

HOLLYWOOD PARK HERALD

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

Winter 2023

Two Rivers Cider Company --- Who Knew? *By Debbie Keller, HPNA Board Member/Treasurer*



Without any previous knowledge in cider making and a small amount of money in his savings account, Vincent Sterne decided to open Two Rivers Cider Company on Attawa Avenue, the first craft cider company produced in California. During the first 10 years in business, Vincent continued working his day job with Rubicon Brewing Company.

Vincent's goal was to create a unique all-natural cider made from local and regional apples. As a one man show for almost a decade, he was the cider maker, delivery person, sales team and custodian. Two Rivers has continued to ferment cider from 100% fresh pressed juice, offering over 2 dozen ciders over the years. Two Rivers ciders are offered on draft in many bars, pubs and the finest restaurants from Sacramento to the Bay area and as far north as Oregon.

Approximately 7 years ago, Vincent opened the tasting room

behind Two Rivers on 24th Street where he threw in some coolers decorated with his old bicycle collection and opened up Sacramento's first Cider Tasting Room. Always dog and kid friendly, he has his own in-house food vendor, Fusion Alley, run by his wife Blanca Sierra, who also manages and maintains their beautiful succulent garden. (continued on Page 3)

In This Issue:

Two Rivers Cider Co -- Who Knew?	1
Meet Your HPNA Board.	2
Call for Help!	2
CommuniTree Corner	4
The Power of Mentorship.	5
Notice for 2024 Board Election.	6
Mendocino Farms Opens Up!	6
HPNA Business Members	7
Panama Pottery Update	7
Crawford's Books for the Holidays.	8
Halloween Decorating Contest Winners.	8
Gift Idea: Support Local Retail	8
Holiday Red Bow Giveaway	8
October Garage Sale Thrives!	8
Movie and Ice Cream: Perfect Combo	8



HPNA Community Holiday Social & Meeting

Wednesday, December 6, 2023 – 5:45 p.m. to 7:30 p.m.

(Social starts at 5:45 p.m. – Meeting starts at 6:30 p.m.)

Hollywood Park Elementary School

(Multi-Purpose Room) – 4915 Harte Way

Enjoy holiday refreshments, music and mingle with neighbors.
Everyone will receive a ticket for a chance to win several gift cards donated by neighborhood businesses. Drawings will take place throughout the evening.

Special Guests: Wally, Mason the Firetruck, and Santa Claus (weather permitting)



HPNA Business: 1) President, Lynn Humphries, will provide a written and oral annual report on the state of the HPNA for the previous 12 months. 2) Treasurer, Debbie Keller, will provide a written and oral financial report; 3) Election of the 2024 HPNA Board.

MORE DETAILS ON SPEAKERS TO COME SOON!

Meet Your HPNA Board



Lynn Humphries



Debbie Keller



Chris Noey



Julie Johnson



Kat Weir-Ebster

Call for Help!

Hello Neighbors! Please consider joining the Hollywood Park Neighborhood Association Board. We collaborate to bring you great events (and update you on local happenings via the newsletter. With only 5 Board Members our ability to operate going forward will be hampered without increased involvement from our neighborhood. Being on the Board consists of attending monthly board meetings (mostly zoom), sharing ideas and talents, volunteering at events and meeting your neighbors! If you don't have the time to be a Board member, perhaps you can volunteer to help with events. If you are interested, please reach out to Lynn Humphries at (916) 208-8556 or send an email (below).



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 - Lynn Humphries

LynHumphries@aol.com

Treasurer - Debbie Keller

ddtkeller@comcast.net

Director - Kat Weir

katharine.weir@hotmail.com

Director - Chris Noey

chrishollywoodpark@gmail.com

Secretary - Julie Johnson

juliean.jhnsn@gmail.com

Contact the Board of Directors

Email: info@hollywoodpark95822.org

Mailing address: P.O. Box 22278 Sacramento, CA 95822

Hollywood Park Herald Editor: Chris Noey

Upcoming Neighborhood Events

Events are tentative and dates are subject to change. For more details visit the HPNA website at www.hollywoodpark95822.org.

December

6: Holiday Social

14: HPNA Board Meeting

16-21: Decorating Contest

21: Caroling

January

11: HPNA Board Meeting

February

8: HPNA Board Meeting

March

14: HPNA Board Meeting

20: Community Meeting

April

11: HPNA Board Meeting

May

9: HPNA Board Meeting

June

13: HPNA Board Meeting

19: Community Meeting

July

4: 4th of July Parade

11: HPNA Board Meeting

August

24: Ice Cream Social & Movie Night

September

12: HPNA Board Meeting

18: Community Meeting

October

5: Mega Yard Sale*

10: HPNA Board Meeting

24-27: Halloween Decorating Contest Judging

November

14: HPNA Board Meeting

*Neighborhood event, not sponsored by HPNA

Neighborhood News

(continued from Page 1) The tasting room and the Two Rivers bicycle garden offers a great place to hang out and make new friends. Two Rivers has live acoustic music, art events, craft fairs, trivia night and more. Inside Two Rivers, there are vintage pinball games, Skee-Ball, foosball, and ping pong tables. There's always something to do outside whether you're shooting hoops, playing corn hole or even throwing discs or Frisbees in the alley. Inside the warehouse, there is a batting cage as well as a stage for entertainment. The warehouse and grounds offer enough room to host private events. Over the years, Vincent has hosted weddings, memorials, birthday parties and even dog parties a few times.

Vincent works closely with Scott Cramlet, his production manager, who can be found at Two Rivers Cider 7 days a week assuring that the fermentation process is always monitored to assure the best quality of ciders. Vincent and Scott, who have known each other for over 30 years and have recently partnered to create Sacramento's first craft Sake Company. This delicious drink will be offered soon on site and in retail locations.

Vincent employs 9 employees and most share multiple responsibilities and all wearing many hats.

Vincent loves Hollywood Park and the residents and finds it peculiar that folks say that Two Rivers is off the beaten track. Vincent says "Two Rivers is a hidden gem".

Vincent's parents migrated from Detroit, Michigan when he was 2 years old. The family's first stop was the Preston Castle in Ione where his father worked as a clinical psychologist. Vincent's family moved to Land Park in 1963, he attended Crocker Elementary School, California Junior High and CK McClatchy. (Continued on Page 4)



Paula Swayne

Owner/Broker

S.A.R. President 2014

C.A.R. Professional Standards Chair 2022

S.A.R. Professional Standards Chair 2023

DRE #01188158


Direct (916) 425-9715

Paula@PaulaSwayne.com

www.PaulaSwayne.com



Dunnigan Realtors, 4215 Freeport Boulevard, Sacramento, CA 95822



Crawford's Books

New * Used * Trade

Mon-Sat 10am to 6pm
Sunday 11am to 3pm

5301 Freeport Blvd. #200
Sacramento, CA 95822
916.731.8001
www.CrawfordBooks.net

Two Rivers Cider Company
4311 Attawa Ave.
Sacramento, CA 95822
916.456.1614



www.tworiverscider.com
tworiverscider@gmail.com

TWO RIVERS CIDER CO., SACRAMENTO, CA.



HOLLYWOOD HARDWARE

5303 FREEPORT BLVD. • SACRAMENTO, CA 95822

COUPON — 20% OFF - with this ad --- COUPON



Matt Bistis
Real Estate Consultant, CRS, SRES
LIC # 01265248

2801 J Street
Sacramento, CA 95816
MBistis@GoLyon.com
MBistis.GoLyon.com



Cell: (916) 798-0822 • Fax: (916) 239-2860

Centennial United Methodist Church
5401 Freeport Blvd.
Sacramento, CA 95822

ALL ARE WELCOME
Sunday Worship Services:
10:30 a.m. English
1:00 p.m. Fijian



centennialumc@centennialumc.com
916.452.4447

NEIGHBORHOOD NEWS

(continued from Page 3) An avid cyclist, Vincent biked around California and the Northwest and worked various jobs including fire fighting for CDF and worked at Americo's, (Sacramento's finest Italian Trattoria in its time) where he got his start in the food and beverage industry.

In his late twenties, Vincent earned a degree from The United Bicycle Institute and he started Sacramento's first exclusive mountain Bike Shop called Bomber City. Although, it was short lived, Vincent was hired by Rubicon Brewing Company and assisted in opening up the brewery where he spent the next 18 years behind the bar, becoming a home-brewer and home-winemaker.

In his free time, Vincent managed to travel the world, visiting over 17 countries from Europe to Asia. As his interest grew about food and fermentation, his trips started to focus on food and fermentation courses and education. Pre-Pandemic, Vincent took a course in sake making in Japan where he received a certificate from the course qualifying him as a sake maker. Vincent is licensed both by the state and federal government to make sake.

Two Rivers managed to keep the doors open with the challenges of Covid, racial strife, environmental and economic disasters owing our success mostly to the local neighbors that frequent and support our tasting room as well as a healthy wholesale business. Vincent says that Two Rivers is now affectionately referred to as "Two Rivers Campus" and earned the name from building tenants.

Vincent lives in midtown in a 1906 Victorian that he purchased in the mid-1980's with his wife Blanca, son Sebastian and their two dogs and four rabbits.

If you haven't been to Two Rivers Cider, you should stop by, have a cider, enjoy some music, play some trivia and meet your neighbors. Two Rivers hours and event schedule can be found at <https://www.tworiverscider.com/>.

The CommuniTree Corner

By Irene Wilson

Yes, we did it again! Another successful Tree Planting Day in Hollywood Park happened on Saturday, October 28th, 2023. The morning started when 40 participants gathered at Leonardo da Vinci School to enjoy welcoming speeches by Supervisor Patrick Kennedy, Councilmember Caity Maple and SMUD Director Dave Tamayo. The volunteers separated into three groups and were supervised by CommuniTree and Sacramento Tree Foundation team leaders. Twenty-four young shade trees donated by SMUD, found their new homes in front yards throughout Hollywood park and Carlton Tract. After all their hard work planting, the volunteers enjoyed a pizza and salad lunch back at the school. We thank all the volunteers for a terrific job planting, especially the high school students and folks coming from out of town, including one person



Shirley Hazlett

PAINTINGS ON SILK AND PAPER

Art Studio | Open by Appt
4311 Attawa Avenue, Sacramento

www.shirleyhazlett.com
shirley@shirleyhazlett.com

YOGASIX
LAND PARK

NOW OPEN
FIRST CLASS FOR \$10

916 908 1771

landpark@yogasix.com

FB: @YogaSixLandPark

IG: @YogaSix_LandPark

4700 Freeport Blvd, Sacramento CA 95822
yogasix.com/location/land-park

from Benicia! Special thanks to our donors Jannelle and Michael Rattigan for buying the pizza, SMUD for donating LED light bulbs and recycled cotton shopping bags to all the volunteers and Starbucks at Sutterville and Freeport for the morning coffee.

When you drive through the neighborhood and spy a bright green 5 gallon bucket, you will know that it is the home of a new tree. The buckets were donated by the Sacramento Tree Foundation and are used to water the new trees by filling the buckets with water and allowing the



water to drain out through a small hole in the bottom. Young trees need 15 gallons of water a week for the first several years to develop a strong root system.

In the last six years we have been responsible for having almost two hundred front and back yard trees planted. According to the Tree Foundation, Sacramento has the largest hand-planted urban forest in the nation! With your help we will continue adding more trees every year. Thank you to all the new tree recipients for your contribution. *Note: Planting of trees as part of STF/CommuniTree events in our neighborhood is not sponsored by HPNA.*

The Power of Mentorship

By Bina Lefkovitz Trustee Area 1, Sac County Board of Ed

The greatest gift you can give a young person is your "time", by being a mentor. The research is clear that caring relationships can help a child overcome trauma and get on a good path in life. For 12 years I have weekly, for an hour, mentored SCOE students in our community schools and juvenile hall, through our LINKS mentoring program. This year, I became trained as a Court Appointed Special Advocate with Sacramento CASA to mentor a youth in foster care. These youth face great odds but are also incredibly resilient. Only 21% of youth in foster care are reading at grade level, they are overrepresented in our juvenile justice system and likely to become homeless (30%) when they age out of care. The CASA training is 6 weeks, requires an 18-month commitment, and expects you to talk weekly with your mentee and attend at least two court hearings a year. CASA's are sworn in by a judge and hold a very critical role as advocates for the youth, based on what you learn about their wants, needs and hopes. There are many great mentoring programs in Sacramento. Please check out Mentor California to learn about mentoring opportunities. If you want to take a deep dive and help our most at promise students, youth in foster care, please go to <https://sacramentocasa.org/>

Sutterville Bicycle Company
 Service and Sales
 Used and New

916.737.7537
 2365 Sutterville Bypass
 Sacramento, California 95822

Tuesday - Saturday 11-7 PM
 Sunday 12-6 PM
 Appointments Available

A Sure Solution

Lynn Humphries
 (916) 208-8556
www.asuresolution.com
Lynhumphries@aol.com

Senior Living
 Consulting & Placement

Bus. (916) 452-5733
 Cell (916) 765-2456

Weisbeck Properties, Inc.
 Realtor of the year 2013

Tim A. Weisbeck
 Broker/ President

ID: 00702078
 Email: wpi79@comcast.net

TREY BONETTI
 VICE PRESIDENT
 BROKER - ASSOCIATE
 CA BRE 00999899

Office: (916) 451-6702 x 226
 Mobile: (916) 768-9360
 Rentals: (916) 457-4907
 Fax: (916) 451-2754

4305 Freeport Blvd.
 Sacramento, CA 95822
trey@cookrealty.net
www.cookrealty.net

Steph Baker
 Realtor®

916.775.3447
Steph@SacramentoDigs.com

Helping clients make
 smart moves since 2003!

DUNNIGAN
 Realtors

DRE 01402254


BUCKHORN
BBQ + GRILL

Proud to be part of the Hollywood Park community
LOCATED IN THE FREEPORT RALEY'S SHOPPING CENTER

BUSINESS HOURS:
SUNDAY-THURSDAY (11 AM-8 PM), FRIDAY-SATURDAY (11 AM-9 PM)
HAPPY HOUR (M-F, 2-5 PM)

Join us for barbeque, burgers, salads, sandwiches, and more!

DOWNLOAD OUR APP • JOIN OUR BUCK'N REWARDS LOYALTY PROGRAM!




ORDER ONLINE AT WWW.BUCKHORNGRILL.COM

Notice for 2024 Board Election

At the Community Meeting and Holiday Social scheduled for December 6, 2023, elections will be held to select seven (7) people to serve on the HPNA Board of Directors. One (1) incumbent will be seeking reelection for an additional 2-year term, but everyone is welcome to become a candidate for the seven (7) open positions. Three (3) of the seven (7) positions are for a 1-year term and the remaining four (4) positions are for 2-year terms. We would be thrilled to welcome more Hollywood Park neighbors as board members who will bring their own ideas and energy to the HPNA Board.

Why You Should Consider Joining the HPNA Board: Board members have the opportunity to work on projects that make Hollywood Park better, from social events 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. 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 interested or you have any questions about the HPNA Board, feel free to contact a current Board member or email the HPNA at info@hollywoodpark95822.org.**

Mendocino Farms Opens Up!

By Laney Teplin



Mendocino Farms is very excited to join the Hollywood Park and Land Park Communities. They are located at 4730 Freeport Boulevard, in the front of the Raley's shopping center. Stop in to try a fan favorite item, including the Not so Fried Chicken sandwich, the Avo & Quinoa Superfood Ensalada or the Original Pork Belly Banh Mi. They are also offering their limited-time only chef's creations, the Happy Hippy sandwich, the Mediterranean Crunch salad and the Thanksgiving Leftover sandwich, November and De-



cember. You can find their menu and much more at <http://www.mendocinofarms.com> Mendocino Farms takes their guests on a culinary adventure with its diverse menu of chef-driven seasonal sandwiches and salads, made from fresh, high quality ingredients. Founded in Southern California in 2005 by husband and wife team Mario Del Pero and Ellen Chen, Mendocino Farms is continuing to grow and currently has 62 locations in California, Texas and Washington. Mendocino Farms creates gathering places for connection and nourishment, whether dining in, enjoying their food in your home, or having their food catered at your place of business. Their aim is to make hearts and stomachs happy through unexpected flavors and friendliness.

LYON
REAL ESTATE
A WINDERMERE COMPANY

Jessica Waterbury-Cravens
REALTOR®

✉ jwaterbury@golyon.com
☎ 916-202-4350
LIC 01861874



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 supporting local merchants, jobs for people in the area, equity for development and better local government services.

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

A Sure Solution

Senior Living Consulting & Placement
www.asuresolution.com | (916) 208-8556

All Saints Episcopal Church

Merritt Greenwood | 2076 Sutterville Road
916-455-0643 | info@allsaintssacramento.com

Angel Pet Care, Joanna Witt

(916) 216-0223
angelpetcare@comcast.net

Steph Baker, Dunnigan Realtors

4215 Freeport Blvd. | (916) 775-3447
steph@sacramentodigs.com

Matt Bistis, Lyon Real Estate

2801 J Street | (916) 798-0822
mcbistis@golyon.com

Trey Bonetti, Cook Realty

4305 Freeport Blvd. | (916) 768-9360
trey@cookrealty.net

Buckhorn BBQ + Grill

4720 Freeport Blvd., Ste 160
(916) 277-8988 | www.buckhorngrill.com

Centennial United Methodist Church

5401 Freeport Blvd. | (916) 452-4477

Crawford's Books

5301 Freeport Blvd. | (916) 731-8001
www.crawfordbooks.net

Goldrush Getaways (CTS 2055171-40) & **Jack Chu Insurance** (OH51445)
2227 23rd Avenue | 916.538.0860

Shirley Hazlett - Paintings

Art Studio - Open by Appt
4311 Attawa Ave | shirleyhazlett.com

Hellxia Art | Weird Illustrations!

Email: cat.hellxia@gmail.com
Website: Hellxia.com

Hollywood Hardware

5303 Freeport Blvd. | (916) 455-6488

Hollywood Park Daycare

Jill Marie Milholm
(916) 455-7804 | (916) 698-7460 (cell)

Kings Auto Service, Wayne Chen

4643 Freeport Blvd. | (916) 456-7886

Land Bark Pet Supplies

3200 Riverside Blvd. | (916) 448-8020

Haley LeFever, Notary Public

Certified Loan Signing Agent
(916) 594-9994

Kristi Matal, Singer and Songwriter

(916) 213-9802 | www.kristimatal.com

Panama Pottery

4421 24th Street
Dave Davis, Artist | (916) 271-0845

Park Vista Christian Church

4470 Custis Ave. | (916) 452-4056

St. Robert School

2251 Irvin Way | (916) 452-2111 x105
ajackson@strobertschool.org

Sutterville Bicycle Company

2365 Sutterville Bypass Rd. | (916) 737-7537

Paula Swayne, Dunnigan Realtors

4215 Freeport Blvd. | (916) 425-9715
paula@paulaswayne.com

Two Rivers Cider

4311 Attawa Avenue | (916) 456-1614
<https://www.tworiverscider.com/>

Jessica Waterbury-Cravens,

Lyon Real Estate (916) 202-4340
jessica@jessicawaterbury.com

Weisbeck Properties Inc., Tim Weisbeck

Tim Weisbeck | (916) 765-2456

YogaSix Land Park

4700 Freeport Blvd, #130
916-908-7110 | landpark@yogasix.com

Panama Pottery Update

By Chris Noey

It is hard to overestimate Panama Pottery's rich connection to Sacramento history. As noted in a Land Park News article dated October 13, 2016, "Although Panama Pottery was founded in 1913, its roots in the area run even deeper through the previous employment of the company's original proprietor, Victor Axelson." In the spirit of paying homage to the site's rich heritage of producing artisan goods, Panama Pottery's current principal owner, Dave DeCamilla, is redeveloping the artistic workspaces that have been vacant since 2016. DeCamilla has a long-held passion for supporting local art and hopes to give local sacramento-based artists an affordable place where they can practice their craft. Given piecemeal development of the buildings from its opening through the 1940's, and such legacy features as the original beehive kilns,

where the crockery was fired, significant capital and vision is required to bring the site up to code. Tigh Rickman, of DeCamilla Capital Management, is intimately familiar with the project and shared that the owners plan to submit new plans to the city soon with the hope to begin construction in the coming months and see it come back to life shortly thereafter!



Crawford's Books for the Holidays

Come by Crawford's Books for your holiday shopping. Also for sale are games, puzzles, and crafts made by local creators. Come visit for our Holiday Book Crawl, running from December 1st until the 24th with 10 other book stores participating in the Sacramento region. We are open Monday-Saturday, 10am - 6pm and Sunday, 11am - 3pm. www.CrawfordBooks.net.

local storefront retailers negatively impacted by the COVID-19 pandemic. The program is funded from the City Council approved American Rescue Plan (ARP) funding for business recovery efforts.

Learn more at: <https://app.yiftee.com/gift-card/shop916>

Holiday Red Bow Giveaway

This is your chance to get some of the bright red bows we hang on the lamp posts every winter. We will have them available at the December Holiday Social for FREE.

Come join in the fun of decorating our lamp posts by picking up some bows and making your your street is full of holiday spirit.

October Garage Sale Thrives!

This year's neighborhood garage sale was a huge success with more than 50 homes participating. Many thanks to Patty Murray-Turner for organizing the map.

Movie and Ice Cream: Perfect Combo

On August 26th, the Hollywood Park Neighborhood Association, in conjunction with Councilmember Caity Maple's office, hosted an Ice Cream Social and Movie Night at the Hollywood Park Elementary School.

We had a wonderful turnout. The weather was perfect, the ice cream was delicious and the movie was fantastic. Thank you to all the volunteers who helped set up and serve the ice cream, and thank you to all the Hollywood Park neighbors who joined us for the fun and treats.



Gift Idea: Support Local Retail

Trying to buy for someone on your gift list who already has everything? The City of Sacramento has your answer! The City is selling Shop 916 gift cards, which are able to be used at +100 stores in the area. For a limited time, a bonus amount will be included with every purchase, beginning November 15th. The gift card was originally launched by the City in December 2021, to support

