



# EAST SACRAMENTO IMPROVEMENT ASSOCIATION

SPRING 2012 NEWSLETTER

## BOARD ROSTER

<b>Paul Noble</b> <i>President</i>	451-5271
<b>Tricia Stevens</b> <i>Vice President</i>	452-5216
<b>David Diepenbrock</b> <i>Secretary</i>	706-3147
<b>Daniel Lapham</b> <i>Treasurer</i>	452-8407
<b>Cyril Shah</b> <i>Past President</i>	455-4139
<b>Louise Buford</b>	455-1495
<b>Ann Hamel</b>	736-0225
<b>Barbara Schor</b>	612-4245
<b>Knight Smart</b>	455-4974
<b>George Koufasimis</b>	453-1776
<b>Brian Augusta</b>	457-2135

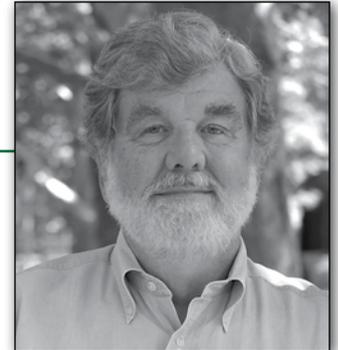
## Dues Notice

It's that time of year again — time to renew your membership in ESIA. Please complete the form on the back panel and mail it with your \$15 dues to ESIA in the envelope provided. The deadline for the renewing your membership is April 30. You may also bring it with you to the March 28th meeting.

Thank You!



## President's Message: Paul Noble



A lot has been going on in the neighborhood since our last newsletter. Those of you who attended our fall general meeting heard presentations by a representative of Mercy Hospital about the new cancer center in the Cannery Business Park and Debb Newton, from the City of Sacramento, with a progress report on the Mercy Neighborhood Traffic Management Plan. (Please see article elsewhere in this newsletter concerning traffic improvements on J Street.) Battalion Chief Craig Wiedenhoef also brought a fire truck and its crew, and answered questions about fire protection.

Perhaps the most important issue for your Board of Directors has been how to assist in the effort to keep the Clunie Clubhouse open. (Please see the article in this issue with an update on the situation.) Other issues we've dealt with include the following:

- Proposed redevelopment of the Sutter Memorial Hospital site.
- A proposed ordinance to regulate plastic bags in Sacramento.
- The "Checks and Balances Act of 2012" proposed by Mayor Johnson.
- Several demolition and/or remodeling projects, none of which had significant issues.

We also held conversations with Phil Pluckenbaum, representing the Sacramento Comprehensive High School Coalition, and Jeff Cuneo, the SCUSD School Board trustee representing East Sacramento, about several plans that have been floated to create a high school serving our neighborhood. As of this writing, all of those plans (e. g., moving Sutter Middle School to Kit Carson and creating a high school on the Sutter campus) have been put on hold by the School Board. I would strongly encourage you to contact Jeff with any concerns you may have, in particular, what kind of high school you think our neighborhood needs.

Finally, I'd like to invite you to attend our spring General Membership Meeting scheduled for 7:00 PM Wednesday, March 28 at David Lubin School. As you can see, we have an interesting list of speakers, so we hope to see you there.

## Inside:

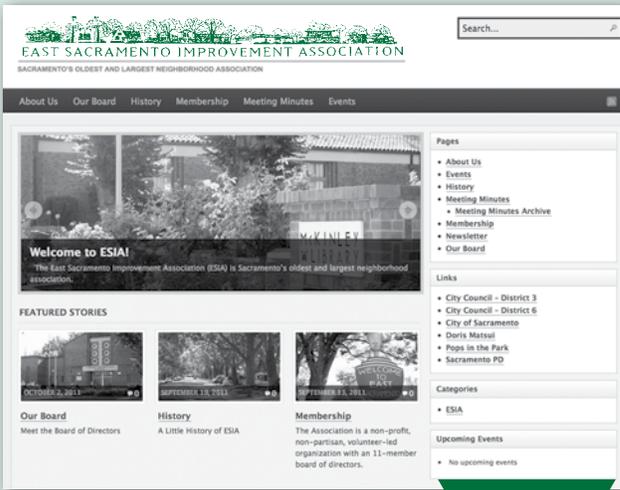
**2** New Website, New Look!  
Clunie Center Update  
New Sacramento  
Businesses

**3** Dues Renewal Form  
Traffic Improvements  
on J Street  
Keep the Chapel!

**4** Announcement  
of March 28  
General  
Membership  
Meeting

# New Website, New Look!

Check out our new ESIA website at <http://eastsacimprovement.org/>



The new website has an updated history, list of all board members, copies of all past meeting minutes, past newsletters, and we will start featuring new businesses in the community.

We also have a new calendar of and we will be adding PayPal for ease of paying monthly dues.

Members are encouraged to give us feedback on what they would like to see on the website.

What's Included!

<b>Pages</b>
<ul style="list-style-type: none"> <li>• About Us</li> <li>• Events</li> <li>• History</li> <li>• Meeting Minutes                             <ul style="list-style-type: none"> <li>• Meeting Minutes Archive</li> </ul> </li> <li>• Membership</li> <li>• Newsletter</li> <li>• Our Board</li> </ul>
<b>Links</b>
<ul style="list-style-type: none"> <li>• City Council – District 3</li> <li>• City Council – District 6</li> <li>• City of Sacramento</li> <li>• Doris Matsui</li> <li>• Pops in the Park</li> <li>• Sacramento PD</li> </ul>
<b>Categories</b>
<ul style="list-style-type: none"> <li>• ESIA</li> </ul>
<b>Upcoming Events</b>
<ul style="list-style-type: none"> <li>• No upcoming events</li> </ul>

## Clunie Center Update

Negotiations are coming to a close between the city and Friends of East Sacramento for the nonprofit management of the Clunie Center and McKinley Rose Garden. The center was scheduled to be closed this June due to ongoing city budget cuts. Closure of the center threatened the closure of the McKinley branch of the Sacramento Library. We join the neighborhood in being grateful that this volunteer group stepped up and led the way for this positive outcome of what could have been a dramatic loss for East Sac. The ESIA board voted early on not only to support this group and cause, but also to donate \$750, which was matched by Councilman Cohn using cell tower funds.

The renovation of the McKinley Rose Garden is also being completed by the Friends of East Sacramento, using funds from a generous private donor. Look for an adopt-a-rose bed program to be announced when the garden officially re-opens in May.

Lisa Schmidt and Cecily Hastings have led this effort and continue to update us regularly on their progress. While they have met their fundraising goal for the operating costs for the first transition year of management, they are still in need of substantial funds to restore the 75-year-old historic treasure that is Clunie. The building's condition has deteriorated substantially as the city has cut funds for its maintenance in recent years. By year two they plan for the center to be self-supporting. Please consider a donation to this important and worthwhile neighborhood cause by mailing a tax-deductible check to FOES, 3104 O Street #222, Sac., CA 95816 or via at [friendsofeastsac.org](http://friendsofeastsac.org). We will continue to look for ways to help support this cause.

## New Sacramento Businesses

Mad Cat Bicycles has opened a new storefront at 3257 Folsom Boulevard, near the N Street intersection. New signage, and a new product for this tony East Sacramento neighborhood!

Owner Mike Upchurch relocated his popular shop from Marconi Ave. The store stocks a full array of bicycles and accessories. You're invited to stop in to see Tony, the store manager, and TJ, Club Coordinator. You may also sign up for e-mail alerts on rides, happy hours, classes and much more. Check out their web site at [www.madcatbikes.com](http://www.madcatbikes.com) or give them a call at 916-455-8300

Another new shop opening near N Street and Folsom Boulevard is Sherwin-Williams Paints. The new store is located at 3300 Folsom Boulevard, the spot previously occupied by Phillip's Bakery. The storefront has been completely remodeled and stocks everything you need to transform your homes with color. No éclairs, but plenty of help for remodeling! You can reach them at 916-452-2461.

## Keep the Chapel! By Barbara Schor

My husband and I have lived in East Sacramento since 1990, and I have been an East Sacramento Improvement Association board member for two years. I'm also a Mercy General Hospital (MGH) employee. One of the neighborhood "landmarks" I'm particularly fond of is the chapel building on the H Street side of the Mercy General Hospital campus. Every time I see it I get the feeling that it's something special.

When I joined MGH in 2008, part of the Alex G. Spanos Heart & Vascular Center plans included demolishing the chapel. I was very disappointed. In a recent meeting with our hospital president, though, the question came up: "Do we have to tear it down?" Not doing so would be very welcome—we could use the space for meetings and offices.

I have reached out to some key neighborhood leaders, and learned that there are many viewpoints similar to mine. Keep the chapel! What do you think? Please email me at: [Barbara.schor@dignityhealth.org](mailto:Barbara.schor@dignityhealth.org). I'd love to hear your thoughts.

Please return in envelope provided.  
The deadline for renewing your membership is  
**April 30, 2012.**

## Dues Renewal Form

It's time for you to renew your ESIA membership for 2012. As the oldest and largest neighborhood association in Sacramento, ESIA continues to help protect, maintain and improve the unique blend of residential and commercial features of East Sacramento. We depend on your dues to produce and mail this newsletter, and to keep you informed about issues impacting our neighborhood.

We invite you to visit our the new ESIA website at <http://eastsacimprovement.org/>. (Please see article elsewhere in this newsletter for details.) Ultimately

Name: \_\_\_\_\_ Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Telephone \_\_\_\_\_ Work Telephone \_\_\_\_\_ E-mail\* \_\_\_\_\_

Amount of additional voluntary contribution: \_\_\_\_\_

I would be interested in receiving the newsletter electronically  Yes  No

\*If you checked "yes", please be sure that you've included your e-mail address above.

Comments and/or special interests: \_\_\_\_\_

## Traffic Improvements on J Street

Simple, Safe, and Solar.

The new crosswalks at 37th and J Street and 38th and J Street each have a large metal push button. Once the button is pressed, a pedestrian sign lights up to alert motorists that someone is crossing.

The lights are powered by a small solar panel at the top of each sign. When crossing, please press the button to illuminate the sign. It's a simple act to help keep our neighborhood friendly to pedestrians.



# Announcement of March 28 General Membership Meeting



Supervisor Phil Serna will headline the spring meeting of the East Sacramento Improvement Association. The meeting will also feature City Councilmember Steve Cohn and representatives from Friends of East Sacramento who will talk about their ongoing effort to keep Clunie Community Center open. Councilmember Cohn will discuss the city's budget situation.

Date: Wednesday, March 28

Time: 7 p.m.

Location: David Lubin Elementary, 3535 M Street

About Supervisor Phil Serna - District 1 voters elected Phil Serna to serve on the Sacramento County Board Supervisors in June 2010.

A native Sacramentan, Phil grew up in Curtis Park and attended local schools. The son of Sacramento's first Latino Mayor, Joe Serna, Jr., Phil developed an appreciation for public service at a very young age. After completing his undergraduate studies at California State University, Sacramento, Phil earned a Master's degree in City and Regional Planning from Cal Poly, San Luis Obispo, graduating with honors in 1994. While attending graduate school, Phil met his future wife, Roxanna and they've been happily married for 15 years. Phil worked briefly as an environmental and fiscal consultant in the Bay Area, and later as a trade association vice president. After returning home to Sacramento, Phil worked as a project manager on a number of comprehensive land use proposals, and started a consulting business in 2004. An aspiring musician, Phil enjoys playing bass guitar and drums with local musicians, as well as fly-fishing. Phil and Roxanna live in Sacramento's North Natomas neighborhood.

P.O. Box 19147 • Sacramento, California 95819

**EAST SACRAMENTO  
IMPROVEMENT ASSOCIATION**



FIRST CLASS  
U.S. Postage  
PAID  
Sacramento, CA  
Permit No. 1906