

HOLLYWOOD PARK HERALD

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

Fall 2024

Two Houses and a 1959 Chevy -- About Weisbeck Properties By Paul Nauman

Tim Weisbeck began his career as a real estate deal maker in 1978 when he purchased in the neighborhood not one, but two houses on one lot on 19th Avenue for \$26,000, and the deal included a 1959 Chevy. In 1979 he was motivated to get his real estate license. He worked residential properties for several realty companies where he met Deborah, a secretary at Moss & Moss Realty. DeBorah would become Tim's "wonderful wife for 43 years." In 1985, they purchased the home in Hollywood Park where they reside today. Tim says that he has enjoyed watching the kids grow up in the neighborhood and come back as adults to start their families here. He credits the three strong schools, the ideal city location, and the neighborliness of people for Hollywood Park's special character. He also enjoys his ability to walk to his church, St. Robert. He stays connected to serving the community through distributing the Hollywood Park Herald and traditions like hanging holiday ribbons and posting signs for our HP 4th of July parade. He speaks about the joy of meeting new people walking - most of them walking their dogs - through the neighborhood. Tim and Deborah now operate Weisbeck Properties, Inc. A licensed broker since 1985, Tim knows this market. He has sold some houses in HP as many as three times. When asked what a client would get by working with Tim Weisbeck, he says, "I go over and beyond. I take care of the homes I am selling and assist my clients for all their real estate needs. I do this because I enjoy working with people." To contact Tim, you can email: wpi79@comcast.net, or call (916) 765-2456



Save the Date!

The annual Hollywood Park neighborhood garage sale is scheduled for **Saturday, October 5th from 8 a.m. - 12 noon. More info to come soon! *This is not an HPNA event.***

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Date Change!




Hollywood Park & Carleton Tract Neighbors

FREE!

ICE CREAM SOCIAL/MOVIE NIGHT

&

FRONT STREET ANIMAL SHELTER PET FOOD DRIVE

YOU'RE INVITED!

Friday, September 13, 2024 at 6:30 p.m.

at Hollywood Park Elementary School
(Movie begins at approximately 7:45 p.m.)





Date Change!

Everyone is welcome! Enjoy some free ice cream, meet your neighbors and enjoy a movie. Bring a chair/blanket, ice chest with beverages, snacks/popcorn to enjoy during the movie. (All ice cream will be pre-packaged and non-dairy items will be available.)




HPNA is holding a pet food drive for Front Street Animal Shelter at this year's Ice Cream Social. Now, more than ever, Front Street is in need of pet food and pet supplies. The shelter is short-staffed and at capacity. Please join the HPNA Board and bring a pet donation with you to the event on September 13th. (Front Street's Wish List: Bath/wading/splash pool (small, foldable/collapsible), cat toys, dryer sheets, towels, blankets, dog toys (preferably durable), pet treats (especially small, soft treats), plastic travel crates/pet carriers, dry cat food and dry dog food (unopened and opened), canned cat food and dog food (unopened only), collars and leashes (new or gently used), and kitten formula.) If you prefer to make a cash donation, HPNA will have a donation box for donations (checks can be made payable to Front Street Animal Shelter). Let's show the love for the animals at Front Street from Hollywood Park!

SPECIAL THANKS to Vice Mayor Caity Maple & Tenley Luke, Principal, Hollywood Park Elementary School!

Questions: Contact HPNA at hpn95822@gmail.com

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Meet Your HPNA Board



Lynn Humphries



Debbie Keller



Claire Sallee



Julie Johnson



Kat Weir-Ebster



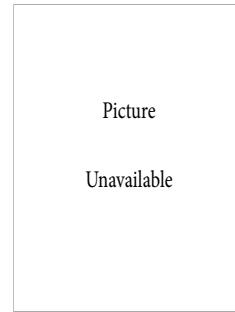
Jill Marie Milholm



Paul Nauman



Sequoia Erasmus



Nick Miller



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.

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Contact the Board of Directors

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

Hollywood Park Herald Editor: Chris Noey

Hollywood Park Fall Calendar

September 2024

September 5: HPNA Board Meeting (zoom)
September 7: Super Saturday Sidewalk Sale (Crawford's Books)
September 13: Ice Cream Social and Movie Night

October 2024

October 3: HPNA Board Meeting (zoom)
October 5: Hollywood Park Mega Garage Sale
October 5: Super Saturday Sidewalk Sale (Crawford's Books)
October 9: HPNA Membership Drive kick off (Two Rivers Cider)
October 19: Tree Planting Day, by CommuniTree Committee

November 2024

November 2: Super Saturday Sidewalk Sale (Crawford's Books)
November 7: HPNA Board Meeting (zoom)

December 2024

December 4: HPNA Holiday Social & Meeting
December 5: HPNA Board Meeting (zoom)(tentative)
December 7: Super Saturday Sidewalk Sale (Crawford's Books)


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

Board Member Feature



JillMarie Milholm moved into Hollywood Park 27 years ago with her husband Josh, having no idea this would be their family home. After some time they filled their house with three children and came to love the neighborhood.

In 2010, JillMarie founded Hollywood Park Daycare and deepened her love and enthusiasm for this community through the rich connections that have been built working with many neighborhood families. When not taking care of kids, she can be found tending garden, walking the dog, enjoying leisurely bike rides with her husband, and most recently stand up paddle boarding.



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NEIGHBORHOOD NEWS

Hollywood Park Principal Update

By Tenley Luke

Hello Hollywood Park!

We are beginning school on August 19th! We are looking forward to welcoming our little ones. We have some new changes coming to our neighborhood school this coming year. We have construction coming soon to our fencing and entrance to the school. Please be patient as the District and school site work through these safety measures. We look forward to our neighborhood social on September 13th! Please feel free to contact me with any questions.

Tenley-luke@scusd.edu // 916-395-4590

We love our small, tight knit community and appreciate your support!

Freeport Boulevard Watch

By Claire Sallee

This will be a recurring column in the Hollywood Park Herald. In early August 2024, I spoke with Ryan Brown, Chief of Staff to Caity Maple, about the state of Freeport Boulevard and Vice Mayor Maple's efforts to turn Freeport Boulevard into a Property Business Improvement District (PBID).

What is a Property Business Improvement District (PBID)? A PBID is a revitalization tool for commercial neighborhoods that implement a variety of services to improve the image of their cities and promote individual business districts. These were established through the passage of the Property and Business Improvement District Law of 1994. (There is also a sister law, passed in 1989: the Parking and Business Improvement Area Law.) There are currently 12 PBIDs in Sacramento, including the Mack Road Partnership; the Stockton Blvd Partnership; and the Power Inn Alliance.

Freeport Boulevard PBID Currently, Vice Mayor Maple's office is working to form the Freeport Boulevard PBID. They are doing this in partnership with Civitas, a consulting agency that has already worked with every single PBID in Sacramento; even better, Civitas is doing this work for free! Vice Mayor Maple's office meets one to two times each month with Civitas to go through a list of potential properties along the Freeport Corridor that could be included in the Freeport Boulevard PBID; the intention is to have the District span from Land Park to at least Fruitridge; however, there is a possibility to have it extend all the way to Florin.

Ryan Brown told me that the Vice Mayor's office is coordinating these efforts, ensuring alignment with regulations, and doing all of the outreach to businesses along the Freeport corridor: what businesses are there, who owns them, and actually reaching the owners (sometimes it's an individual owner, but sometimes a property has multiple layers of ownership). The Vice Mayor's office has prioritized meeting with the largest landowners along the corridor (Raley's and Sacramento County); they have had initial conversation with these owners. They are also faced with the challenge of trying to decide what is possible in a short timeline in order to address the issues of closing businesses along Freeport corridor.

I told Ryan that Hollywood Park has a very active and invested community, and asked him when and how neighbors will be included in the formation of a new Freeport Boulevard PBID. He said that there will be an opportunity for the community to be "heavily involved" later this year. Please consider whether you would like to play a role in these efforts to positively impact our community!

The CommuniTree Corner

By Irene Wilson

The 7th annual Tree Planting Day is Saturday, October 19th, 2024. This is your chance to get a free shade tree from Sacramento Tree Foundation and have volunteers plant it in your front yard.

We have had over 200 trees planted in Hollywood Park and Carlton Tract since 2018. The deadline to request a free shade tree that we plant is September 1st. You can call SacTree Foundation at 916-924-8733, then press 1 or email sactree.org/hollywood-park. You can also receive up to 10 free trees that you plant yourself in your front and back yard.

Have you seen the green 5 gallon buckets next to the young trees around the neighborhood? They have a hole at the bottom and the owner fills the bucket with water twice a week to allow the water to soak 10- 12 inches into the ground. Watering can also be done with a soaker hose or a regular hose. We have a lot of mature trees in our neighborhood and they also need special care in the summer because lawn sprinklers don't water deep enough to reach their roots. Instead, slowly soak all the way around the tree at the drip line, which is the circular area under the farthest reaches of the branches.

Mature trees need this 10-12 inch deep watering at least once a month in the summer. The best way to check the depth of soil moisture is with a water meter or a long screwdriver. The screwdriver will slide in easily until it hits dry soil and then it stops. Remember to keep your trees mulched with wood chips to conserve the moisture in the soil.

We thank everyone who has planted trees and helped create cleaner air, cooler temperatures and a more beautiful neighborhood.

Note: Planting of trees as part of STF/CommuniTree events in our neighborhood is not sponsored by HPNA.

State Increases School Funding

By Bina Lefkovitz, Trustee Area 1, Sac County Office of Education Schools fared well in spite of a large state budget deficit. Through a variety of maneuvers, The governor maintained major funding sources for schools.

The governor preserved expanded Transitional Kindergarten to all four-year-olds who turn five between September 2 and June 2, inclusive.

To help struggling students \$2 billion of existing funds are being redirected to them to address learning loss, and Schools are authorized, beginning in 2025-26, to offer students who miss a lot of school to attend , after school and intersessions programs to make up on learning. Schools will be given an extra 10 days of revenue for each day a qualified student attends these recovery days.

Due to a new tax on firearms, schools will get additional funding to train all staff on how to identify students with mental health issues, and to create referral systems for treatment to county or private mental health services.

The state is making it easier for people to become certificated as teachers. Funding continues for training literacy coaches and to train teachers on administering literacy assessments; as well as to support growth of Social and Emotional learning in schools. Schools are not out of the woods as they face significant cost pressures due to declining enrollment, pension rate increases, energy cost increases, minimum wage increases, one-time grants expiring, etc.

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Virna Canson's Legacy

By District 5 Councilmember and Vice Mayor Caity Maple

To my wonderful Hollywood Park neighbors,

I first want to say how amazing it was to join you again for the Hollywood Park 4th of July Parade! My team and I absolutely love the enthusiasm your community shows toward one another and the holiday.



Our South Sacramento neighborhoods have a rich history of activism and civic engagement – it has recently come to my attention that a monumental figure during the Civil Rights movement resided right here in your neighborhood. Thanks to the research of Sacramento State student Alyssa M. Garcia and the City of Sacramento's African American Experience Project, it has been uncovered that Virna Canson lived and worked in Carleton Tract, right in our backyard.

Ms. Canson is remembered for her steadfast advocacy for racial equity and fair housing during California's struggles with housing discrimination and affirmative action. She also served as the director for the NAACP's Western region from 1974-1988. Now, local researchers and historians are looking to remember Ms. Canson's life and honor her accomplishments - currently, they are advocating for her home, 4216 Lotus Avenue, to be placed on the National Register of Historic Places. Beyond this, they have also developed a short documentary highlighting Ms. Canson's remarkable achievements.

Recognizing these trailblazers is incredibly important to me, and my team and I are working to uplift her story by supporting efforts to list her home on the Historical Register, honoring her family, the Sac State student who is telling her story, and the documentary filmmaker, and organizing a showing of the film for our community.

It is always an honor to learn about Sacramentans who have made considerable impacts on our world, both locally and abroad. I hope to continue elevating the stories of Ms. Canson and so many others across District 5.

To learn more about Virna Canson and Alyssa's research, visit the CSUS newsroom: <https://www.csus.edu/news/newsroom/stories/2024/6/al-lyssa-garcia-civil-rights.html>

Warmest regards,

Vice Mayor Caity Maple City of Sacramento, District 5

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.

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Local Musician Gets Published

Kristi Matal is a long-time Hollywood Park resident who is a singer and songwriter. She has recorded a couple of CDs, and some of her music can be found on YouTube and other digital platforms. As a child, Kristi was in both school and church choirs and as an adult, conducted a large choir at a Sacramento inter-faith church. She grew up in a musical family in which family sing-alongs are still a favorite activity.

After a pandemic-related cancellation of rehearsals for a concert choir Kristi had joined, Kristi responded to an email with a link to her song, "Love Beyond Love," in the hopes the song would bring everyone comfort during that uncertain time. Jim Parr, the choir's Artistic Director, resonated with the song, which embodies the message that being a friend is a gift and the love we give to others will return to us, and suggested the song

would sound good as a new choral arrangement for the choir. Kristi, Jim and a choral composer they hired, Mark Hayes, created a moving arrangement, which was performed by the choir in May 2022. In fall 2023, Kristi signed a contract with the Lorenz Corporation, a choral publishing company, to add the song to their catalog. Kristi said, "I'm thrilled about this new musical opportunity and the possibility of the song being performed locally and hopefully in the future in different languages around the world. This is truly a beyond-my-wild-dreams come true experience!" If you would like to contact Kristi about her song, Love Beyond Love, please email her at: kristi@kristimatal.com.

Link to Love Beyond Love on Lorenz.com:

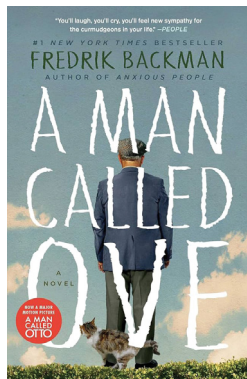
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Crawford's Corner – Quarterly Book Recommendation

By Sue Crawford of Crawford's Books @ 5301 Freeport Blvd

A Man Called Ove by Fredrik Backman

I wasn't sure about this book at first. Grief and how it affects people in the most fundamental way can be a hard story to read. However, with Backman's cast of eccentric and lovable characters, he shows us love always finds a way. Set in Sweden, the story centers around Ove whose recent passing of his wife has left him lost with grief and unable to find purpose to his days. He is irritable with neighbors, a stickler for rules and order, and has a desire to end it all in order to join his beloved into the great unknown. His new neighbors have other plans though and worm their way into his heart. It is a delightful tale that I, for one, did not want to end.



Fruitridge” and that its facilities – including its refreshing pool – are there to be shared with all who need some park time. There was also some discussion of the need for conversations around our neighborhood’s vision for Freeport Boulevard. While we may not have much direct influence on the landlords, many of whom are not local, putting our ideas and concerns out to our city representatives can affect decisions around permitting and code enforcement. Keep an eye out for discussion threads and surveys on our HPNA Facebook page. Russ from the Sacramento Tree Foundation provided some helpful tips for deep watering our trees in the hot summer, and he reminded us about the free Tree Planting Day coming up on October 19th. Check the Sacramento Tree Foundation website for information about free shade trees or volunteer opportunities.

Our next gathering will be the September 13th Ice Cream Social at Hollywood Park Elementary.

Summer Community Meeting

By Paul C. Nauman

The quarterly community meeting was held on June 19th at HP Elementary School and was well-attended by more than thirty community members and guests. The main event was the honoring of our Hollywood Park Neighbor, Rosalie Furgason, with the key to the city by Vice Mayor Caity Maple. Rosalie was honored for her lifetime of serving her family and the community, bringing joy to all who have known her throughout her 103 years. The event included friends and family sharing stories and memories, as well as a beautiful acapella song, “We Honor You” sung to Rosalie by HP neighbor and vocal artist Kristi Matal.

The meeting continued in a more somber tone as Vice Mayor Maple spoke about the most recent cuts in the city budget and how the city’s recent \$65 million budget deficit is closely tied to the increased costs for insurance and labor. She spoke of the looming deficit for 2025, projected to be \$100 million.

The meeting then included sharing from Jennifer Holden from the Mangan Park neighborhood, who wants to remind all Hollywood Park neighbors that the beautiful Mangan Park is “just across



Fourth of July Parade

Special thanks to Vice Mayor Caity Maple, Tenley Luke, Wally Clark, Bill Dishman, Greg Brown and Jack Chu.....and, thank you to everyone who attended Hollywood Park's 4th of July Parade!

