

HOLLYWOOD PARK HERALD

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



Hollywood Park's Annual 4th of July Parade

Join Your Neighbors for the Annual Hollywood Park 4th of July Parade! Come meet your neighbors and enjoy refreshments in front of Leonardo da Vinci School (4701 Joaquin Way) at 9:00 a.m. The parade leaves at 9:30 a.m.

Everyone is welcome to walk in the parade. Bring your kids, your friends, and your four-legged buddies. Decorate your bike, trike, unicycle, wagon, or stroller. Wear your favorite red, white & blue clothes or come dressed in Uncle Sam regalia. Proudly wave your flag. Bring noise makers, kazoos, drums, or other musical instruments to let our neighbors know we're having a great time in Hollywood Park!

Want to show your patriotism from the sidelines? Not a problem! Line the parade route from your favorite spot in your front yard and cheer your neighbors as they walk by.

If you have a vintage car that you'd like to showcase in the parade, we'd love to include it. Please contact the parade coordinators to save a place in the parade lineup. Cars will meet and line up on 23rd Avenue west of Joaquin Way. Help Us Get the Neighborhood Ready for the Annual

Fourth of July Parade! The time to plan Hollywood Park's annual 4th of July Parade is here!

Volunteers are always needed! Volunteers are a must to make it the best yet. We need neighbors to help on the Fourth along the parade route as Parade Marshals. The Marshals will help direct the parade participants and direct traffic around the parade. We can use help with decorations, donations of homemade treats and other refreshments, and to help with setup and cleanup. Also, if you have creative talents or ideas to increase the neighborhood's patriotic spirit, we'd love your help! **Volunteers are needed! See the last page of this newsletter for information on how to help!**



Next General Meeting
Wednesday, June 20th
Hollywood Park Elementary School
6:00 pm - 8:00 pm

Letter from the HPNA President, Nilan Watmore



With summer right around the corner, we will already be half-way through 2018!

As the former Vice President and new President of your Hollywood Park Neighborhood Association, I have had the

privilege of working with my fellow board members and dedicated neighbors on issues affecting our community over the past year and a half.

One of the biggest issues in Hollywood Park this year was the unfortunate tragedy that occurred on Freeport Blvd as two pedestrians were struck by a motorist at a location where an

existing crosswalk had been removed by City officials just two months earlier. I witnessed an entire community come together to voice their concerns to the City. Rest assured, HPNA, along with the greater surrounding community will continue to work with the City to find short-term and long-term solutions pedestrian (and cyclist) safety on our neighborhood roads. Changes have already started to happen as P and Q between 9th and 15th streets and 10th between I and Q streets have been retrofitted with "protected bike lanes" designed to provide a buffer to cyclists between crosswalks and parked vehicles (instead of flowing motorist traffic).

In addition the Del Rio Trail project is a 4.5-mile pedestrian and cyclist pathway connecting I-5 at Sutterville to I-5 at Cosumnes River Blvd is anticipated to begin construction in 2020 and to be completed by 2021.

As with all community issues, the

input of all neighbors is highly encouraged and much appreciated. Come attend an HPNA board meeting (held the 2nd Monday of every month from 6:30-8:00 pm), volunteer for any of our HPNA

committees (the business and business membership committee could really use a few helping hands), and attend some of our fantastic community events (the upcoming 4th of July parade). Most importantly, 2018 is an important year for elections as new governor will be elected and several City official seats are up for re-election. Please be sure to have your voice heard and vote. It's easier than ever this year. More details can be found on the next page.

Have a safe and fun summer everyone!

Your neighbor and President,
Nilan Watmore
president@hollywoodpark95822.org

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Remember to vote June 5th -- or right now!

The California Primary Election (which includes our local District City Councilmember seat) is June 5. But did you know you can vote right now? Sacramento voters now have the choice of mailing their ballot, dropping it off at a secure ballot box, or voting in person at a vote center. You can mail your ballot now or drop your ballot off at one of the secure drop box locations at any Sacramento Library.

If you wish to vote in person or drop off your ballot, here are our local voting centers:

Open May 26-June 5, 8am-4pm:
Dept. of Human Assistance (2450 Florin Rd.)

Open June 2-June 5, 9am-4:30pm:
Centennial United Methodist Church (5410 Freeport Blvd) and
Vintage Glen Senior Apts. (6000 S Land Park Dr.)



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NEIGHBORHOOD HPNA UPDATES

Neighbors Engage in Traffic Safety Advocacy for Freeport Blvd

By: Hilary Moise

On May 2, the first meeting of the Freeport Boulevard Safe Routes to School Workgroup took place. About 12 neighbors from Hollywood Park and South Land Park joined City of Sacramento officials to talk about how to make pedestrians and cyclists safer when traveling around the Freeport Boulevard corridor that links the two neighborhoods. The majority of the meeting was spent discussing the goal of the workgroup, including what the geographic scope should be and whether to focus on certain groups that walk or bike, such as school-aged children. Neighbors also proposed broadening the goal of the workgroup beyond safety, to include the walkability and livability of our neighborhoods and the business corridor on Freeport Blvd.

Jennifer Donlon Wyant, Active Transportation Program Specialist for the Department of Public Works, presented

some information about the new outreach and education programs for reducing collisions that the City will be rolling out through the Vision Zero project this summer. These ideas could be adapted to fit the outreach and education needs of Hollywood Park and SLP residents for a more targeted campaign. Azia Cherry from Jay Schenirer's office and Alex Zucco from Vice Mayor Steve Hansen's office shared information on some community improvement grants that the workgroup could apply for to create a project related to traffic safety.

The participants agreed to meet on a monthly basis and continue discussion of possible actions to improve traffic safety on Freeport Blvd and neighboring streets. The goal is to get started now, without waiting for City funding approval for major infrastructure investments. If you are interested in joining the workgroup, please email HPNA Secretary Hilary Moise at info@hollywoodpark95822.org with your name, contact information, and reason for joining the group.

Updates from Councilmember Jay Schenirer



Hi Hollywood Park neighbors - As you know, my office has been busy on many fronts in the Hollywood Park area, and there are so many things I love about the

neighborhood, and lots of possibilities. I am looking forward to the summer months, when school winds down, and we all start looking

forward to vacations. A few things before we move into our summer programs of ice cream socials and movie nights:

There are plenty of ways to connect with our neighbors.

The small but mighty HPNA Board has been working on ways for neighbors to meet, share our stories, and come together as a community. Whether you are in Carleton Tract, Hollywood Park, or even adjacent Mangan Park or Brentwood – we all share the same common experience of loving this

area. Personally, I'm looking forward to the Hollywood Park Fourth of July Parade, Hollywood Park's fantastic showing for National Night Out block parties on August 7, the Hollywood Park Movie Night and Ice Cream Social (we're showing Jumanji on September 7) or even just enjoying a cold beverage at one of our nearby breweries, this neighborhood has so much to enjoy and appreciate. If you are interested in helping out with other activities, please reach out to HPNA board members or my office.

We are lucky to have great neighborhood schools.

Every year, I'm amazed by the dedication of Principals Tenley Luke from Hollywood Park Elementary, Devon Davis from Leonardo DaVinci, Samara Palko from St. Roberts Catholic School, and Lori Aoun from Sutterville Elementary. These principals and their staffs inspire young people to be great students and even better citizens. I love the cluster of schools and how we all support each other's success.

We are always thinking about traffic and how to get around more safely – on foot, bike, and car.

We are taking the lead in the City on stronger enforcement, education, and better engineering of streets for all – especially in the Hollywood Park/Freeport Boulevard area. For every speed bump and hump temporarily slowing traffic, there's a car accelerating to get to the next stop sign. What are other ways other than traffic cops at every corner, to encourage drivers to proceed with caution through intersections, keeping an eye out for pedestrians, and generally slowing down? How do we encourage drivers, bicyclists, and pedestrians to be attentive and present on the road/sidewalk? I hope that in the next months we can continue to come together to discuss how to solve these problems. Traffic data isn't supporting stop signs in some of our most challenging intersections, which makes it hard for

us to ask for funding over areas where the traffic and collision data more than supports stop signs, crosswalk signals, and more. But that doesn't mean I'll stop working with you to develop solutions to slowing down cars and making it safer to bike and walk in the neighborhood and on the major arterial streets.

Finally, Hollywood Park has great locally-owned businesses.

From Hollywood Hardware to J Crawford's Books, to Panama Pottery to Land Park Ski and Sport to the newest Star KTV opening soon– we have so many great small businesses. While there are many parts of Freeport, 24th, and Fruitridge that are ripe for new buildings and facelifts, these smaller businesses are more likely to thrive if our neighborhoods support them over larger chains. As others have written about in this newsletter, a business association or district could strengthen our small businesses and support diverse and vibrant commercial corridors. We will continue to support our small businesses and hope you do the same!

Thanks to all of you who have shared your enthusiasm (and your concerns) for Hollywood Park and what makes it so special. Let's work together to make it even better.

-Jay

Freeport Boulevard Business Walk

On April 28th, Councilmembers Jay Schenirer, Vice Mayor Steve Hansen and County Supervisor Patrick Kennedy met with residents from Land Park, South Land Park, Carleton Tract, and Hollywood Park to visit with some of the major businesses along Freeport Boulevard. The purpose of this walk was to find out if businesses on both sides of Freeport Boulevard would be interested in establishing a PBID. The group visited many major businesses and a few smaller ones including but not limited to Mahoroba Japanese Bakery, Raley's, Shift Change, Oto's, Star KTV Lounge, Jade Fountain, Pocket Club, Hollywood Hardware, and J. Crawford's Book Store. What's a PBID? According to the City of Sacramento's website, a PBID or

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Property and Business Improvement District is “... a financing mechanism where property owners enter into a special assessment district to improve their commercial districts” (<https://bit.ly/2wZVj3b>). Another way to say that is that businesses in a certain area such as Del Paso Boulevard or Midtown put money into a special account and then spend it to make shopping in that area more attractive. The ways that businesses pay for PBIDs and the things they do with their money are as varied as the businesses supporting them. In many instances, PBIDs will contribute funding to community events in their neighborhood and work with local governments to make the areas around them cleaner and safer. In some cases, they work with Regional Transit to improve the appearance of bus stops or the frequency with which buses stop

in that area. In areas where there are large or growing populations of individuals and families experiencing homelessness, PBIDs often invest in private security to dissuade non-customers from hanging out near their businesses.

To pay for these improvements, some businesses increase the cost of their goods or services. Others add an additional tax to the total cost of whatever people purchase from them.

Is Freeport Boulevard Getting a PBID?

Yes/No/Maybe...It's complicated. At the end of the walk on April 28th, there was not a clear answer as to whether it would make sense for Freeport Boulevard to establish a PBID. For the time being, Councilmember Schenirer is planning to survey all business owners on Freeport, and host a larger dialogue in October. In order to establish a PBID,

property owners (not tenants) must vote to pay an assessment – and that vote must win the support of over 50 percent of the business owners within the defined geographic area.

While there are strong potential benefits to be gained from a PBID, such as more focus on improving traffic conditions, there are inherent issues around the process. Many of the businesses, for instance, are small which may mean that the they don't get a vote equal to the larger businesses. There are administrative needs for running a PBID which means at least one staff person and potentially an office for him or her.

Funding that position or positions increases the amount of money needed.

If a PBID is established, there will be a direct impact on the surrounding neighborhoods and, as such, there is a strong incentive to get involved.

Updates from the CommuniTree Committee

Do you want a Free Tree – let us know by August 25th!

There are tons of great reasons to get a tree. They look nice, clean the air, increase your home value and lower your utility bills. If you want a tree, we want to make it free and easy!

All we need to get started is your name, phone number, address, and email address. There are 3 ways you can let us know you want a Free Tree:
Call (916) 924-8733 and let them know that you're part

of the Hollywood Park CommuniTree Initiative. If you get a voicemail leave your phone number and someone will call you back

Send a post card or letter to: CommuniTree Committee, C/O Hollywood Park Neighborhood Association, P.O. Box 22278 Sacramento, CA 95822

Send an email to cassandra@hollywoodpark95822.org with the subject “Tree Free”

After August 25th, A Community Forester from the Sacramento Tree Foundation will help you determine the best place to plant your tree as well as the best tree for your property. Then, on October 13th, we'll have a community Planting Day with a BLOCK PARTY!!!



There are 30 different kinds of trees that are free through the program. You can see them online by visiting <http://www.sactree.com/trees> clicking the button that says "Tree Available for free through SMUD Shade tree program?"

If you need help digging a hole or planting your tree, volunteers will help you. It couldn't be easier. Sign up today!

Do you have a SMUD / Sacramento Tree Foundation Tree you want to show off?

As part of the CommuniTree Committee's ongoing effort to improve our neighborhood tree canopy and provide fun learning opportunities, we are working on a scavenger hunt. Many of you smart people have already worked with the SMUD Shade Tree Program or purchased deciduous trees to shade your home in the summer and improve curb appeal.

Now we want you to **SHOW THEM OFF**. If you have one of the 30+ Free Trees provided by the SMUD Shade Tree Program easily viewable from the street, please reach out. Following the success of the CommuniTree Bike Ride, we know that our neighbors want to learn more about trees and we all love to have a good time. To get in touch, please send an email to cassandra@hollywoodpark95822.org or send a note with your name, address, tree name, and best way to contact you to CommuniTree Committee, C/O Hollywood Park Neighborhood Association, P.O. Box 22278 Sacramento, CA 95822.

In addition to this effort, we'll be reaching out on Facebook and Nextdoor and working with the Sacramento Tree Foundation to identify neighborhood trees.

Neighbor Spotlight: JillMarie Milholm

In 1997, a young couple, pregnant with their first child, sought refuge from the hurry and high rent of midtown. Twenty-one years and three kids later, the couple has come to own the home they initially rented in Carleton Tract, a little neighborhood next to a big park.

Adorned with a little free library and an assortment of small trees and shrubs, the Milholm's front yard is quaint and inviting in a way that's hard to explain - one just wants to be there. JillMarie, the family's matriarch radiates a similar comforting presence that draws people in. As such, it's no surprise that she spends her days playing outside and adventuring around the city with our littlest neighbors. For the last 9 years, JillMarie has spent weekdays caring for neighborhood children while their parents are at work. By her estimation, she has been in the lives of nearly 25 kids in addition to her own and she's giving no indication of stopping. Unable to suppress a smile, JillMarie talks about loving her job because she and the kids get to spend so much time outside. Without academic parameters or strict structure, Milholm's childcare is best summed up by the notion that they "...totally adventure" to the park or the zoo or just around the neighborhood. In addition to the fun time outside, the children in JillMarie's care benefit from the kind of bonds that can only form when sharing toys and experiences.

The flipside of that coin is that Milholm's own children have had to learn to share their mother - a hard but, she feels, ultimately positive experience. The other hard part of this job is that there are more children in need of care than she can take; it's a little heart wrenching to turn away parents who need help. In an economy defined by doing more with less or less with less, however, it's refreshing to know that she would prefer to maintain the integrity of her establishment than maximize her profit margin.

Talking with JillMarie about her work led naturally to a conversation about the neighborhood, which has faced some challenges. When her family arrived, the street on which she lives was largely rental properties and transitional

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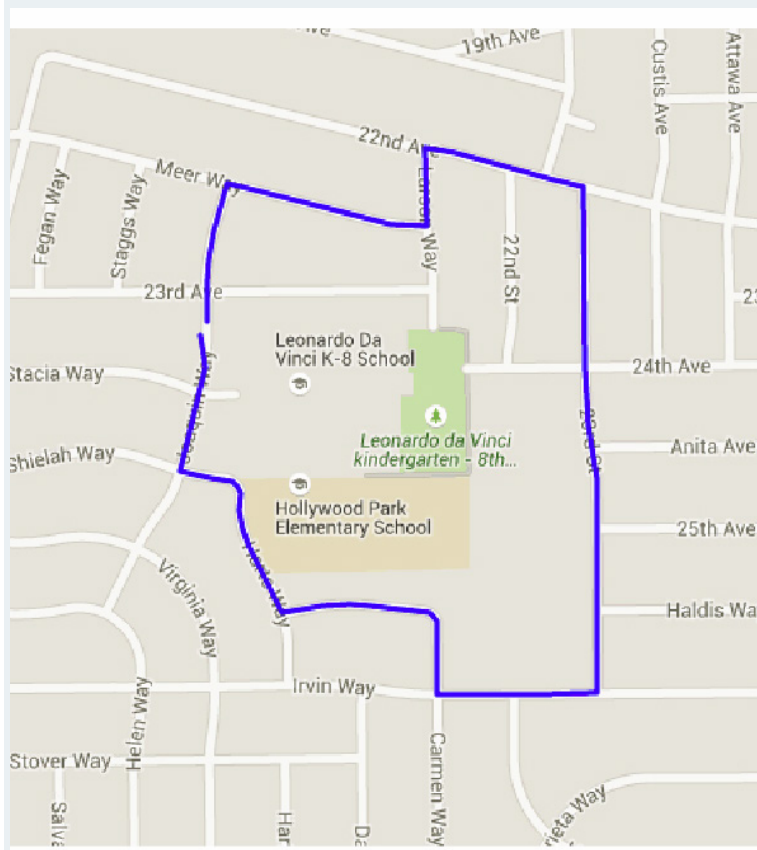
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housing for people with drug problems and developmental delays. Over the past two decades, however, the composition of her street, much like the neighborhood more broadly has changed. Most residences whether rented or owned are home to families and young people who came for low cost housing and stayed because of the vibrant community spirit in which neighbors become friends.

Like JillMarie, each of us is a building block in the construction of the neighborhood we call home. The neighbor spotlight allows us to peek into the lives of the people we pass every day and to define our community. If you or someone you know would be interested in being featured in the neighbor spotlight, I'd love to hear from you. Please send an email to cassandra@hollywoodpark95822.org or send a note to the Hollywood Park Neighborhood Association, P.O. Box 22278, Sacramento, CA 95822.



Parade Route

(same as last year)

- Start at da Vinci School, south on Joaquin
- Left on Shielah Way to Harte Way,
- Left on Hollywood Way
- Left on Irvin, left on 23rd St.
- Left on 22nd Ave
- Left on Larson Way
- Right on Meer Way
- Left on Joaquin Way, and
- Back to da Vinci School

July 4, 2018 Parade Schedule

9:00 a.m.: Gather at LDV for refreshments and meeting/greeting your neighbors
 9:30 a.m.: Parade leaves from LDV going South on Joaquin Way (see map)
 Return to LDV for more meet and greets!

To volunteer or for more information contact:

July 4th Parade Coordinators

Patty Turner | (916) 451-6263 | 920sac@gmail.com

Jannelle Rattigan | (916) 455-1510 | jwrattigan@aol.com

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.