge.CityofSacramento.org) for more information.

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## City Responds to HPNA with Cannabis

### Community Workshops

In response to the June HPNA General Meeting and formal comments written by the HPNA Board of Directors, Councilmember Jay Schenirer along with the Office of Cannabis Policy and Enforcement contacted HPNA and offered to host community workshops. On September 20 and October 25, Jay Schenirer and Joe Devlin, Sacramento's chief of cannabis policy, hosted events for residents of District 5 (of which Hollywood Park is a part). The night started with presentations summarizing City regulations regarding cannabis and processes for licensing and permitting. An open question and answer session followed where attendees asked Councilmember Schenirer and Mr. Devlin questions and gave comments. For more information on the City's cannabis program and the dates of future meetings, check the office's website at [www.cityof-sacramento.org/marijuana](http://www.cityof-sacramento.org/marijuana)

## Another Freeport Boulevard Crosswalk Removed



In October, HPNA received notice that the crosswalk at Oregon Drive and Freeport Boulevard is slated for removal. All crosswalk markings across Freeport Boulevard will be removed; however, Sacramento Public Works indicates that pedestrian crossing at the intersection still remains legal. Vehicles must still yield and pedestrians still have to proceed with caution and wait for gaps. This will be the second crosswalk removed from Freeport within the past two years, with the other crosswalk removed at the

intersection of Freeport and Virginia Way. Eric Poon of the Department of Public Works said that the removal is due to state and federal guidelines that require crosswalk enhancements costing upwards of \$100,000. Mr. Poon has said that there are currently no plans or schedules for replacement crossings, but that he will advocate for future improvements to Freeport based upon the City's Vision Zero Program. Signs posted at the crosswalk state that public questions and comments about the removal may be addressed to the City of Sacramento's Transportation Division at (916) 808-2668.

HPNA believes that walking infrastructure is a huge part of the neighborhood's character and that having safe means to cross streets is important. We will continue to advocate for safe walking access to the neighborhood and we will follow future developments to Freeport Boulevard into 2018.

## Special Greeting from Principal Luke

Happy Fall Neighbors! I hope you have had a moment to walk past Hollywood Park

Elementary's lovely school garden recently. We were so fortunate to receive monetary donations from neighbors and families! Healthy Planet, a non-profit, also worked to fund, organize, and build the

garden. A huge thanks to our PTO for their contributions in funding and building. It takes the whole community working together to beautify the neighborhood. Kindergarten registration is right around the corner. Please register at HPE between January 16th-30th if your child will turn 5 by September 1st. School tours take place December 5th-7th. Call the school to book your tour today at

916-395-4590. We offer GATE Certified teachers, CLARA, Music with Mr. Cooper, Crocker Art Docents and much more!

Have a great holiday season everyone!

Ms. Luke  
Principal of Hollywood Park Elementary...your neighborhood school

# Resident spotlight on Charlotte Ely

By Cassandra Shahani

In their application for the City of Sacramento's Creative Economy Pilot Project, co-authors Tracy Jule, Heather Conway, Charlotte Ely and Danielle Fodor wrote "[i]n Hollywood Park, stop signs, schools signs, and bright yellow crosswalks remind drivers that children are near. That infrastructure is absent in Carleton Tract." With wide streets, few stop signs, and less-than-effective speed humps, this little neighborhood within a neighborhood, has become a primary thoroughfare for hurried drivers looking to move quickly from Highway 99 to the elementary schools, as well as from Freeport to Highway 99. The consequence of hosting these rapid routes is that the safety of Carleton Tract pedestrians is secondary to the convenience of motorists.

New mother and resident roller-skater, Charlotte Ely, didn't see why that should be the case. She, as well as her neighbors, Tracy Jule and Heather Conway, reached out to the City of Sacramento asking for stop signs and/or children-crossing signs and were dismissed. Having exhausted conventional avenues, Ely, Jule, and Conway got creative. In researching methods to slow drivers down, these three women came across the idea of painting the streets. In short, painting the streets means that a community comes together to make murals on the asphalt and "[a]s people motor through the neighborhood, murals catch the eye, situate the mind, and lighten the right foot."\* New tact in hand, Ely, Jule, and Conway formed a partnership with a Davis-based artist, Danielle Fodor, who has been

leading an effort to paint the streets in Davis, CA. Fodor, on behalf of Ely, Jule and Conway, submitted an application to the City of Sacramento's Creative Economy Pilot Project.

The proposal asked the City to fund a process in which neighborhood residents come together to discuss, plan, and ultimately paint 4,000 square feet of murals on the pavement surrounding the intersection of 23rd Street and 22nd Avenue. Aside from slowing traffic, this project aimed to bring together neighbors for the purpose of building community and memorializing it with art. In short, an artistic take on sweat equity.

Unfortunately, the City opted against funding the project. The process was intensely competitive, and resources were limited. To fund all of the proposals received, the City would have needed roughly 12 times the amount of money allocated for the Creative Economy Pilot Project. With no funding and the City unresponsive, one might be ready to give up, but Ms. Ely already has a new plan. She will get help demonstrating the traffic-related safety shortfalls on those major streets and then return to the City. In the meantime, she will engage with some of the existing neighborhood campaigns that aim to increase the area's tree canopy and improve walkability.

Progress is slow but is possible with the help of Charlotte, Tracy, and Heather, and hopefully other interested residents. Are you looking for an opportunity to get engaged and improve our community? If so, write to us at [info@hollywood-park95822.org](mailto:info@hollywood-park95822.org). If you are interested in being the subject of a resident spotlight article or you would like to nominate another neighbor, please contact me at [cassandra@hollywoodpark95822.org](mailto:cassandra@hollywoodpark95822.org)

\*<https://www.fastcompany.com/3035022/slowing-down-streets-with-art-under-your-feet>

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## Shop the Neighborhood for the Holidays

By John Reiger

The holidays are upon us and if you haven't completed your holiday shopping (who has?) please visit the HPNA business members (and all the other fine businesses nearby).

For the readers on your list, **J. Crawford's Books** probably has just what you are looking for. Jim has an incredible array of mysteries but did you know he also specializes in military history books? Lots of children's books are also available. If you are unsure what to get that special someone, just browse **Hollywood Hardware**. If you haven't been there for a while you will be pleasantly surprised at all the new non-hardware items they have stuffed into the place. The musically inclined folks will surely enjoy what you choose from **Kline Music's**

wide selection of instruments and related items, and audiophiles looking to replace that long-lost record will probably find it at **Phono Select Records**. A great nostalgic gift. And speaking of remembrance, you loved that bicycle you got as a kid, **Sutterville Bicycle Co.** probably has something special for your child.

A wonderful studio portrait (you, the family, the pet dog, etc.) from **Eleakis & Elder** would be a very personal and much appreciated gift. But if you are looking for something a bit more unusual, consider a new car audio system from **I B Custom**. They also do window tinting. You will hit a holiday hole in one with a golf-oriented gift from **Grip's Fast Golf**, and skiers will be in deep powder over that ski-themed gift from **Land Park Ski & Sports**. And don't forget **Panama Pottery** for pots, planters, and unique decor items. Some of the businesses that do not offer actual physical items might offer gift certificates for services, etc. - ask them.

## Ice Cream Social Thank You

We would like to thank everyone who helped out with the Ice Cream Social and Movie Night this year. The event was a huge success and we appreciate all of the volunteers who donated time and made food for the event. A big thank you to Principal Tenley Luke and HP Elementary for hosting us. Also, thank you to Councilmember Jay Schenirer for donating delicious Gunther's Ice Cream and to Raley's for donating food. It is a wonderful tradition that brings in so many neighbors to share a meal and we hope to continue the event for many years to come!

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## 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](http://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.