



A CLASSIC AMERICAN NEIGHBORHOOD

WEST END NEIGHBORHOOD NEWS

JULY 2009

July Annual BBQ

Saturday, July 18th at 3 p.m.

DeMeo Park

A time honored West End tradition is our annual BBQ and Picnic at De Meo Park. The West End Neighborhood Association will provide the hamburgers, hot dogs, beverages, plates and utensils.

Neighbors are asked to bring: 1) their favorite potluck dish (appetizer, side dish, salad or dessert) to share (with serving utensils). Remember to mark your plates and serving utensils with your name. 2) A chair or blanket to sit on.

The picnic is also a great time to bring your overabundant fruits or vegetables from your garden to share with neighbors.

Did you say volunteer? Oh Good! We need volunteers who would like to help set-up, organize bocce games, run children's activities and to clean up. Call Allen Thomas to sign up (707) 477-8422

Bocce Nights!

Don't forget, West End Summer Bocce at DeMeo Park. It's every Friday night at 6 p.m.

Last Bocce Night is on September 18th.



Buy your West End Bocce Nights t-shirt to show your stylish support. Proceeds are split between the West End Neighborhood Association and The Great West End and Railroad Square Hand Car Regatta .

Bocce Nights T shirts \$15

Available at Friday Night Bocce or on the West End Website.

This newsletter printed courtesy of City of Santa Rosa on recycled paper



President's Report

By Lea Barron-Thomas, WNA President

As we work on improving and protecting our neighborhood, other forces are exerting their own efforts to reach their goals for our area. Unfortunately, those goals do not always meet up.

Downtown housing should have a **balance** of income levels. Residents of that housing should have access to groceries and conveniences within walking and biking distance. Streets need to be safe for pedestrians, bike riders and autos. Downtown businesses need to have support and an environment that is safe for their customers and parking for those customers who choose to drive.

At this point, I am concerned by the lack of balance in the West side of downtown: Railroad Square/ West End areas.

We are already an extremely affordable neighborhood - yet the SMART site is proposed to provide extremely low income housing.

We also have a very high concentration of social services that have created constant issues- yet there is a Marijuana Dispensary proposed for the very gateway to this area.

It would seem to me that a healthy neighborhood and downtown area would be based on a well balanced environment and be fostered by the City of Santa Rosa and its citizens. Obviously, downtown must accept its part of the load -but at some at some point, the City of Santa Rosa and Advocates of every kind need to "spread the wealth" to other areas of town. It is not good planning or even moral to expect one area of town to shoulder the majority of these types of burdens.

A vibrant, safe Downtown Santa Rosa is a good goal for everybody.

Sincerely, Lea Barron-Thomas

First Summer Brocce on July 12, 11 to 2 p.m.

Playing bocce after church on Sundays is a time-honored tradition in Bella Italia. In fact, brunch and bocce (a.k.a. "Brocce") is so popular even the Pope gets in on the action. Join your neighbors in celebrating the summer sun, fun food, and bocce ball. Every second Sunday so mark your calendars: July 12, Aug. 9, and Sept. 13. What to Bring: Food and drink to share. Good times for all — kids and well-behaved dogs included. No glass, please. "Second Sunday Brocce" — Let's start a new tradition at De Meo Park.

CLASSIC NEIGHBORS ♦ Gino Canevari

By Allen Thomas

Gino Canevari was the third child of four children of Attilio and Mary Canevari. His Italian parents met and started their family in the Mission district of San Francisco. His father was part owner of a successful Italian market on Valencia at 23rd. In 1924, soon after Gino was born, the family moved to Santa Rosa's Westside neighborhood. First they lived at 214 Boyce and then at 203 West 8th Street. Many Westside families did not have any money for extras. Most vegetables, pasta, sausage, and wine was either grown or made at home.



Attilio Canevari at his S. F. Genoa Grocery

Filled with Italian markets, lumber yards, bars and hotels, Wilson Street (9th to 3rd), was alive with activity in the 1930s. The industrious Italians ran their own businesses- Albert Callori (West 7th) cut hair at the La Rose Hotel (where Josef's is located). Frank Michetti (Boyce) ran a small market below his home. The Bastoni family baked bread on 7th and Madison and Gino's father made ravioli from their West 8th St. Home (at Prince) for the Santa Rosa Market on 4th St. As Gino recalled, four pennies would get you a treat from Benny Caza, the local ice cream man.

Gino was a member of the West Side Gang- about 18 children all around the same age. He and his friends built swimming holes in the Santa Creek behind the Cannery Building. Always looking to make money, Gino pulled weeds and was a "world class" prune picker. He was also an excellent hop cker- but he couldn't say "world class" because Esther Novelli always beat him at hop picking. No matter what he would do- she would surpass him at day's end. He still can't figure out how she managed it. At bars like the Silver Dollar and the Barrel House, he would play the drums, his friend Paul Novelli the accordion and they would make \$3 or \$4 a night. Gino went the 1939 World's Fair on Treasure Island. He didn't tell his folks about the excursion. Alone,



Gino and Sharon Canevari

and his pockets filled with a little spending money, he boarded a train and then a ferry to see the bright lights and wonderment- but his visit to the Sally Rand Show was his most memorable. (Sally Rand was a famous "fan dancer".) In 1940s, the Canevari family moved to Lewis Road where they opened a ravioli store and deli. While bowling, Gino met his beautiful wife Sharon and they married in 1945. After years at the family ravioli business, Gino and Sharon started their own salad company, Rickie's Salads (Named after their son).

The salad company started small. They first sold potato salad at the Ninth Street Market (at Wilson) then kept expanding until Rickie's Salads were sold throughout the Western United States. Gino's company landed a contract to produce salads for 256 Kentucky Fried Chicken restaurants. The reality of having to be self reliant at a young age helped Gino become a successful businessman later in his life.

Gino recalls his happiest times spent with his childhood friends from the Westside. He remembers a neighborhood that was filled with aromas of fresh food made with love and hard work. "At dinner time, if you were playing at someone else's house... you could just eat there. It was different. It was family. "



The Canevaris and the their children- Petro, Albina & Gino. Brother Ed appeared several years later

Gino, Thank you for sharing your history with us!



WEST END UPDATES

West End Landlords- A profile of Excellence

The fine art of landlording has a long history in the West End. At one time, a number of Westside Italians were landlords. The actual definition of a landlord is: a property owner who owns and rents land, buildings or dwelling units. Beyond that definition, a landlord can differ in wild degrees from excellent to very bad. There have been some landlords in the West End that were so awful, that they were taken to court for the way they kept their property, to the criminal acts of their tenants.

Fortunately, the West End has a high number of exceptional landlords, who care about the neighborhood, their property and their tenants. It's not just about making a buck.

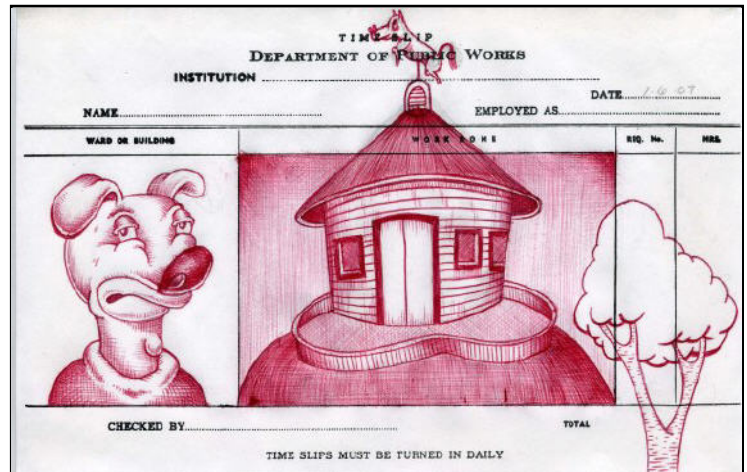
Peter Gonis and Melinda Stephans are the excellent type of landlord. They have owned property in the West End for over 28 years. Although, they are no longer W. E. residents, they still take an active role as stewards of this neighborhood. Both properties they own are historic, as we all know, vintage properties often require special handling. Their tenants have been long-term neighbors who enjoy living here. My neighbors are actually past tenants who bought on the same street.

Their first property was profiled in the November issue of the West End Neighborhood News. It is one of the most unique properties in the 'hood'- rich in history. Across the street, their newly acquired property on Boyce street- also has a lot of history- not the good kind. The property had been troubled for years- it was a true blight on the neighborhood. Pete and Melinda bought this property and have slowly and carefully brought it back to a house we can all be proud of. It was a labor of love and a true gift to the neighborhood.



DeTurk Round Barn Update by Rich Hovden

I think the best update at this time would be that we are moving through the permitting processes. I hope we can have all our approvals in place within the next month or so and then we'll be able to advertise the preservation project for construction bids. I hope we can be underway with the work this fall but it is really dependent on how soon we can get approvals.



Artwork by West End Artist Wil Smith
The "Round Barn 2007"
Ball point pen on found paper.

West End Summer Calendar-

A complete calendar at www.srwestend.com

West End Meetings for 2009

July 18th Time 3 p.m. Annual BBQ

November 19th 7 p.m. Fall Meeting

Bocce season:

May 15- Sept 18 Friday evenings, 6 p.m.

At DeMeo Park

Brocce

Every second Sunday — 11 am - 2 pm — during the Summer. (Mark your calendars: July 12, Aug. 9, and Sept. 13) DeMeo Park.

The Great West End & Railroad Square Handcar Regatta

September 27th, Sunday www.handcarregatta.com

The West End Full Moon Tour

October 4, Sunday Check website for more info.


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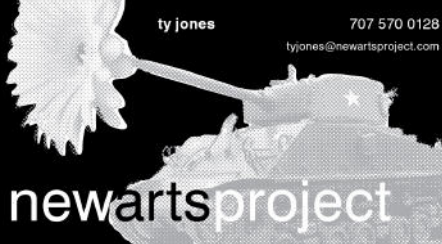
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IMPORTANT PHONE NUMBERS

EMERGENCY/POLICE 911
(On Cell phone dial 528-5222)
Non-emergency Police 528-5222

Neighborhood Watch Leaders

Decker St: Tracy Humphrey 570-0396
Boyce St: Chad Gallagher 570-1335
W. 8th St: Allen Barron-Thomas 477-8422
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