

# 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 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.

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**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
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## 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



Issue 28, May 2003

# Sherman Oaks Neighborhood Association

## PRESIDENT'S MESSAGE

On behalf of the board I would like to thank everyone for their votes and support over the last year. I speak for us all when I say that our number one goal is improving the already great neighborhood that we live in.

During the next few months you'll be hearing a lot about surveys and data collecting. While we can agree on broad ideas like pedestrian safety in the neighborhoods, we need to define as a group just what that means. We need to determine street by street just what that could look like and how that will affect the neighborhood as a whole.

As we follow through on these problems we'll be sensitive to making changes that won't just push the problem two blocks down. If we move cars off one street on street sweeping day we need to make sure they aren't blocking the cleaners in another place.

With City and State budgets being slashed, we need to look outside our traditional methods of funding projects and become more self reliant. We've taken this first step by obtaining funds for dumpster days so we don't have to wait five years for our turn in the City's rotation. What else can we do and where else can we find the money to not just meet our day to day expenses, but develop projects that affect our neighborhood?

I also look forward to the growth and development of SONA over the next year. We need to recruit new members and advertisers to support our projects. We need to continue to develop the HiFive program and reinstitute the Neighborhood Watch and emergency preparedness programs. We need to make sure that all of the residents in our neighborhoods are getting the most out of existing programs and services already available.

And along with all the seriousness of getting work done, we need to make sure that we are having fun and enjoying our neighborhood. Ice cream socials, National Night Out, a SONA old-timers night...these are all things you have suggested and things that will enrich our lives in the year to come.

I look forward to working with all of you in the next year.  
*Randi Kinman, President*

## MAY MEETING AGENDA— 5/8

- 6:30 pm Snacks and Socializing**
- 7:00 pm Welcome/Approval of Minutes—**  
Randi Kinman, President
- 7:07 pm Treasurer's Report —**  
Paul Owens, Treasurer
- 7:10 pm Police Report**
- 7:30 pm Parcel Tax Discussion**
- 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\*.

## MAY CALENDAR OF EVENTS

- 8 7:00 pm SONA General Meeting (SOCC\*)**
- 10 8:00 am Pancake Breakfast<sup>1</sup>**
- 10 9:00 am Neighborhood Clean-up<sup>2</sup>**
- 20 7:00 pm SONA Board Meeting (SOCC\*)**
- 21 6:30 pm PAC Meeting (tbd)**
- 22 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.

<sup>1</sup> See page 3 for details

<sup>2</sup> See page 6 for details

\* Sherman Oaks Community Center

## GOOD NEIGHBOR CORNER

Jussi Rajna has nominated his neighbor Fortunato for this month's good neighbor award. Rexford is lined with large oak trees that constantly shed leaves along the sidewalks and street. Fortunato has kept this area swept and clean and his neighbors would like to thank him.

**SNI FUNDING - WHAT YOU CAN DO**

The Burbank Del Monte Neighborhood Advisory Committee (NAC) and the city wide Policy Advisory Committee (PAC) have been working for months on un-freezing the SNI funds that were to benefit the neighborhoods.

In addition, People Acting in Community Together (PACT), which is a faith based organization is one of the sponsors of a large meeting with local legislators who will be voting on these decisions. The event is scheduled for 3:00 p.m. June 8, 2003. For more questions, contact Susan Price-Jang.

**VISIT SHERMAN OAKS COMMUNITY CHARTER SCHOOL**

Sherman Oaks Community Charter School is holding it's third Exhibition Night on Thursday, June 12, 2003. This is the night that students and staff get to show off the work done throughout the year. If you are not a parent of this school and don't get a chance to visit on a regular basis, this is your opportunity to see what your local charter school is up to and to support the students and faculty.

Hot dogs and drinks are served in the courtyard starting at 5:45 p.m. and the classroom doors open around 6:15 p.m. Student will be presenting their individual research projects based on the theme the class has been studying.

**HELP CLEAN UP OUR RIVERS AND CREEKS**

The City of San Jose is joining with national organizers to sponsor a river and creek clean up day on May 17. This is an excellent way for you to help remove debris from some of the hidden wonders in our neighborhood. The event runs from 9am to noon. Last year over 500 volunteers picked up 12,000 pounds of trash from creeks in the San Jose area.

One of the closest sites for this event is right in our backyard at Blackford Elementary School. The 2002 clean up by 38 volunteers at this location netted 1,000 pounds of trash and 600 pounds of recyclables.

You can sign up with Susan Kusters by calling (408) 718-3133. For more information you can visit [www.cleanacreek.org/nati.htm](http://www.cleanacreek.org/nati.htm) to learn more about the program as a whole or to look for other clean up sites.

**CITY OF SAN JOSE BUDGET UPDATE**

*By Councilmember Ken Yeager*

I have received many questions from neighbors who are as anxious as I am about the upcoming City Budget. My greatest concerns in this time of economic challenge are protecting city services to our communities and maintaining city funding for community groups that provide vital support for our residents.

I am proud of the many proactive steps the City has taken to soften the impact of this economic downturn we saw coming a couple of years ago. Instead of increasing our spending with our record revenues in 2001-2002, we established a Reserve for Economic Uncertainty with \$15.8 million in surplus funds.

In 2002-2003 we were able to close a \$40 million budget gap without significantly affecting our services by eliminating several positions and with strict budget decisions. With the continuing decline in revenues, the City has enacted a hiring and wage freeze as well as restricting travel and meal expenses for all its employees.

We have continued to have historic decreases in our sources of revenue including, sales tax, utility tax, motor vehicle in-lieu, and transient occupancy tax. These decreases have created a budget shortfall for the fiscal year July 2003 to June 2004, which is undetermined because of uncertainty on what the State Legislature will cut.

Our budget shortfall depends in large part on what actions the state takes to handle its own budget deficit. Our current shortfall estimate is \$72.6 million, but it is possible that State changes could increase this deficit to \$130 million. This figure would equal 20% of last year's total revenues.

To prepare for the possibility of either amount, the city is developing a two-tiered budget strategy; one addresses the City's own declining revenues, while the second strategy takes account of both shortfalls. Part of this strategy is to move forward on key community projects that already have contractual agreements, including Willow Glen Street Lighting, Cahill Turnkey Park, and Lincoln Glen Park Renovations. By proceeding with these projects we will be able to keep jobs in our area and have a positive impact on our local economy.

A list of other projects that have been put on hold pending action by the State has been prepared, as well. These "second-tier" projects will only be cut if the State goes ahead with the proposed reductions that would double our deficit.

The Library Improvement Project and the Parks Improvement and Renovation Project are continuing because they are financed by bonds that voters approved for these specific projects and cannot legally be used for other projects or operating expenses. In addition, I'm pleased to have supported the Council's recent action to keep funding in the Healthy Neighborhood Venture Fund for community groups and not shift it from these valuable services to the City's General Fund.

There are still many decisions to be made. The next step for the budget is on May 1 when the City Council receives the proposed budget from the City Manager's Office. There will then be a number of budget meetings in May and June, which I encourage you to attend. A final vote on the budget is planned for June 17. Please contact me if you have any questions or comments at [ken.yeager@ci.sj.ca.us](mailto:ken.yeager@ci.sj.ca.us) or 277-5166.



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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 randikiman@yahoo.com. Deadlines are listed below:

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!

# PARKMOOR/MOORPARK CLEAN-UP

May 10, 2003

Together with the **City of San Jose** and the **Burbank/Del Monte NAC**, the **Sherman Oaks Neighborhood Association (SONA)** are once again cleaning up the neighborhood. This time we're focusing clean-up efforts on the intersections of Leigh and Moorpark, Richmond and Kingman, and Leigh Avenue between Fruitdale and Moorpark.

Volunteers are encouraged to bring gloves, pick-up sticks and other clean-up supplies. SONA will have some brooms, gloves, bags, vests and debris grabbers available at the corner of Leigh Avenue and Moorpark.

This clean-up is held in conjunction with the city's **Earth Day** clean-up efforts.

## JOIN THE FUN!!!

Join us on May 10th at  
Sherman Oaks Elementary  
School, 1800 Fruitdale Avenue  
(between Leigh and Bascom).

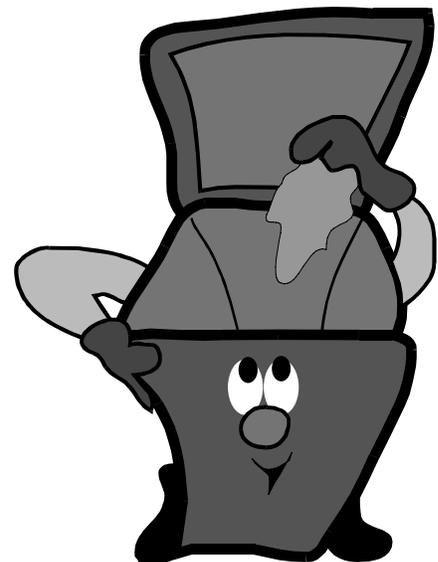
Registration: 8:30 a.m.

Clean-up: 9:00-11:00 a.m

Photos and Refreshments  
11:00 a.m at the corner of  
Moorpark and Leigh.

Lunch: 11:30 a.m. at the  
Cathedral of Faith Church,  
2314 Canoas Garden Ave.

Contact **Randi Kinman** at  
[randikinman@yahoo.com](mailto:randikinman@yahoo.com) or  
**Erik Larsen** of PRNS at 977-  
**0159 x208** to lend a hand.



**NOTES FROM THE BOARD**

The board has requested a meeting with Dr. Chui Tsang, President of San Jose City College in reference to our many issues. While we have received verbal reassurances that they are listening to us and working on issues, we have not seen much action. A meeting with Dr. Chui has been requested. For more information contact Michael LaRocca.

The board recently sent a letter to PRNS and City staff regarding our concern about the lack of non-fee programs for children in the neighborhood during the summer. While there is a lack of community serving programs overall, the center is the only place that is within walking distance for our neighborhood youth. We have received a response from PRNS and have meetings scheduled with staff members to address these programs. Staff is looking short term at providing different activities and programs at different locations.

**MAY 10 PANCAKE BREAKFAST**

Join Supervisor Jim Beall and County Staff for an 8am pancake breakfast to kick off the opening of the Campbell Community Center. Located at the corner of Hamilton and Winchester, this community center has been completely renovated from the theater to the playing fields. Supervisor Beall will also be talking about budget cuts being considered in the count. This will be a great way to fuel up for the District 6 clean-up!

**THANKS TO OUR NEWSLETTER STAFF**

It takes many hands to produce your local newsletter. While Robin Wood and Randi Kinman handle the bulk of the editorial and format each month, a number of other volunteers participate in getting this newsletter out to over 1400 homes each month.

For the last year Charles Crowder has been organizing the delivery volunteers and expanding our delivery base. Robert Kabanek and Sheila Cvitanich will now be taking on the delivery zones and disbursement to carriers. Many thanks to the following people for volunteering each month to bring your local news home to you: Arturo Arrojo, Bill Bailey, Carol Cooper, Charles Crowder, Jack Ford, Cynthia Freedman, Robert Kabanek, Sheila Cvitanich, Randi Kinman, Sal LaBarbera, Michael LaRocca, Carl Lindner, Nancy Maddoux, Celia Medina, Gary Palmer, Susan Price Jang, Jussi Rajna, Brenda Stern, Robin Wood.

**SONA BOARD MEMBER CONTACTS**

<b>Randi Kinman, President</b>	<b>randikinman@yahoo.com</b>
<b>Charles Crowder, Vice President</b>	<b>drchar@pacbell.net</b>
<b>Robin Wood, Secretary</b>	<b>robinw_sona@sbcglobal.net</b>
<b>Paul Owens, Treasurer</b>	<b>pmol01@hotmail.com</b>
<b>Sheila Cvitanich, Hospitality</b>	
<b>Carl Lindner, Area Capt.</b>	<b>carlaine@batnet.com</b>
<b>Susan Price-Jang, Area Capt.</b>	<b>sleeprice@aol.com</b>
<b>Michael LaRocca, Area Capt.</b>	<b>mlroo1@yahoo.com</b>
<b>Robert Kabanek, Area Capt.</b>	<b>rkabanek@yahoo.com</b>
<b>Jussi Rajna, Area Capt.</b>	<b>jussiraj@ix.netcom.com</b>

**UPCOMING MEETINGS**

We have a schedule of meetings coming up that should interest everyone. Our May meeting will be a discussion about the parcel tax that is on the ballot for the June 2003 elections. Funds from this parcel tax are for the Campbell Unified School District. Find out how much and why.

Our June meeting will be geared to home and neighborhood security issues that you have requested.

July will be our first "Oldtimers Night and Ice Cream Social". For those of you who have lived in the neighborhood for a month or for 50 years, this is a chance to share pictures and stories and get a chance to meet your neighbors in a relaxed meeting. Bring the kids and grandkids to this one.

**LOCAL EXPANSIONS CURBED**

Several expansions that would have affected local neighborhoods have been cancelled or minimized thanks to the work of our members. Permits pulled for the expansion of two local apartment buildings have been pulled back in part due to the complaints of residents concerning how the expansion would affect neighborhoods.

In addition, a recent remodel that was intended to create a real estate office of significant size in a residential zone was cut back due to the quick response of neighbors in the area.

Make sure that you bring to the attention of the SONA board any issues that concern you about permit notices that you receive. Even if you don't live near us, you are our neighbor and we want to be able to lend our assistance whenever you need help on matters like this.

Congratulations and thanks to those who did the work on these projects.

**MAY 10 CLEAN-UP**

In conjunction with the Mayor's annual clean-up day, the Burbank/Del Monte NAC and SONA are sponsoring a May 10 clean-up. We meet in the morning at Sherman Oaks Community Center and will fan out. We plan to pick up litter and trash along Moorpark and make a sweep of the Richmond/Menker area. We will meet up at the corner of Moorpark and Leigh for photos and are working on a barbeque to be held after the event.

**KEEP OUR STREETS CLEAN**

Residents have complained that streets are not being cleared for street sweeping days. Often it is because our neighbors don't know which days the street sweepers are coming through. To assist you we have designed a small flyer that you can put under the windshield wipers of cars to remind the owners. Simply tear off the flyer from this newsletter, or go to our website at <http://www.sona-sj.com> to print out more.

This flyer is meant to be a non-confrontational and nice way of reminding your neighbors of street sweeping day. It will also help us track where the biggest problem areas are. If, after using the flyers you still find the streets unswept, report the problem to SONA for our ever-growing information pool.

Make sure that when you use this flyer you are securing it under the windshield in such a way that it will not be blown away. We don't want the flyers contributing to the litter problem in the area. Use this opportunity to be a good neighbor. Street sweeping is done the 1st and 3rd Thursdays of the month.

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# NOTICE

This Vehicle was parked in the street on a scheduled street sweeping day. Street sweeping days are the first and third Thursdays of each month.

We would appreciate your moving the vehicle on these days so the gutters may be swept.

Keeping our gutters free of leaves and debris helps avoid flooding. It also helps maintain the attractive appearance of our neighborhood. Please help by moving your vehicle.

For a printed schedule of the street sweeping days, please call: 408-277-2700.

Thank you for your cooperation.

Sherman Oaks Neighborhood Association.



**Sherman Oaks Neighborhood Association**

**MOTHER'S DAY**

Sunday, May 11 is Mother's Day. For some of us that means a hunt for the perfect gift or flowers, working with the kids on a special breakfast that doesn't make a huge mess or a gathering of friends and family. For others it means honoring and remembering a memory and a person who is no longer with us. In either case there are ways you can make the day unique.

Give your mom a gift of yourself. Give her coupons for weeding and yard work; window cleaning or car washing that can be redeemed throughout the year. Make one day a month your day to spend time alone with mom even if you just have breakfast or go for a walk. If she lives far away, send monthly newsletters with pictures and updates.

You can also honor your mother by adopting a rose for her at the Heritage Rose Garden located in the Guadalupe River Parks and Gardens. For \$50.00 per year you can pick out a rose and dedicate it to your mother. Your name along with a message will be inscribed on a plaque to be placed in front of the rose bush.

Or, you can honor Mother Earth by participating in neighborhood clean ups, litter pick ups, river clean ups and other events. Whatever you choose to do it will be just right.

**GUADALUPE RIVER PARKS AND GARDENS**

Each newsletter we try to bring you news of things to do and fun events that are close by. This month we'd like to draw your attention to Guadalupe River Parks and Gardens.

Beginning at the Arena Green at Autumn and Santa Clara, this network of riverside parks and gardens stretches north for miles, offering riverside park space, gardens and events for the whole family.

The Carousel opens May 1 this year and continues through Labor Day. Rides are \$1.00 from 10am-7pm seven days a week with proceeds benefiting the Sharks Foundation. Children 12 and under can ride free on the second Tuesday of each month.

Other children's programs include a variety of water wizard classes and camps during the summer that explores all aspects of the area from Native American studies to ecology in an educational but fun atmosphere. The third Friday of each month (June-August) is Arena Green Adventures when your child can enjoy a free carousel ride and enjoy the other play structures while you picnic on the lawn. The second Friday of each month (June-August) is story time in the Courtyard Garden. Bring your blanket, umbrella and sunscreen and top the adventure off with a picnic and stroll through the gardens.

Gardeners can enjoy the growing library, join a Dahlia workshop or learn to compost at the Garden Center located at Spring and Taylor. Docent led tours of the Heritage Rose Garden are every Monday in May (except the 26th) at 10am and 6pm for a small fee.

The Heritage Rose Garden contains over 3700 individual roses while the Historical Orchard holds 250 fruit trees. Volunteer groups run both of these. You can always learn a lot by dropping in on Saturdays and Wednesdays at 9am with your bypass pruners and volunteering a few hours. Maps and self-guided tours of the site are available.

For more information about these and other programs offered, contact the Guadalupe River Parks and Gardens at 408.298.7657 or visit the website at [www.grpg.org](http://www.grpg.org) for photos and details.

**CRIME REPORT**

Neighbors on Kingman want to alert us of an intruder that entered their house in the early morning of 4/28/03. SONA advises you double check all windows and doors each evening and call 911 if there is anything suspicious.

**REPORT PROBLEMS TO SONA**

SONA board members field calls each month and want to track all problems. This will help us develop information about problems that are common to all of us and help us track responses from different agencies. The form can be found on our website or you can contact any board member for assistance.

If, for instance, you want to know how to get rid of abandoned shopping carts, you could call a SONA board member. We will then refer you to the correct phone number. We will keep track of grocery cart calls and be able to take that information to the appropriate City staff and also to the store that allows carts off premises.

You can use the form to give us a heads up on a problem in your area. An example of this would be your car being broken into during a night when the neighborhood was full of cars parked for an event at SJCC. While the police follow up on the crime and keep statistics, SONA would like to be able to alert your neighbors and to track the number of problems like this relating to nights when there are numerous extra cars in our neighborhood.

If you have questions about anything, feel free to contact SONA board members or go online to our bulletin board. We will work on finding the correct phone number or agency to resolve the problem. Problems that occur often will be brought up for action at the SONA meetings.

**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