



Issue 27, April 2003

Sherman Oaks Neighborhood Association

MESSAGE FROM THE PRESIDENT

We are going to elect the Board of directors for 2003 at our April 10th SONA membership meeting. I am congratulating the new Board, wishing them good health, lots of energy and enthusiasm to continue to improve our neighborhood. I also thank the current Board for the very good work done. In 2002 SONA has grown, matured and developed so much thanks to the hard work, talent and dedication of these individuals.

I as first elected President of the association maintained a low-key style, focusing on what is common for the neighborhood. I think my multi-cultural background made me a good fit with our neighborhood. I tried not to antagonize anybody and not to be a pushover.

The two most important tasks for SONA are to broaden the active participation in leadership and to foster neighborliness. We need assistant block captains to improve person-to-person contact and deputies to each Board position. This will reduce the individuals' workload, prevent burnout and assure continuity. The HIFIVE program will bring immediate neighbors together, to reach out, and prepare to assist each other for everyday security and in an emergency. There are a number of emergency preparedness programs; HIFIVE is promoting the human contact. The collected information is strictly for the five immediate neighbors.

SONA should continue to improve its credibility to the neighborhood by showing results. A very good example is the Clean-up program. Presently we are in contact with the City, the County, Councilperson Yeager, City College, VTA, the Redevelopment Agency and school district officials demanding that our voice be heard and included in the decision-making instead of just being informed. We need the support of the neighborhood. Show your interest by coming to SONA meetings, City Council meetings, etc. and most importantly by VOTING. By not doing the above, you show disinterest and apathy, reduce SONA's relative weight and importance. The SONA board's hard work is wasted if you do not show your support.

This year is a tough one for Silicon Valley and for our Country. We have to pull together. I hope that the dark clouds will go away without a thunderstorm hitting us. We shall be prepared in case we have poor luck.

I want once more thank the outgoing Board for assisting me.

Jussi Rajna, President

APRIL MEETING AGENDA— 4/10

- 6:30 pm Snacks and Socializing**
- 7:00 pm Welcome/Approval of Minutes—**
Jussi Rajna, President
- 7:07 pm Treasurer's Report —**
Paul Owens, Treasurer
- 7:10 pm Police Report**
- 7:30 pm Candidate Forum & Elections**
- 7:50 pm Announcements**

SONA meetings are held on the second Thursday of each month. Refreshments and socializing begin at 6:30 p.m. The meeting begins at 7:00 pm Meetings are held at the SOCC*.

APRIL CALENDAR OF EVENTS

- 10 7:00 pm SONA General Meeting (SOCC*)**
- 22 7:00 pm SONA Board Meeting (SOCC*)**
- 23 6:30 pm PAC Meeting (TBD)**
- 24 6:30 pm NAC Meeting (SOCC*)**

City Council Meetings: Tuesdays at 1:30 pm.

Evenings: 7:00 pm on the first and third Tuesday's.

* **Sherman Oaks Community Center**

1800A Fruitdale Avenue, San Jose, CA 95128

GOOD NEIGHBOR CORNER

While not an official resident of the neighborhood, SJPD's Terry Foster has been nominated as our good neighbor of the month. Officer Foster's monthly reports have kept us in touch with ongoing issues. He's allowed us to bring new issues to his attention in a timely manner. His rapid response to our problems has been greatly appreciated. Thanks for all the good work.

VASONA LIGHT RAIL

Just after we went to print last month the policy board overseeing the Vasona Light Rail project took up the issues raised by our residents concerning the sound wall height. The board voted unanimously to fund the construction of a new soundwall behind Cheney. They will also be presenting to that neighborhood different materials which can be used to extend the new walls that aren't high enough to block direct views from the rail cars into the back yards. Robbie McGuinness has done an outstanding job in lobbying for the neighbors in this area. Our thanks to Councilman Ken Yeager and Supervisor Jim Beall for bringing this motion before the board.

At our March meeting VTA and DOT came back with answers to other questions and concerns and promised to continue to work closely with us. The divider along Fruitdale near Corlista will divert traffic so Corlista will be a right-in, right-out intersection. There will be monitoring of the issues around the bus stop at that intersection. When construction is complete the bike lanes along Southwest will be restored.

The Fruitdale/Southwest intersection will be closed for a weekend for construction purposes sometime in the next few months. This is one of the last intersections to be tackled along this section of the system.

FREE TAX ASSISTANCE

The City of San Jose Department of Parks, Recreation & Neighborhood Services, Office on Aging/Retire & Senior Volunteer Program is helping to provide free tax assistance to low income seniors at eighteen public sites throughout the city. This program is co-sponsored with AARP, Metropolitan Adult Education Program, San Jose City College Service Learning Accounting Students, Internal Revenue Service and the Franchise Tax Board.

IRS-certified volunteers will assist low income residents with preference given to people over 60 years of age. This program is offered in more than a dozen languages.

This program is offered Monday-Saturday through April 15, 2003. Each of the 18 sites operates at different times. To find out which site is closest to you, visit the website at www.ci.san-jose.ca.us/prns/mediatortax.htm or call Marilyn Hills at (408) 277-4790. You can then contact the site you wish to use and set up an appointment.

TRAILS UPDATE

By Councilmember Ken Yeager



One of the questions I regularly get from residents is, "What's being done to build trails in San Jose?" The neighbors in the Sherman Oaks area are very aware that many trailheads are a quick bike ride away and have a definite interest in the answer to this question. It's clear that improving the quality-of-life through expanded open space and trails is always a top priority for folks, and I'm happy to be able to give an update on the great progress we're making.

Having a complete citywide trails system has been a dream of mine from before I was elected to the Council. Of particular interest to me is the trail system that will connect Almaden Lake to Alviso along the Guadalupe River and Lexington Reservoir to downtown San Jose along the Los Gatos Creek. I've also been a strong advocate for the completion of the Guadalupe River Park and Gardens. The Guadalupe River Park extends from Highway 880 in the north to Highway 280, a distance of almost three miles along the river. Trails within the park will eventually connect to the Los Gatos Creek Trail and others in the county-wide system.

For the past two years, I've worked with City staff, and expediting trails projects in now a high priority for the City. Most of our efforts are focused on finding funding to speed up progress. In the meantime I've requested that a complete interim trail system be put into place so residents can begin using them immediately. As a frequent jogger on the trails, I've seen too many trail links that end without seeing any signs pointing me to the next link. This interim trail system is expected to begin this year.

An important meeting was held in January, which should help the City make big steps toward our goals. The meeting brought together City, County, and State staff as well as representatives from trails groups to develop a plan to get the necessary financial resources. I'm hopeful we'll see this plan put into place soon.

If you are interested in joining my regular trails email update list, please sign up on the District 6 website at www.ci.san-jose.ca.us/council/dist6. Please call or email me at 277-5166 or ken.yeager@ci.sj.ca.us with any questions or comments.

SONA BOARD MEMBER CONTACTS

Jussi Rajna, President	jussiraj@ix.netcom.com
Charles Crowder, Vice President	drchar@pacbell.net
Randi Kinman, Secretary	randikinman@yahoo.com
Paul Owens, Treasurer	pmol0l@hotmail.com
Sheila Cvitanich, Area Capt.	
Carl Lindner, Area Capt.	carlaine@batnet.com
Susan Price-Jang, Area Capt.	sleeprice@aol.com
Michael LaRocca, Area Capt	mlroo1@yahoo.com
Robin Wood & Robert Kabanek, Area Capts.	robinw_sona@sbcglobal.net

SONA GOALS

At our March meeting residents spent time making up a wish list of things to work on in the coming year. This list will help the board develop meetings and projects that you want in the coming year. For those of you who couldn't make the meeting, you can add your comments to the wish list by contacting any board member or by posting a message on the SONA bulletin board. The attendees at the March meeting came up with the following:

What is SONA Doing Right?

- Clean up days
- Using the city and city employees well
- HIFIVE
- Communicating with residents

What is SONA Doing Wrong?

- Develop a neighborhood resource list. Who can you call for services? Do you have a business, service or skill that people can use?
- Need more people at meetings. Need more families with children.
- Community center not serving community. Need more activities for children and seniors. Need more access to the center during school hours.
- Neighborhood Watch
- Improve newsletter distribution
- Emergency Preparedness
- Fundraising e.g. crab feed, community garage sale, carnival, bbq, car wash, ice cream social, and flea market
- Become a better community services advocate
- Connect with school groups and others to address joint problems and fund raise for community.

Traffic and Pedestrian Access

- Slow down Fruitdale, Corlista, Kingman and Leigh
- All sides of neighborhood surrounding San Jose City College have parking and traffic problems
- Marked crosswalks at Kingman and Leigh
- No parking on street sweeping days
- Parking controls on garbage days. Cans are being moved to sidewalks and haulers cannot access containers.
- Red curbs needed on Leigh and Fruitdale, Cheney
- Beautify meridians and plantings
- Don't take action that would choke or stall traffic in the neighborhood. Allow a flow to get people through.

Clean-Ups

- More neighborhood clean ups. Same areas but smaller events.
- Community Center clean up
- Cars are keeping garbage from being picked up and are interfering with bins
- Upgrade code enforcement concerning yard waste left in the street for days
- Push yard carts for yard waste. It only costs \$1 per month. Push landlords on this also.
- Work on activities that promote cooperative self help and fund raising (such as garage sale followed by clean up day)

Miscellaneous

- Possibility of permit parking south of City College (Rexford, Mansfield, Kingman, Randolph and Sherman Oaks), Goodwin, Corlista, Menker, Kingman, College, and Richmond
- No Commercial parking along Moorpark (Bascom to freeway) and along Southwest
- Create neighborhood safe havens
- Adopt a neighbor of the month program and bring in Nevin area neighbors who already do this
- Lobby for maintenance of school yard and fields

SONA BOARD REPORT

At the last SONA board meeting it was decided that we as a community can help people to remember to move their cars on streetsweeping days. Many tenants never receive the notices sent out by the city and some streets never receive the benefit of streetsweeping. The simple reminder will be available at the next meeting and posted online for you to print out. Remember this is a reminder to your fellow residents, not a threat.

The Board also voted to write a letter to the Parks Department and Councilman Yeager asking that free summer programs be developed at the Sherman Oaks Community Center to serve the neighborhood children.

A letter is also being sent to Council requesting the release of the \$65,000 previously set aside for construction at the Richmond Menker apartments to facilitate the removal of existing illegal interior fencing, installation of security fencing and landscape improvements. It is felt that current conditions are public safety hazards and that these funds, combined with matching funds from the landlords, will go a long way in making our entire neighborhood safer.

SONA ELECTIONS

April is SONA's annual meeting and the month in which we elect our Board of Directors for the coming year. Michael LaRocca has been heading up the Nominating Committee. Board positions are open to any SONA member and all positions are open at each election. The new board takes over on May 1, 2003.

If you are interested in running for a position or volunteering your time as a Board member, you can contact Michael or you can place your name for consideration at the April meeting. Per our bylaws, elections will be held during the meeting by written ballot with space allowed for write in candidates.

The Nominating Committee currently shows the following nominations for office:

- President: Randi Kinman
- Administrative Vice President: Charles Crowder
- Communications Vice President: Robin Wood
- Treasurer: Paul Owens
- Area Captains: Sheila Cvitanich, Robert Kabanek, Carl Lindner, Susan Price-Jang, Jussi Rajna

BULLETIN BOARD NOW ON WEB

SONA's bulletin board is now available at <http://www.sona-sj.com>. Use this board to post announcements and to discuss issues with your neighborhood. Happy posting!

THE HIFIVE PROGRAM

This is a short outline of the HIFIVE program, a program that aims to bring our neighborhood together, turning it into a more friendly place to live. There are many good programs that give safety and security training to residents. Our City has the SAN JOSE PREPARED program.

HIFIVE aims to increase the personal and individual contact between neighbors. The five immediate neighbors, on both side of your place and the three opposite are the closest, both in everyday situations and in an emergency.

Here is a short list of information that can be useful. It is important to note that the information is only for you, not for any kind of databank and not for official use. This is person-to-person contact not organizational. Additional forms are on www.sona-sj.com.

The best approach is to give your info to your neighbor, if he/she agrees to this mutual assistance. Please let me know what you think of the program, any improvements you suggest. Jussi Rajna, 291-0202, jussiraj@ix.netcom.com

HIFIVE DATA

Address: _____

Other contact person, if needed: _____

Location from my place: _____

Gas shut-off location: _____

Name: _____

Electric main breaker location: _____

Spouse: _____

Pets: _____

Children's names _____

Name: _____

Home phone: _____

Kind: _____

Work phone: _____

Sherman Oaks Neighborhood Association Membership Form

All residents wishing to join must complete this form. Membership is from June 2002 to June 2003

Join the Sherman Oaks Neighborhood Association and become part of a network of residents working to improve and maintain the neighborhood quality of life (safety, property values, aesthetics) and represent SONA neighborhood interests before local governments.

Name: _____

Address: _____

The SONA encompasses the neighborhoods between Bascom Avenue on the west, Los Gatos Creek on the south, Highway 280 on the north and Meridian Avenue on the east.

Phone Home: _____ Work: _____

All residents, business, elected officials and organizations within SONA's boundaries are eligible for membership.

Sign me up for the following committees:

- Paint out graffiti
- Social
- Beautification
- Political
- Welcoming
- SONA Board
- Emergency Preparedness
- Membership
- Newsletter Delivery
- Traffic/Safety
- Block Watch

Meetings are held on the second Thursday of each month from 6:30-8:00 at the Sherman Oaks Community Center, 1800A Fruitdale Avenue, San Jose, CA 95128.

Membership dues help fund projects and social events working toward SONA's mission of moving in a positive direction for the improvement of our neighborhood.

Mail to: Sherman Oaks Neighborhood Association
 PO Box 59146
 San Jose, CA 95129-0146

Membership dues: \$12.00
 Additional donation: _____
 Total: _____

SPRING IS HERE

Walking through the neighborhood you can tell Spring has arrived. Orange blossoms and jasmine fill the air, birds are nesting, plants are blooming and neighbors are in a flurry of activity. Trees are receiving final prunings, weeds are being pulled and new gardens are beginning to pop up.

If you want to learn more about your roses you can always volunteer at the Heritage Rose Garden on Taylor and Spring from 9-noon Wednesdays and Fridays (298-7657). The volunteer directors are very happy to talk about the care and upkeep of the roses so many of us have.

There are numerous places to gather free information and ideas for your 2003 garden. The Master Gardners (www.mastergardners.org) hotline (299-2638) is open from 9:30-12:30 Monday through Friday for questions and a list of programs. The Master Composters (www.mastercomposter.com/local/californ/html) "rotline" is available Monday-Friday for free composting tips and classes (918-4640). Emma Prusch Farm Park (<http://www.ci.san-jose.ca.us/cae/parks/pfp/>) is the site of many free gardening events, holds free tours and educational programs and will send you a free brochure if you call them at 926-5555. You can also tour homes landscaped with native California species throughout Santa Clara County through May 18 (www.goingnativegardentour.com).

Even ardent composters may find themselves with yard waste at the end of the week sometimes. Remember that you must store any excess in your yard and not on the streets until 24 hours prior to the time it's going to be picked up. Leaving it on the streets is hazardous and unsightly. If you don't have a yard waste container you (or your landlord) can obtain one for only \$1.00 per month by contacting the Green Team at 277-2700. Violators can be reported by calling the Code Enforcement department at 277-4528.

FOR THE BIRDS

Ever wonder if there are other uses for dryer lint? How about helping the birds during spring nesting season? You can take any type of mesh bag (like the ones potatoes and onions come in) and fill it with dryer lint, yarn, fabric scraps, string and other soft material. Then tie the bag shut and hang it from a tree. Make sure that the materials are easy to pull out of the bag and no more than 6-8" long.

While you may not want the birds to be invading your fruit or tomatoes this summer, by encouraging the birds to nest in the area, you are recruiting animals who will help rid your garden of bugs and pests.

You can keep snails in check by placing a board in your garden. If you turn it over each morning it will have attracted snails and slugs. Blue jays love this little buffet.

FREE TOILETS

The City of San Jose's Environmental Services Program is sponsoring a Water Efficiency Program by supplying residents with free ultra low flow toilets for a limited time. This is open to every one, regardless of income. Toilets are delivered to your door and instructions are provided on recycling the old ones.

For more information about this program you can call 277-2600 (Monday-Friday 9 am to 5 pm) or visit the website at www.slowtheflow.com. This program will allow you to reduce water consumption and replace old toilets at the same time at no cost.

K-MART

Did anybody notice that the old K-Mart sign is now down? This is the first step in the development of the new Fruitdale Station complex.

According to the Planning Department, permits are processing and the developer is still on the same time line. We should begin to see some action in this area in the next few months.

EMERGENCY PREPAREDNESS

While future SONA meetings will discuss emergency preparedness, there are several sources for you to access immediately. There are programs and information offered by the City of San Jose and Santa Clara County. All of these programs offer excellent advice on preparing yourself and your home for any emergency situation.

The County of Santa Clara has a special program that deals specifically with emergency preparations for seniors and disabled.

When making preparations, always make sure that your children are aware of what to do. One safety tip is to have your child draw your home and plot out escape routes in case of fire.

Use the HIFIVE form (on page 6) to let your neighbors know how to reach you if you are away. If each of you knows where each other's gas and water valves are, that could save your house or your neighbor's from damage.

NUMBERS TO REMEMBER	
If you don't know who to call in the city of San Jose for action, you can always call 277-4000.	
Emergency	911
Police Department (non-emergency)	311
City Hall Center (24 hours)	277-4000
Airport Noise Hotline	452-0707
Fire Department	277-4444
Recycling and Garbage	277-2700
Energy Conservation	277-5533
Street Sweeping	277-2571
Street Tree Permits	277-2762
Library Services	277-4846
Senior Programs	277-4101
Parks and Recreations	277-4661
Anti Graffiti Hotline	277-2758
Rental Dispute	277-5431
Transit/Light Rail Info	277-2300
Vehicle Abatement Hotline	277-5305
Code Enforcement	277-4528

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COPY AND ADVERTISING DEADLINES

Do you have a story, event, good neighbor nomination or other item to you'd like to see in the SONA newsletter? Submit your entry to randikman@yahoo.com. Deadlines are listed below:

- May Newsletter Ads and Copy due 04/22/03
- June Newsletter Ads and Copy due 05/27/03
- July Newsletter Ads and Copy due 06/20/03
- August Newsletter Ads and Copy due 07/28/03
- September Newsletter Ads and Copy due 08/22/03
- October Newsletter Ads and Copy due 09/23/03
- November Newsletter Ads and Copy due 10/21/03
- December Newsletter Ads and Copy due 11/20/03
- January 2004 Newsletter Ads and Copy due 12/16/03

Support the advertisers who support the SONA newsletter.

The newsletter is our primary form of communication. Without the support of our advertisers, we wouldn't have this communication vehicle!

ADVERTISE WITH SONA

The Sherman Oaks Neighborhood Association (SONA) distributes monthly newsletters the first week of each month. Newsletters are distributed to households and businesses within the boundaries of SONA. Because this is a volunteer group, specific delivery sites are not guaranteed.

Distribution dates vary each month. Distribution is timed for the week prior to regularly scheduled general meetings (second Thursday of each month).

Where is SONA?

The boundaries of the Sherman Oaks Neighborhood Association are Bascom Avenue on the west, Los Gatos Creek on the south, Highway 280 on the north, and Meridian Avenue on the east.

SONA Demographics and Reach*

- ◆ Median household income \$54,141.
- ◆ Average age 30.2 years
- ◆ Married households 44.9%
- ◆ Households w/ children 34.5%
- ◆ 4,000 households and multi-family units

*data provided by Coldwell Banker

Specifications

- ◆ Advertisers to provide camera-ready art or ad copy via email or diskette, PC format.
- ◆ Black and white only.

Deadlines

- ◆ Advertisements are due around the 20th of each month. See page 4.

Payment

- ◆ Due, in full, at the time of art delivery.
- ◆ Payment accepted: checks, cash, cashiers checks and money orders

Discounts

- ◆ A 10% discount of will be given to non-profit advertisers who serve the residents and businesses of SONA, at the discretion of advertising staff.
- ◆ While periodic seasonal discounts may be offered, discounts may not be combined.

Disclaimer

- ◆ Site placement (specific page) is not guaranteed.
- ◆ SONA will not accept advertisements for alcohol, tobacco, firearms or other products or services deemed inappropriate for household delivery.
- ◆ Acceptance of advertising is at the sole discretion of the SONA advertising and editorial staff.
- ◆ Advertising rates are subject to change.

I want to advertise in SONA's newsletter!

To advertise fill out this form and send with payment and artwork to the advertising dept.

Advertiser: _____

Contact: _____

Phone: _____

Ad:

- Artwork enclosed
- Create my add using the enclosed copy

Ad size:

- 3.5"x2" — \$25.00 month
- 3.75"x4.75" — \$125.00 month
- 4.25"x6.5" — \$175 month
- 8.25"x10.75" — \$250.00 month

Duration:

- 1 month
- 2 months
- 3 months
- 4 months
- 5 months, best value!!! Buy 5 months, get the 6 month free.

Payment method:

- check
- cash
- cashiers check
- money order

Total enclosed: \$ _____

Questions?

Contact Randi Kinman at
randikinman@yahoo.com

Send artwork, this form and payment in full to:

SONA, Advertising Dept.
P.O. Box 59146
San Jose, CA 95129-0146

PARKMOOR/MOORPARK CLEAN-UP

May 10, 2003

We're gathering with neighbors from both sides of the freeway to clean up Moorpark and Parkmoor from Bascom to Meridian. This small area is currently designated as one of the worst eyesores in the city, and we can change that designation!

Brooms, gloves, bags, vests and debris grabbers will be available from the **City of San Jose. Parks and Recreation Neighborhood Services (PRNS)** staff has arranged for a truck to transport filled bags to central locations for later pick ups. We could use a couple of wheelbarrows and a lot of willing hands.

Sponsored by the **Burbank/Del Monte NAC**, this clean-up is held in conjunction with the city's **Earth Day** clean-ups.

JOIN THE FUN!!!

Join us on May 10th at the corner of Moorpark and Leigh Avenue (there's plenty of street parking) at 9:00 a.m. We will continue until 2:00 p.m.

Contact **Randi Kinman** at randikinman@yahoo.com or **Erik Larsen** of PRNS at 977-0159 x208 to lend a hand.

