

HOLLYWOOD PARK HERALD

Published by the Hollywood Park Neighborhood Association for Hollywood Park & Carleton Tract residents, Sacramento, CA

Fall 2021



From left to right: Amy Chan (building owner), Beilei Zhang (building owner), Nicole Keith (artist), Uli Smith (artist), Amy Zin Zhang (artist), Jaya King (lead artist)

Hollywood Park Is Getting a Community Mural!

Story by Max McSlavkin; photos by Max & Erin McSlavkin

The Sacramento Office of Arts + Culture recently launched a new citywide mural program, bringing community murals to each council district in the city. Thanks in large part to building owners Beilei Zhang and Amy Chan, and the persistence of Hollywood

Park resident Erin McSlavkin, the mural for District 5 will be right here in Hollywood Park!

“This pilot program came directly out of discussions with the community when creating the City’s Creative Edge plan and Cultural Equity plan around infusing... *story continues on page 5*”

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HPNA Fall Community Meeting

Wednesday, September 15th, 6:30 p.m. | via Zoom

Join us for the Hollywood Park Neighborhood Association
Fall Community Meeting.

Zoom link: hollywoodpark95822.org/community-meeting
Meeting ID: 879 3245 2740 | Passcode: 456555

For more details and dialing instructions, please visit the
HPNA website at www.hollywoodpark95822.org.

NEIGHBORHOOD ASSOCIATION NEWS



Jeff Lidicker, HPNA President

President's Letter

Hello to all Hollywood Park and Carleton Tract residents!

I can't believe Hollywood Park is getting a mural through a City of Sacramento program. It is amazing. See the article in this newsletter to for all the details. Also, to meet the artist and hear updates about

the mural project, please attend the HPNA Fall Community Meeting on Wednesday September 15th.

The Board is working on meeting in person, but I'm sure you are all aware the situation keeps changing, so the

upcoming Community Meeting is currently planned as a virtual get-together on Zoom. But stay tuned and check in with the website, www.hollywoodpark95822.org, for current information about all HPNA events...like the Mega Yard Sale coming up on Saturday October 2nd! And the HPNA Board Member election in December! See the notice for board elections in this issue of the Herald.

As usual, there is definitely more that needs to be done than there are Board members to do it. We are always looking for help. If you have a skill or can provide assistance, please send us an email at info@hollywoodpark95822.org. I wish everyone health and safety. I'll see you all walking and biking 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, enjoy hosting annual neighborhood events and sharing neighborhood news.

HPNA Board of Directors

President Jeff Lidicker	Vice President Jannelle Rattigan
Treasurer Debbie Keller	Secretary Lynn Humphries

HPNA Board Members

Ralph McDaniel, Max McSlavkin,
Kathy Spitzer, Vincent Xu

Contact the Board of Directors

Email: info@hollywoodpark95822.org
Mailing address: P.O. Box 22278 Sacramento, CA 95822

Hollywood Park Herald Editor: Ralph McDaniel

2021 Neighborhood Events

Events are tentative and subject to change, largely depending on COVID-19 mandates. For more details visit the HPNA website at www.hollywoodpark95822.org.

September

9: Board Meeting

11 & 12, 18 & 19:

Sacramento Open Studios

2 weekends, 240 artists

See www.sacopenstudios.com

for more information

15: Community Meeting

6:30-8 p.m. via Zoom, see

HPNA website for details

October

2: Mega Yard Sale*

14: Board Meeting

22-24: Halloween Park!

Halloween House Decorating

Contest; Judges Tour*

November

11: Board Meeting

December

9: Board Meeting

15: Holiday Social Potluck

17-19: Hollywood Park!

Holiday House Decorating

Contest; Judges Tour*

20: Holiday Caroling*

*These neighborhood events are NOT sponsored by HPNA

The Mega Yard Sale is Coming

Get that junk out of your garage and onto your lawn!

Don't forget—our neighborhood-wide Mega Yard Sale is on Saturday, October 2nd.

Check our website at www.hollywoodpark95822.org for information on how you can get your address on the list of sellers.

COMMUNITY NOTICES

Notice for the Election of the 2022 HPNA Board of Directors

Do you want to get involved in your neighborhood?
Join the HPNA Board!

There will be four open HPNA Board positions for the election to be held in December 2021 who will serve a two-year term. Of the four, three current Board members plan to run for re-election. In addition to the four two-year terms referred to above, there is an additional one-year term remaining if an individual wants to join the Board for a half term.

Individuals interested in running for the Board, please contact Lynn Humphries at lyn Humphries@aol.com no later than December 1st, 2021. Elections will be held during the annual Holiday Social/Community Meeting scheduled for December 15th, 2021 during which the 2022 Board will be announced.

Board members are required to be a member in good standing with HPNA and must live in Hollywood Park or Carleton Tract. As a Board member, you will also be required to actively participate in monthly Board meetings, quarterly Community Meetings, HPNA sponsored events/contests throughout the year and other meetings and projects.

HPNA Welcomes Max McSlavkin Meet our newest Board member



Max McSlavkin,
New HPNA Board Member

Max moved to Hollywood Park in 2020 from San Francisco with his wife Erin and their cat Dr. Anthony Meowci (you can call him Tony).

After growing up in LA and then living 10 years in the Bay Area, he's excited to settle in what's clearly the greatest neighborhood in Sacramento.

He's CEO of Creative Action Network, an online art marketplace, and is excited to help boost Hollywood Park's online presence to build community and raise more funds. When he's not working, he's walking along the river, working in the garden, or chasing Tony down the street.



Holiday Bows

It's never too early to think about your holiday decorating ideas and HPNA is here to help. We're selling our red plastic bows—the very ones you've seen on our streetlights during the holidays! Contact info@hollywoodpark95822.org to purchase bows for only \$1 each.



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NEIGHBORHOOD NEWS

Local Art at J. Crawford Books

By Sue Richards

Please drop by my store, J. Crawford Books to view the artworks that are now on display; each of the artists came to my attention differently.



Large selection of greeting cards by artist Melissa Andrews

Melissa Andrews is my ad rep with Land Park News. I found out that Melissa was also an artist when she was the first to approach me regarding selling her cards at the store. Her cards are hugely popular and now have a following of people who come in just for the cards.

Debbie Keller was my son's 2nd grade teacher at Leonardo Da-Vinci School. I heard that Debbie was making greeting cards so I invited her to sell them at the store. Debbie has a wonderful sense of humor (very dry) and the customers love her quirky cards. Debbie's life before teaching was in graphic design and marketing, and she is also a children's book author.



Artist Amy Caffrey stands next to a display featuring her greeting cards

Amy Caffrey is one of my long-term customers. Amy approached me when she saw the cards in the store from Melissa and Debbie. I love her creativity and how her cards are three dimensional.

Henry Robinson, who made the wooden

birds, was a singer/songwriter and the father of one of my friends. His hobby was his art until he passed away in late 2019.

Two local jewelry makers, Denise Blake and Annika Love, have their work on display at the store.

My daughter Jennie sells her fiber crafts, such as crocheted hats and embroidered tea towels, at the store as well.

J. Crawford Books is next door to Hollywood Hardware; our website is www.crawfordbooks.net.



Wooden birds by Henry Robinson

The greeting card artists can be contacted at:

Melissa Andrews
melissandrews@comcast.net

Debbie Keller:
info@akickinthehead.com

Amy Caffrey
ajcaffrey7@gmail.com

Mayor Launches Multi-pronged Approach to Homelessness 20 sites identified throughout Sacramento

Data from Mayor Steinberg's website compiled by Julie Scheff

On August 4th, 2021, Mayor Darrel Steinberg released a report detailing 20 sites for housing as many as 3,600 people. The City Council was slated to vote on the proposal on August 10th, 2021.

Steinberg intends to house close to 10,000 homeless people with a combination of his 20-site plan and existing short- and long-term solutions, with his proposed \$100 million two-year program. Highlights of the plan, according to the mayor's website include:

- 715 car/tent spaces
- 562 tiny homes/manufactured units
- 115 emergency shelter beds
- 750 motel conversions
- 350 motel vouchers

The report proposes 5,305 total new roofs with beds and spaces for an annual capacity of 9,820 people.

District 5 Councilmember Jay Schenirer has identified three sites within District 5, along with sites shared with neighboring districts, one site shared with District 4 and another site shared with District 7. District 5 includes Hollywood Park and is bordered by Highway 50 to the north, Stockton Blvd. to the east, Florin Road to the south and Franklin Blvd. to the west.

1. 29th Ave. (D5): Tiny homes
2. 3331 Fruitridge Road (D5): Safe Ground and safe parking
3. 24th Street/48th Ave. (D5): Safe Ground and safe parking
4. Under W/X Freeway (shared with D4): Tiny homes
5. Florin Road RT parking lot (shared with D7): Safe parking

The Raley's parking lot on Freeport Blvd. is not among the considered sites.

Community Mural, *story continued from cover*

arts and culture into our neighborhoods and city council districts in Sacramento,” said Donald Gensler, the City’s public art project manager. “This is an exciting opportunity to bring community and artist collaborations to each district.”



Hollywood Park neighbors meet the artists and share ideas at the Community Input Meeting at the mural site

The new mural will be going up on the big white wall at 4611 Freeport Blvd., and is set to be completed by the end of 2021. The incredible

team of artists selected for our site—Jaya King (lead), Nicole Keith, Uli Smith, and Amy Zin Zhang, are already hard at work,

hosting a Community Input Meeting at the mural site on July 27th and a photo day at the Table Farm on August 21st, both with an incredible turnout from the neighborhood. They’ll also be planning a Community Paint Day (date TBD), for Hollywood Park neighbors to show up and help paint.

Lead artist Jaya King said, “I’m thrilled to be working with the Hollywood Park neighborhood for our District 5 mural. Being able to connect with members of the community is an integral part of

this project. Getting to know everyone, hearing their stories, and laughing alongside them will help to shape the design I’m diving into. I have an amazing team and we’re chomping at the



Lead artist Jaya King takes a conceptual photo for the community mural design at the Table Farm

bit to begin painting!” Neighbors can meet lead artist Jaya King and hear mural updates during the HPNA Community Zoom Meeting on September 15th. For more information about the project, email Erin McSlavkin at erin.mcsvlavkin@gmail.com.



Photo by Ralph McDaniel

Local History Sidewalk Stamps

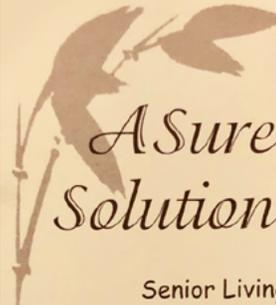
A. Teichert & Son Contractors, one of California’s oldest continuously operating companies, got their start building concrete sidewalks around the State Capital Building in the 1880s. They laid the sidewalks herein Hollywood Park in 1947 and 1948.

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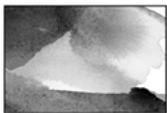


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Visit our website:

www.hollywoodpark95822.org

The CommuniTree Corner

News from the volunteers of CommuniTree

Hollywood Park: A Neighborhood of Trees

By Irene Wilson

The CommuniTree Team would like to remind Hollywood Park neighbors that we are planning our fourth annual Planting Day with the Sacramento Tree Foundation on Saturday, October 30th, 2021. If you would like a free shade tree for your front yard and assistance in planting your tree, call the Sacramento Tree Foundation at (916) 924-8733. Tell them your tree is part of the Hollywood Park CommuniTree Project.

If you are interested in volunteering to help on Planting Day, register at www.sactree.com/events. It's a fun morning activity followed by a free lunch at noon. High school students might use this for their community service requirement. For more information contact Irene Wilson at eyerene625@gmail.com.

We are also planning another CommuniTree Bike Ride for Sunday, November 7th, 2021, starting at 1 p.m. at Two Rivers Cider (4311 Attawa Ave.). We will be riding through the neighborhood with a docent from the Sacramento Tree Foundation who will identify mature shade trees and share fun facts about each tree. More information about the event will be posted on social media and flyers around the neighborhood. We hope to see you on the ride.

Note: The CommuniTree Planting Day event is not affiliated with the Hollywood Park Neighborhood Association.

Announcing Seed Grants for D5

From the Office of District 5 City Councilmember Jay Schenirer



Vice Mayor, Jay Schenirer

Every year, our office gives the District 5 (D5) community an opportunity to apply for a seed grant. Due to the fact that we were not able to move forward with these grants last year, applicants had the opportunity to be awarded up to \$1,000 for projects such as neighborhood beautification, capacity building within the neighborhood association and much more. The goal of these grants is to build more welcoming, thriving communities and neighborhood/business organizations in District 5. This year we received applications for a variety of projects that our office was eager to support, including one in Hollywood Park!

The funds from this seed grant will go towards helping the CommuniTree Committee organize and facilitate the planting of shade trees in the Hollywood Park and Carleton Tract neighborhoods this fall. Since 2018, Committee members have helped plant over 100 trees supplied by the Sacramento Tree Foundation and have become a well-known part of the community. Additionally, the Hollywood Park Neighborhood Association will allocate some of the funds to distribute the quarterly neighborhood newsletter to each household. We are eager to watch this project unfold!

HPNA BUSINESS MEMBERS

Shop local to help the business in our community thrive

You will not only save money and time, the money you spend at local businesses is twice as likely to stay in the neighborhood while helping provide a living for local merchants, jobs for people in the area, equity for local development and better local government services.

The HPNA Business Development Committee encourages residents to shop locally. When you shop at any of our HPNA business members listed below, let them know you appreciate their membership in the HPNA. To join HPNA as a business member, visit our web page at www.hollywoodpark95822.org.

Angel Pet Care

angelpetcare@comcast.net | (916) 216-0223

Aquarium Maintenance Service

Greg Grunwald | (916) 952-8350
gregaqtech@yahoo.com

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Boba Café

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Centennial United Methodist Church

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Hollywood Park Daycare

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jessica@jessicawaterbury.com

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Shirley Hazlett, MFA, Visual Artist

www.shirleyhazlett.com
shirley@shirleyhazlett.com

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Hollywood Park Neighborhood Association General Membership Form

Membership is open to any person or family residing or owning a house or business within the boundaries of Hollywood Park or Carleton Tract. Members are entitled to vote at HPNA meetings, become HPNA Board members, and serve on HPNA committees. There are two ways to join or renew your membership:

By mail

Send this completed membership form and your dues* to:
HPNA, PO Box 22278, Sacramento, CA 95822

Online

Visit: www.hollywoodpark95822.org/general-membership.
Credit/debit cards accepted.

Name(s) _____ Phone _____

Address _____ Email _____

*Dues are \$15 per household per calendar year (January to December).
Make checks payable to HPNA.

HPNA is a 501c4 nonprofit association. Tax ID # 68-0481392

Centennial United Methodist Church Hosts National Night Out Event

Story by Julie Scheff, photos by Ralph McDaniel

Hawaiian music, corn hole tossing, and visits from police officers and elected officials took place at a National Night Out on Tuesday August 3rd. Centennial United Methodist Church hosted the event in their grassy and tree-shaded courtyard at the corner of

Freeport Blvd. and Murieta Way.

“This was our first National Night Out, and we hope to do it again.”

Organizers encouraged both neighbors and church members

to mingle and visit information booths about the local food bank and the church and get bites of watermelon, ice cream and cookies. A “passport” noting a visit to all the arranged stops merited a goody bag upon departing the event.



An estimated 60 to 70 folks attended the National Night Out get-together at Centennial Church

“This was our first National Night Out, and we hope to do it again,” said Gerlene Kwan, who is part of the outreach team at the Church. “It gives a sense of community, getting to know each other and helping improve the community.” She estimates there were 60-70 people who came out between 6 to 8 p.m. on that 100-degree evening.

Three police officers from the local station at Franklin Blvd. near Fruitridge Blvd. paid a visit and mingled with the crowd who were



Music for the National Night Out crowd was provided by Hawaiian music quartet KaBang!

enjoying snacks and the sounds of KaBang!, a ukulele & guitar quartet.

Vice Mayor and District 5 City Councilmember Jay Schenirer was on hand along with County Representative Patrick Kennedy and staff

members to give updates on district happenings and answer residents’ questions.

Anyone interested in booking KaBang! for an event are welcome to call Ms. Kimi Kaneko at (916) 718-0379.

HPNA Ice Cream Social

By Kathleen Spitzer & Debbie Keller

The weather was warm, but the treats were cold as neighbors lined up at the June 25th Ice Cream Social held at the St. Robert Church parking lot.



More than 75 neighbors came to enjoy the treats donated by Vice Mayor and District 5 City Councilmember Jay Schenirer. If you missed it this year watch for it next year. Many thanks to St. Robert Catholic Church, and the Vice Mayor!

Show your Hollywood Park Pride!

By HPNA

For our holiday gift fundraiser, we will once again be selling the following items:

- T-shirts
- Pull-over hoodie sweatshirts
- Pillows
- Dish towels
- And new this year...aprons!



There are two designs available. The classic “Hollywood Park” in script with a bicycle of past years (pictured left). And new this year is a design based on the Hollywood Park sign on Freeport Blvd. and Stacia Way (pictured right).

You can choose from two color schemes:

- Green design on a grey item
- White design on a black item

For information on purchasing items please contact HPNA at info@hollywoodpark95822.org.

Please note: pillows are only available in black on a linen-textured fabric.