

HOLLYWOOD PARK HERALD

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

Summer 2020



Hollywood Park Chalk Art

Local Businesses Struggle to Adapt to New COVID-19 Era

By Julie Scheff

The signs in restaurant windows saying: “Call for take-out orders” are just one visual announcement that COVID-19 has changed the landscape for local businesses. Local eateries and other enterprises are adjusting to survive these last few months of the shelter-in-place order which began in California on March 19, 2020.

Among local business’s strategies to keep business humming:

- Decreased and/or changed their hours
- Moving sales online
- Six-foot, social distance decals on their floors
- Hand sanitizers for the public
- Lines of customers wearing masks waiting to get into stores
- Shop owners making home deliveries
- New plexiglass barriers between customers and cashiers

Businesses are also scrambling to follow the successive roll-outs for re-opening. May 8th was the first easing of restrictions and in early June (past our press deadline) Governor Newsom is expected to further open more retail shopping.

Kline Music, which has been in business 57 years, has made dramatic changes since the shelter-in-place order. Penny Kline, the daughter of the store’s founder, Betty Kline, says she has been

working seven days a week, 11 a.m.–3 p.m., the last few months to staff the store almost solo. It’s similar to the store’s founding, when Betty was operating the store out of her own garage.

Penny had to put 16 of her employees on furlough and 38 of her music teachers now cannot teach in the store’s studios. The eight hundred music students per week that were paying for lessons aren’t coming back any time soon. Penny’s business took a 95% hit in sales from mid-March through mid-May. One thing



Penny Kline, Kline Music

that kept sales afloat is that her store is Northern California’s largest purveyor of sheet music, she said. Much of that business is from online sales. The store’s instrument rental business (orchestra and band instruments) also offset some of the in-store loss in sales. Thankfully, since the family business has sufficient assets, the business doesn’t need to take out an emergency business loan, Penny said. Since May 8, customers have been able to return their loaned instruments and pick up much needed items such as guitar or violin strings. Penny was recently able to hire two part-time staffers to move more of the store’s business online. They help her take photos, getting more of her merchandise on the website and they handle the accompanying

Story continues on page 7

PRESIDENT'S MESSAGE



Jeff Lidicker, HPNA President

Hello to all Hollywood Park and Carleton Tract residents!

I have never been so thankful for our neighborhood now that we are restricted to our local area. In spite of all the negative aspects of the COVID-19 situation, I have been so pleased to see all the people out walking and biking in the neighborhood and how every single person

smiles and says hello. I have met new people I never would have met otherwise. I have run into familiar faces more times in the last month than all the years of living here. It has really been amazing and I have enjoyed looking at the gardens that are receiving more attention than usual (like mine) and all the wonderful chalk art! Enjoy the photos of our local chalk art on the cover of this issue. In addition, if you are thinking about using some of your extra time to put in a drought tolerant garden, check out the article on water wise gardens in this issue.

Please head outside and enjoy our neighborhood on foot or bicycle, but keep a considerate distance from each other, smile, say hello, and wave. Those who are more able, please make a safe detour around others with less mobility, and similarly those who are moving slowly please step aside and let others go by with a smile.

I want to thank our volunteers who built HPNA a completely new website. It's better, faster, easier, and has more content! Check out

the article about our new website in this newsletter for details. We are always looking for volunteers and there are many types of projects that benefit our community. **Currently we need volunteers to help distribute this quarterly newsletter.** Send us an email at info@hollywoodpark95822.org for more information.

Unfortunately, the March General Meeting had to be canceled. But, thanks to hard work by your Board members, most of the content intended for the meeting was put into informational articles and emailed out to everyone. **The June General Meeting will take place virtually on Zoom (see details below).** If you have any content for a June General Meeting, please send us an email. Your Board would love to hear from you.

As businesses are allowed to reopen, please keep our local businesses in mind as they need our help and we don't want anything to happen to them. Check out the cover article on how our local businesses have been adjusting. Speaking of local businesses, have you all seen the new Raley's? It's amazing and beautiful...and has a whole area of Tesla chargers on the side. I can't wait for the empty retail spaces in the new shopping center to fill up.

Lastly, I really want to thank our Board and all the volunteers who make our neighborhood special. I just can't believe how hard working and caring the Board has been this year. I am so grateful to be working with all of you and am looking forward to the rest of the year.

I wish you all good health and I'll see you walking around!

Your HPNA President,
Jeff Lidicker



The Hollywood Park Neighborhood Association (HPNA) has been working to improve our neighborhood since 2001. We are active in monitoring local and county government projects and enjoy hosting annual neighborhood events.

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HPNA General Meeting

**Wednesday, June 17th
6:30 p.m. | via Zoom**

Join your neighbors and the HPNA Board for a virtual General Meeting to discuss projects and initiatives that impact our community.

Zoom Meeting ID: 362 713 5108

To join via phone dial 1-669-900-9128

More information and a direct link to the Zoom meeting is available at www.hollywoodpark95822.org.

Contact the Board of Directors

Email: info@hollywoodpark95822.org | Address: P.O. Box 22278 Sacramento, CA 95822

Congratulations 2020 Graduates

By Jannelle Rattigan

Classes have moved online and students are missing being with classmates. For high school seniors, being without the company of classmates is not the only thing missing as the school year ends. Traditional in-person graduation ceremonies have been cancelled. Students and proud families feel great disappointment and are finding alternative ways to celebrate this important milestone. Judging by the signs around the neighborhood expressing pride and best wishes, Hollywood Park has several 2020 graduates to congratulate! To all graduates: Your hard work and accomplishments are recognized. We are proud of you!

July 4th Parade Organizers Take a Step Back This Year

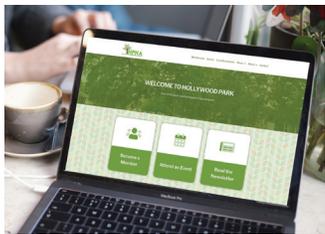
By Jannelle Rattigan

For 10 plus years neighbors have organized a July 4th parade that became a highlight for the neighborhood. It has grown in attendance from a small group of neighbors to a crowd of a few hundred people. With the uncertainty of how long safety protocols will remain in place and recognizing the lack of the ability to monitor social distancing guidelines, the recent core organizers of the parade have taken a step back this year to respect the health of all. Hopefully, the neighborhood can still celebrate the 4th of July by decorating homes, chalking the sidewalks, enjoying food and drinks in the front yard, and waving to neighbors walking or biking through our lovely neighborhood.

New Design For HPNA's Website and Newsletter

By Jannelle Rattigan

In March, HPNA launched its updated website and newsletter. Both are designed and maintained by neighbors Anthony and Pearl Skelton, a creative team who founded the graphic and web design company Red Cart Studios (redcartstudios.com). The new web platform is user-friendly with links to Board and



hollywoodpark95822.org redesign

General Meeting minutes, full color versions of newsletters, and forms for household and business memberships. Businesses can now access information online for the various sizes and pricing of ads.

New features will continue to be added. The newsletter print and layout present a clean, easy to read format. Many thanks to Pearl and Anthony for generously offering their time and talents to keep our neighborhood informed and connected.



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NEIGHBORHOOD NEWS

Water Wise Garden Blossoms in Hollywood Park

By Julie Scheff and Vincent Xu

When Jackie and her partner Eric dreamt of buying their first house, they imagined enough yard for a native plant garden, barbecues and socializing outside. In August 2019, they found that home on Helen Way in Hollywood Park. For their front yard, the couple envisioned a low-water, native plant garden. Eric, an ecologist, used his knowledge and love of plants to plan it and Jackie and her parents, who live in Sacramento's Little Pocket area, helped him build it.

Lucky for Jackie and Eric, the City of Sacramento helped pay for this new wildlife sanctuary that will attract butterflies, birds and bees. Sacramento's Turf Conversion Program reimburses up to



"We didn't want to mow and blow, any of that," said Jackie (pictured above). "It was a no brainer to create an ecosystem for bugs, butterflies, bees and birds".

\$3,000 for Sacramento residents to replace their lawns with water-wise gardens. According to the City, each square foot of conversion from lawn to low-water garden saves 37 gallons per year, or a 17% reduction. Water rates supply the program's \$425,000 annual budget. Awards for both residential and commercial yards are available on a first-come, first-serve

basis. The fiscal year begins in June and it's likely there will be a surplus to roll over from the 2019-2020 budget. The city also offers rebates for the following water saving methods: irrigation, rain barrels and converting laundry wastewater to irrigation (grey water conversion). Jackie said working with the City's River Friendly Landscape Program was easy. The pair submitted a list of plants and met with a city worker who visited to review the planting scheme. However, Jackie advises to follow up the online application with a phone call. After the couple installed the garden, a city worker came over to review the work before reimbursing their receipts. The city program will also pay for a portion of design work, labor and irrigation. DIY was more their style. Three months after purchasing their home, they finished their front yard. Jackie said it took about 60-80 hours of digging, raking and planting. Now the front yard boasts succulents, shrubs, flowers and water-wise trees including a manzanita—Jackie's favorite for their red bark. To give the yard

some architectural interest they created two hills at the front of the yard. Closer to the house, they dug a rain garden, studded with river rocks, which helps control and filter runoff.

Jackie displays a passion for dry gardening as a form of community activism that you might expect from her as a public policy expert. She eagerly shares tips and pitfalls that she and Eric learned from installing their 1,500 sq foot front garden which now displays 70 plants, representing 30 species.

How did they decide on their plants? Consulting with UC Davis Arboretum and calscape.org, the two chose plants that would alternate blossoming throughout the year. They also thought of what roles they wanted their plants to play. Plants for the rain garden would need to be water loving. They chose a spicebush to create a flowering screen from the neighbor's house. On the driveway side of the yard, they chose Western Redbuds and Ray Hartmann Ceanothus as a border, which came from the Sacramento Tree Foundation, a nonprofit that provides residents with free trees.

In the coming years, you'll be able to find their garden on the California Native Plant Society (CNPS) tour of native gardens which happens each spring. They will also be adding plants this fall, which is an optimal time for transplanting. They look forward to their garden growing and changing over the seasons, are happy to share it with their neighbors, and look forward to seeing what it inspires. Resources:

- River Friendly Landscape (RFL) program which offers rebates for: turf grass conversion, irrigation, rain barrel & grey water conversion, riverfriendly@cityofsacramento.org or call (916) 808-5605. Check out their website SacWaterWise.com for a webinar covering frequently asked questions.
- California Native Plant Society, (CNPS) www.cnps.org
- Calscape.org (a practical guide by CNPS which offers a planting guide: such as water, sun & shade needs for plants)
- UC Davis Arboretum, arboretum.ucdavis.edu
- Sacramento Tree Foundation, SacTree.com
- Chipdrop, getchipdrop.com



Left: Just down the street from Jackie and Eric, on Murieta Way, a more mature dry garden shows off colorful blooms. Right: On Harte Way, a dry garden displays ceramic stamped tags with plant names and sports a native plant garden sign.

CommuniTree Plants Trees

By Irene Wilson

Spring in Hollywood Park and Carleton Tract is always beautiful with new colorful flowers, lush green trees, lawns, and water wise front yards featuring drought tolerant native plants. Our tree canopy is growing due to the efforts of volunteers who have planted 82 shade trees in neighbors' front yards. Sacramento Tree Foundation has coordinated these efforts through a three year grant from Patrick Kennedy, our District 2 County Supervisor.

In January the CommuniTree Committee tackled the job of having tree stumps removed from front yards in our neighborhood. All recipients were required to have another shade tree planted to replace the previous one. A big thanks goes to Quinn Sherry, a McClatchy High School student, who was the main lead on this planting project. Stump grinding usually costs \$300-\$400, so this was a big savings for the recipients who received this service free of charge. There is limited funding for this project, so any resident who wants a front yard stump removed this year needs to apply immediately since this is the final year of funding.

Information on shade trees is available at sactree.com/shady80. This guide contains photos and descriptions of available trees. If you are interested in stump removal or free trees, contact Torin@sactree.com or (916) 924-8733 as soon as possible to schedule an appointment. A tree expert can come to your home to evaluate your yard and help make recommendations. All trees are free and delivered to your house. If public health rules permit, volunteers will also assist with the planting. Our third annual Planting Day is scheduled for October 2020.

We anticipate our third annual CommuniTree Bike Ride to occur this summer. This fun event for adults and children is led by a tree expert from SacTree Foundation who will identify mature shade trees and share useful information about growing them. The exact date for this activity will be provided through social media and lamp post flyers. All our events will be compliant with CDC guidelines on COVID-19. Let's make this a great year for planting trees in Hollywood Park and Carleton Tract.



Signs of the times — Hollywood Park neighbors showing their support.

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Get Your Trees Ready for Summer!

Tips from the Sacramento Tree Foundation

Now's the time to get your trees ready for summer, before it gets hot and trees become thirsty. Here are tips to water the right way:

- Create a summer watering plan by setting up drip irrigation or a soaker hose to give your trees a slow, deep drink. Be sure to extend drip and soaker hoses to the edges of the tree canopy (rather than watering near the trunk).
- Check the soil moisture with a meter or by digging down with a screwdriver at different points under the canopy. If it's dry, soak the soil 12 to 18 inches deep, making sure to watch for runoff, which is water running from your yard into your gutter. Plan to water young trees at least twice a week and mature trees when the soil dries out six inches below the surface (usually once per month). You can get a free moisture meter at BeWaterSmart.info while supplies last.
- Layer mulch around your trees to help moderate soil temperature, reduce evaporation and control weed growth. As it breaks down, mulch also adds valuable nutrients to the soil. Spread the mulch like a donut around your trees, keeping it four inches away from the trunk, layering it six inches deep, and spreading it in a three to four foot diameter

Watered correctly, trees can be one of the most water-efficient plants in your yard. Learn more tree care tips at sactree.com.

It's Back! A New Home in The Park

By Jannelle Rattigan

Talk about a comeback! After 62 years of weathering the elements and an unfortunate fall, the cleaned and restored Raley's



sign is settled in at its new home in The Park, Freeport Boulevard's new retail and financial center. The flagship store successfully opened in April with expanded services like eCart, a large prepared food section, and Chocolate Fish Coffee Roasters. Additional offerings will be available when COVID-19 restrictions are lifted.

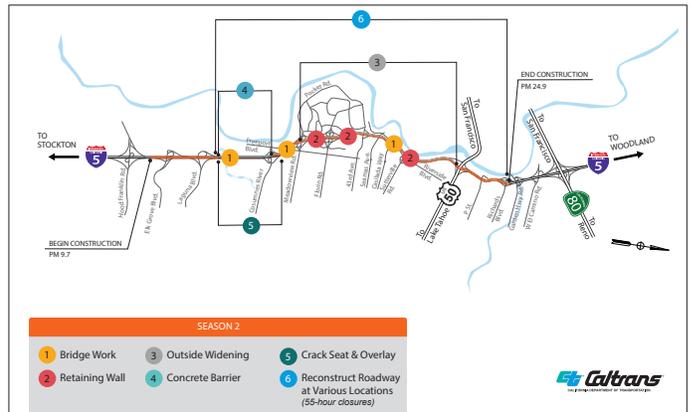
Also open in The Park are Pet Food Express, Safe Credit Union, and Jamba Juice. According to its website, Chase Bank is scheduled to move to its new location on June 12. European Wax Center is ready to open and is awaiting the go-ahead guidelines from the County. Check waxcenter.com for grand opening and complimentary services. The Habit Burger Grill is still in the construction phase and aims to open this summer. To view deals and promotions and to join the Charclub visit habitburger.com. Orangetheory Fitness and Sourdough and Co. both list their status online as "Coming soon." We will provide more on The Park as it continues to develop.

I-5 Roadwork Starts in June for Road Widening, Maintenance

Caltrans will be working on five miles of roadway in Sacramento, about three and a half miles of it near Hollywood Park exits, as part of the FixSac5 project. Road work is slated to begin May 29-June 1 and extend into the summer and Fall of 2020.

North bound and South bound I-5 will each be limited to one lane between Laguna Blvd. and Pocket Rd. (3.5 miles) and limited to two lanes between J Street and Richards Blvd (1.5 miles). The following ramps will be closed:

- WB Laguna Blvd On-Ramp to NB I-5
- NB I-5 Off-Ramp to Cosumnes Blvd
- EB Cosumnes Blvd On-Ramp to NB I-5
- WB Cosumnes Blvd On-Ramp to NB I-5
- L Street On-Ramp to NB I-5
- I Street On-Ramp to NB I-5
- Richards Blvd On Ramp to SB I-5



The work on the closest exits to Hollywood Park will include retaining wall work, bridge work and outside widening. See map (above) for detailed look at the planned work. For more information please visit the Caltrans website: www.FixSac5.com.

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Local Businesses Struggle to Adapt to New COVID-19 Era *(continued from cover)*

rise in shipping needs. As Penny awaits the state's direction to reopen, she is anticipating all the needed changes to her store—plexi-glass at the counter between her customers and staff and a chain to keep 6-foot social distancing, for example.

Soon, Penny anticipates, customers will be able to come into the store for other items such as guitars, keyboards, violins, drum sets and 100 different varieties of ukeleles. "75 percent of the customers will respect the new rules," Penny estimates. It will be a challenge to monitor the amount of people going through the store and helping customers hone in more quickly on what they need and want," she reflects. To Support Kline Music, order online at klinemusic.com or call (916) 456-8742 or knock on the door during business hours, 7 days a week, 11 a.m.–3 p.m.

A Sure Solution, is a Hollywood Park based business that helps match families, whose seniors need additional care, to senior retirement communities and resources. Lynn Humphries, the owner, says she too is experiencing big changes in her profession. The in-person guided tours Lynn previously conducted with families over the last 25 years operating her business are on pause. Lynn is keeping in touch with her clients via phone and Facetime and taking clients on virtual tours through each community's website. "Most facilities in Sacramento valley are free of the virus," says Humphries. "In some cases, they may be a safer place for seniors to be than in their own home, where they may not have the ability to shop or prepare meals." She notes protocols exist to protect residents and staff of these communities, including daily temperature readings of the staff and limiting access to the facilities from those outside the community. To support A Sure Solution, go to asuresolution.com.

Crawford's Books hopes to open soon but will continue their pick-up times which are Monday–Saturday, 11 a.m.–2 p.m. Free local porch delivery is available Saturdays, 2–4 p.m, for residences within five miles. Two Rivers Cider also makes home deliveries and Track 7 has arranged for pick up via phone and online. You can still order their beer for pick up in growlers and other sizes. You can also grab some food and an IPA called Hollywood Park from Fountainhead Brewery on 24th Street.

Our neighboring restaurants such as Swiss Buddha's southern kitchen, The Izakaya, Sushi Café, Roberta's, and Hong Kong Islander are taking walk-up, phone, and/or online orders. Please support our local eateries!

Friday, May 22, 2020, marked Stage 2 of the reopening of the economy when restaurants were allowed to reopen with many restrictions. Because of the complicated rules, some small local restaurants seem likely to continue with take-out orders rather than the dine-in option until all or most restrictions are eased. But this is an ever-evolving situation, so stay tuned!



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Hollywood Park Neighborhood Association Membership Form

Join or renew your membership now for 2020!

Fill out the form below and bring it to a meeting, drop it in the mail or visit www.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!

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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. Tax ID # 68-0481392