

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.

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.

Advertiser: _____

Contact: _____

Phone: _____

Ad:

- Artwork enclosed
- Create my ad 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



Issue 29, June 2003

Sherman Oaks Neighborhood Association

PRESIDENT'S MESSAGE

While I get to see my neighbors from time to time, it is rare that everyone on our street gathers together at the same time. During a recent open house I was able to renew old acquaintances and meet new friends. We had a great time making design notes, discussing different options and talking about our street in general.

SONA would like to make sure we get this chance on a neighborhood wide basis and will be promoting two events this summer. In August our meeting will be an ice cream social. No lectures, no seriousness, just a chance to meet your neighbors. Pack up the kids, grab your next door neighbor and walk over. For those of you who are long time residents, bring those photos and memories from way back when. For those of you who are newer to the area, bring along photos of remodels or your gardens. If you think your neighbor has done an outstanding job, tell us. We'll have stations around the building that will have a place for you to post your thoughts and photos such as "I remember when.." I like my neighborhood because.." "I want my neighborhood to have.."

In August we'll also celebrate National Night out. This event is a yearly national celebration that supports neighborhood safety by getting people together. This is a time to turn on your front lights, pull the picnic table out to the front yard and just hang out with your neighbors. If any of you want to turn this into a block party and close off the street, let us know and we'll help put your packet for street closure together. SONA has received grant money to help with this event.

For our June meeting we'll have Manny Perez from the City of San Jose's Adopt a Park program. This program shows how neighborhoods can 'adopt' local parks and make sure that the parks are used and "owned" by neighbors. Besides Los Gatos Creek Trail, O'Connor Park (Auzerais and Meridian) is the closest public park for many of us. We look forward to breaking ground on the Buena Vista Park (Scott Street) this summer in the Buena Vista neighborhood and will soon be addressing parks being brought along with new development. This program will help us learn what we can do with our current and future resources.

Randi Kinman, President

JUNE MEETING AGENDA— 6/12

- 6:30 pm** Snacks and Socializing
- 7:00 pm** Welcome/Approval of Minutes
- 7:10 pm** Police Report
- 7:30 pm** Adopt a Park
- 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*.

JUNE CALENDAR OF EVENTS

- 12** 7:00 SONA General Meeting (SOCC*)
- 24** 7:00 SONA Board Meeting (SOCC*)
- 25** 6:30 NAC Meeting (SOCC*)
- 26** 6:30 PAC Meeting (tbd)

JULY CALENDAR OF EVENTS

- 4** Independence Day
- 10** 7:00 SONA General Meeting (SOCC*)
- 22** 7:00 SONA Board Meeting (SOCC*)
- 23** 6:30 NAC Meeting (SOCC*)
- 24** 6:30 PAC Meeting (tbd)

* Sherman Oaks Community Center
1800A Fruitdale Avenue, San Jose, CA 95128
City Council Meetings: Tuesdays at 1:30 pm.
Evenings: 7:00 pm on the first and third Tuesday's.

GET WELL SOON

SONA would like to send best wishes out to **Jussi Rajna** for a speedy recovery from recent surgery. Get well soon Jussi.

GOOD NEIGHBOR CORNER

This month's good neighbor thanks is sent out to all the volunteers from District 6 who participated in the May 10 Pick Up San Jose event. SONA members were some of the 81 volunteers who picked up 106 bags of trash, several couches and grocery carts. The weeds surrounding on the Immanuel Lutheran side of the Moorpark/Leigh intersection were removed as well as weeds and overgrown ivy at the Leigh fire station. Congratulations to everyone who participated and set the bar high for next year's event.



UPDATE ON THE WEST SAN CARLOS STREET ECONOMIC DEVELOPMENT STRATEGY

By Councilmember Ken Yeager



As someone who lives just north of West San Carlos Street, I know how vital the shopping centers and businesses located there are to the surrounding neighborhoods. I also realize that in trying to reinvigorate this business district, it is important we maintain the special charm and character of the West San Carlos strip.

In August, 2002, the Redevelopment Agency funded the development of an Economic Strategy for West San Carlos.

The goal of this Strategy was to analyze business needs, discern planning issues, identify development opportunities, and then to create a comprehensive strategy that reflects both the needs of the business community and desires of the surrounding residents. This Strategy could then be used to identify ways to guide incoming businesses and help to preserve the unique character of West San Carlos Street. The time and dedication that many members of our community have put into crafting this comprehensive document will be rewarded over the next decade as the City and developers reinvest in the area.

Property and business owners, as well as representatives from the West San Carlos Business Association, Burbank/Del Monte Strong Neighborhood Initiative Advisory Committee, Sherman Oaks Neighborhood Association, Buena Vista Neighborhood Association, and Shasta/Hanchett Park Neighborhood Association, served on a Community Advisory Committee (CAC) for the Strategy. Over the course of eight months, a series of three day "storefront workshops" were held to discuss and identify key components of the Strategy. Discussion topics included development opportunities, streetscape design, parking solutions, business improvements, and parks and recreation opportunities. Each workshop culminated in informal and formal presentations of the work produced to the CAC, becoming the foundation for the strategy. From this process, a document was created to advise and guide future growth and redevelopment. In the end, committee members and neighbors felt that the majority of their concerns and ideas were reflected in the final document. That's why I am so pleased with the draft of the West San Carlos Street Economic Development Strategy that was released on May 19.

In the end, the Strategy came up with close to 100 recommendations. These recommendations fell into several broad categories: support existing businesses, attract new businesses, stimulate investment, establish visual coherence, and create neighborhood places.

A number of the recommendations focused around the West San Carlos Business Association as a way for local merchants to organize effectively and attract new business partners to the area. Joint marketing campaigns and strategies can lure shoppers to the area, while adjacent businesses can work together to facilitate streetscape and facade improvements. Both recruitment and retention of new businesses to the area would serve as a cornerstone of a successful retail corridor.

The strategy also encourages making the area more pedestrian friendly. In order to accomplish this, excessive curb cuts and driveways are discouraged and additional lighting and trees are encouraged. Future plans could include having targeted intersections reconstructed with "bulb outs," small triangular landscaped islands, to create narrow crossing distances. Suggested streetscape guidelines propose that new developments along West San Carlos put in a minimum 10-foot wide sidewalk where appropriate.

While budget cuts and lack of funding may slow us down in implementing these strategies right away, I remain encouraged by the possibilities ahead. The important thing is that the Economic Development Strategy agreed on now articulates the needs and

Continued on page 6

SUPPORT OUR ADVERTISERS

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!

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ANNOUNCING A NEW PRACTICE

Randi Kinman, CH would like to announce the opening of her new Hypnotherapy practice.

In my practice, I specialize in:

- + pain management
- + stress control
- + breaking unwanted habits
- + grief counseling, focusing on patient oriented healing

Private sessions or group classes available
For information and appointments, please call: (408) 835-2881

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FergNetServ@fergy.org

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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 randikinman@yahoo.com. Deadlines are listed below:

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




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UPDATE ON THE WEST SAN CARLOS STREET ECONOMIC DEVELOPMENT STRATEGY

continued from page 2

desires of the community and can serve as a guide going forward. This way, we can unify the vision for the future and ensure that upcoming development and improvements support the historic nature of the district.

I am confident we are up to the challenge of retaining West San Carlos' historic character and regional function, while making the district more visually cohesive and encouraging to economic growth. This Economic Development Strategy is an important step in that process. If you have input about this, or anything else regarding our neighborhoods, I encourage you to contact me at ken.yeager@ci.sj.ca.us or 277-5166.

MOORPARK/LEIGH TRAFFIC ISSUES

Board Member Michael LaRocca has been working with San Jose City College and Jim Bittner, City of San Jose Department of Transportation (DOT), to address traffic and pedestrian safety issues around the southwest corner of the campus. There will be several new developments in this area.

The DOT will be painting a red zone over 50 feet long leading up to the southwest corner on Moorpark at the light on Leigh. By removing parking from this strip, the area leading up to the crosswalk will have higher pedestrian visibility. This is good news for those of us who walk this corner regularly.

In addition, DOT will be looking into temporary extensions of the island that is on Leigh. People leaving the campus parking garage will be forced into right turns instead of being allowed to physically make illegal u-turns. Due to the delay in opening the Moorpark exit of the parking garage, these temporary measures will aid in traffic and pedestrian safety.

SONA appreciates the speedy response in answering these problem.

NOTICE

Your yardclippings were placed on the street too early. Code enforcement states that yard clippings must not be on the street more than 24 hours prior to pick-up. Yard clippings and garbage pick-ups are every Wednesday.

We would appreciate your not placing yard clippings out early.

For a printed schedule of the yard trimming and garbage pick-up days, please call: 408-277-2700.

Thank you for your cooperation.

Sherman Oaks Neighborhood Association.



Sherman Oaks Neighborhood Association

COUNTY OF SANTA CLARA

By Supervisor James T. Beall, Jr., District 4

Greetings!

As you are well aware public concern for bioterrorism has been Heightened as a result of conflicts worldwide. However, I am pleased to inform you that preparedness activities are well underway in Santa Clara County.

The County was quick to develop and implement he Public Health Department's Emergency Operations Plan that addresses a number of medical issues including specific responses to bioterorism. As with any emergency, a coordinated response will be conducted with fire, police, health care providers and other public agencies.

In the case of bioterrorism, the Public Health Department Plan Addresses detection, surveillance, laboratory analysis, emergency response, treatment, and communication with the public. There is no doubt that the critical element in responding to a bioterrorist attack is early detection and recognition. The Santa Clara County Public Health Department is working with local, state and federal officials to expand our surveillance systems to detect unusual or suspicious disease occurrences. Additionally, a rapid alert system to receive and pass information among physicians, other health care providers and health officials is in place. Additionally, specific information about the unusual diseases that might be the result of a bioterrorist attack have been distributed to all local emergency rooms and to every physician in Santa Clara County, as well as to other health care providers.

The vision of the Public Health Department is to improve the health of Santa Clara County residents through leadership, mobilized community-wide planning, action and advocacy. Its mission is to serve all people of Santa Clara County by protecting health; preventing disease, injury, premature death and disability; promoting healthy lifestyles, behaviors and environments; and responding to disasters, disease outbreaks and epidemics. Hopefully, we will never need to use the preparation plans being developed. However, it is critical that we are well prepared. The Public Health Department will continue to fulfill its essential role in emergency preparedness.

More information such as Severe Acute Respiratory Syndrome (SARS), perchlorate, small pox, and bioterrorism are available on the Public Health Department's website at www.sccphd.org.

If you have any questions please feel free to contact me at (408) 299-5040.

CINCO DE MAYO CELEBRATION

Cinco de Mayo was celebrated in a big way May 5th at Sherman Oaks Community Charter School. Parents and relatives of children at the school (and almost all from the Sherman Oaks neighborhood) crowded into the school courtyard for a potluck dinner and Mexican folklorico dance performance put on by the students and teachers at the school. The finale was lasso dancing by the men of the Langarica Family (featured on the front of the Valley Section of the *Mercury News* the day before). Each year Cinco de Mayo becomes a bigger and bigger event in the neighborhood.

JAMBOREE AND ANTIQUES SALE

The West San Carlos Business Association is sponsoring their annual Jamboree and Antiques sale on June 21 this year. There will be plenty of activities just for kids, booths and games along with a bed race. For more information call 947-8711 or visit the website at www.sancarlosstreet.com.

In addition, the Buena Vista Neighborhood Association is sponsoring its annual home tour. If you've ever wanted to see inside some of the bungalows and Craftsman homes just across the freeway, this is your chance. For tickets or information call 295-9137.

SUMMER SAFETY TIPS

There have been recent reports of items being taken out of cars in the neighborhood lately and one family returned from vacation to find their car stolen. SONA wants to remind everybody to report all crimes. Request that the crimes be recorded and you receive a report number no matter how small the loss. This will help the police track trends in the area.

Also, take the time before you leave on vacation to use the HIFIVE form. Contact your neighbors, give them information on how to reach you and let them know who'll be feeding the cat and watering the plants. Volunteer to keep an eye on their house while they're gone. Offer to park cars in driveways when your neighbors are gone or when a home is vacant and for sale so it looks like people are there. The more eyes you have on your house, the safer the entire neighborhood will be.

SONA BOARD MEMBER CONTACTS

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

BOARD ACTIVITIES

The SONA board has been busy monitoring City and County budget issues this month as well as working on ongoing projects.

Our letter to Council requesting retaining a \$65,000 matching fund for improvements in the Richmond Menker area has been ok'd. Landlords have been working on an action plan and will meet with the Housing Department this month to get work moving.

Our request for youth and senior services has resulted in more activities for youth being available locally this summer.

A traffic survey is in the works and we hope to begin this process soon. The more we know about the problems you see, the better plans we can make.

Recent meetings with San Jose City College resulted in promises to better handle the noise level at campus events. SJCC officials also stated they would make a better effort to notify attendees of the parking garage to help relieve congestion in the neighborhoods.

SONA PHONE CALLS

The SONA phone line receives numerous calls each month. Some of the questions come up repeatedly, so we'll take time to answer them for everybody.

Does SONA have computer equipment? SONA is a neighborhood organization and does not have any equipment or training facilities. If you contact the Parks and Rec department at 277-4661 you can find the nearest courses near you.

What can I do about my neighbor leaving yard waste out for days at a time? All violations should be reported to Code Enforcement at 277-4528. Your calls can be confidential. A flyer for you to mail to your neighbors to remind them of the rules regarding yard waste is on page 6.

What can we do about speeding in our neighborhood? SONA will shortly begin a survey documenting the problems in the neighborhood so we have accurate information to turn into the Department of Transportation. This will take some time and we will need volunteers to take the survey door to door. Call the SONA line if you are interested.

Why can't the meetings be earlier? I'd like to come, but kids, homework and bedtime make it hard. The community center is in use most of the day, making it impossible for us to get in any earlier. In addition, evening classes and activities take up most of the night schedule. SONA is hoping that we'll have good news from Councilman Yeager's office soon about a new community center, but in the meantime we have to make do. You can always visit our website or call with questions.

PARKS AND REC PROGRAMS EXPANDING

The SONA board became concerned over reports that programs for local youth were not going to be available for this summer. With last year's teen center moved and budget cutbacks, there were few opportunities for neighborhood children this summer.

SONA met with Parks and Rec staff and advised that our priority for services was first to establish local programs for neighborhood youth this summer. Our second highest priority was bringing programs to seniors in this area.

We are proud to say that there will now be increased programming in the neighborhood for local youth. A drop in program for local teens (13-18) will be held at the Immanuel Lutheran Church. This program will run from noon-6pm Monday through Friday beginning June 23 and ending August 1. In addition to the free activities at the drop in center, there will be fee based trips and special events.

For children 5-11 the Funtastics Club will be at the Sherman Oaks Community Center noon-4pm from June 23-July25. This drop-in program will feature arts, games sports and special events. The cost for the entire program is \$25.00 per child for the entire 5 weeks and scholarships are available by calling SOCC at 292-2935.

Sunny Daze Day camp runs June 23-August 1 for kids 6-11 at Hamann Park. Hours are 10-? Mon-Fri and the cost is \$120.00 per child for the entire 4 weeks. This program features trips, sports, games, arts and crafts and more.

Theatre Camp for kids 7 and older begins June 30 and ends July 25 at Bramhall Park. Hours are 10-3 Mon-Fri with a cost of \$120.00 per child for the entire four weeks.

For these and other programs, contact the Sherman Oaks Community Center at 292-2935.

SOUTHWEST SOUNDWALL

The newest portion of soundwall along Southwest Expressway is rapidly moving along. This portion was added when SONA residents complained about the site line of the new light rail and the noise that it would bring to back yards. Congratulations to all of you who made this happen.

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 Grafitti Hotline	277-2758
Rental Dispute	277-5431
Transit/Light Rail Info	277-2300
Vehicle Abatement Hotline	277-5305

PUT A STOP TO JUNK MAIL!

By Supervisor Blanca Alvarado

Are you frustrated with the deluge of coupons, catalogs, prize offers, and pre-approved credit card applications in your mailbox? What a waste of time and paper!

The amount of time the average American spends opening junk mail over the course of his or her life is 8 months, according to the Consumer Research Institute.

Bulk mail destroys 62 million trees a year in the United States, which translates to a tree and a half per American family.

Anytime you buy a car, purchase merchandise from a catalog, subscribe to a magazine or dial a toll-free number, your name is sold to mail order companies.

A group of local organizations teamed up to help you reduce your amount of unsolicited mail. The County of Santa Clara Integrated Waste Management Program, San Jose State University's Recycling Hotline, and local cities developed a Junk Mail Reduction Kit. This kit provides six simple ways to reduce junk mail and help you take control of your mailbox.

TIPS TO REDUCE JUNK MAIL:

1. Fill out and mail the postcards provided in the kit.
2. Call the following numbers to request your name be taken off their list:
 - Credit Card Offers- Equifax/Trans Union/Novus/Experian 1-888-567-8688.
 - Sweepstakes - Publisher's Clearinghouse 1-800-645-9242.
 - Shopping Flyers - Advo 1-510-489-6577 AND PennySaver/ Potpourri 1-800- 479-4795.
3. Call the number on the catalog and tell the representative you want to be taken off its list.
4. When you buy from a catalog over the phone or online, make sure to let the company know: "DO NOT SELL MY NAME."
5. Write on the bottom of checks and mail orders: "DO NOT SELL MY NAME."
6. Don't use Change of Address cards supplied by the Post Office. Instead, send out your own postcards.

To request the Junk Mail Kit, call the recycling hotline at 1-800-533-8414 or visit www.ReduceWaste.org to download the kit.

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.

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.

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

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.

Name: _____

Address: _____

Phone Home: _____ Work: _____

- | | |
|---|---|
| <input type="checkbox"/> Paint out graffiti | <input type="checkbox"/> Emergency Preparedness |
| <input type="checkbox"/> Social | <input type="checkbox"/> Membership |
| <input type="checkbox"/> Beautification | <input type="checkbox"/> Newsletter Delivery |
| <input type="checkbox"/> Political | <input type="checkbox"/> Traffic/Safety |
| <input type="checkbox"/> Welcoming | <input type="checkbox"/> Block Watch |
| <input type="checkbox"/> SONA Board | |

Membership dues: \$12.00

Mail to:
 Sherman Oaks Neighborhood Association
 PO Box 59146
 Additional donation: _____
 Total: _____