



A CLASSIC AMERICAN NEIGHBORHOOD

# WEST END NEIGHBORHOOD NEWS

NOVEMBER 2009

## Fall Meeting

**Thursday, November 19th -7 p.m.**  
**At Assistance League of So. Co.**  
**New to You Shop 5 W. 6th Street**

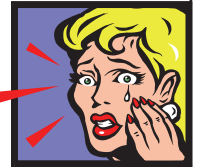
Catch up on the latest neighborhood news. Our special guest is Raissa de la Rosa, from the City of Santa Rosa Economic Development. She will explain what S. R. Is doing to enhance downtown.

We will also introduce the new Historic West End Walking tour brochures, have updates about the SMART site and the proposed zoning changes in our area.

The West End Neighborhood Association holds only **two** general meetings a year. That means that this meeting is your last chance this year to discuss important neighborhood issues. Take a moment to put this important meeting on your calendar. You will be glad you did.

Perhaps we can meet for a neighborly drink at STARKS afterwards?

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## President's Report

**By Lea Barron-Thomas, WNA President**

As many West Enders know, part of the beauty of downtown living is the close proximity to businesses and amenities. Within minutes of your front door, you can buy any pet product imaginable, dine at many wonderful restaurants, choose a wide variety of flooring, go to a live theater, buy vintage or second hand clothing and furniture, purchase freshly baked sour dough bread and attend one of the best Happy Hours in Santa Rosa. The West End is also home to several professionals and home based businesses. We have a veterinarian, a chiropractor, a website designer, real estate professionals, a development consultant and a plumber to name a few.

If these businesses provide goods and services that the residents need, then the residents can commit to spending every dollar they can within the area. It's a mutually beneficial relationship and will promote a vital, bustling neighborhood. Take a moment to look over our Sponsor page, these businesses have committed to supporting this neighborhood. Consider the services and goods that they provide, can you commit to spending your dollars close to home?

I'm proud to announce the premier of the Historic West End walking tour. The tour is an important resource and it explains the history of our area as well as today's way of life. This walking tour is the result of many hours of research, development and trial runs. I'd like to thank Kernan Coleman (Ranch7 Creative) and Allen Thomas for their significant efforts in creating this brilliant brochure. The City of Santa Rosa's Community Advisory Board provided the grant to fund the project. The walking tour will have a "Ribbon Cutting" on November 19<sup>th</sup> at 1 p.m. at the Visitor's Center in Historic Railroad Square.

*Sincerely, Lea Barron-Thomas*

## West End Winter Calendar

A complete calendar at [www.srwestend.com](http://www.srwestend.com)

### **West End Meetings for 2010**

**March 18th 7 p.m. Spring Meeting**

July 17th Time 3 p.m. Annual BBQ

November 18th 7 p.m. Fall Meeting

### **West End Walking Tour "Ribbon Cutting"**

**November 19th at 1 p.m.**

A proper opening for the new Historic West End Walking Tour. Meet at the Depot Building in Historic Railroad Square

### **"Home for the Holidays"**

**November 27th, Friday evening at 8 p.m.**

**6th Street Playhouse at 62 W. 6th Street**

A special holiday show in the Studio Theater

### **Railroad Square Holiday Carriage rides**

Every weekend, weather permitting until Christmas Eve.

### **West End Neighborhood Carolers**

**December 18, Friday night. Details to be announced on the website.**

## CLASSIC NEIGHBORS ♦ 521 Adams Street

By Lea Barron-Thomas

Adams Street was historically the home of several Italian owned restaurants and hotels. These boarding house type hotels were home to recently arrived Italian immigrants as they made their way into their new American lives.

521 Adams Street has been a restaurant there continuously since 1934 but originally there was a hotel building at the site. The Toscano Hotel, established in 1887 by Francesco Guidotti, was a social gathering place for Italian workers. There was dancing on Sunday nights with Francesco's sons Humbert (Bert) and Pete both playing in a small band.



The Toscano Hotel  
Humbert & Pete played in a small band



Bert Guidotti behind his bar

Eventually, son Bert and his wife Helen built a new restaurant on the site of the old hotel. The grand opening of Guidotti's was on New Year's Eve 1934. Bert was the bartender. Helen was the hostess but would cook if needed. In 1967, they retired and sold the restaurant.

The new owner, Mike Selby wanted to rename the restaurant after himself, but felt that the building needed a feminine name and thus it became Michele's. The building changed owners in 1974 and then again in 1989 when Bob Forsyth and partners bought the property. Over the years, Bob took great care to collect photographs and mementos of the Toscano Hotel, Guidotti's and Michele's.

Michele's was a fixture in Santa Rosa for many years. It was a place for special occasions, banquets and Sunday brunch. It also was known for Mystery Dinner Theater and eventually as a music venue. In 2005, a 6 ft., 300 lb. Charlie Brown statue was stolen from the front of the restaurant in the middle of the night. Owner Bob Forsyth offered a reward, no questions asked. Charlie made it back.



The Fondettes at the Stork Club

In 2006, restaurateurs Mark and Terri Stark bought the oldest restaurant in town. They extensively remodeled the interior while rehabilitating the historic exterior. With a nod to the historic area, the extensive historic photo collection is grandly displayed throughout the building. The Starks have also graciously shared these photos with the community. You can find copies of these historic photos on the West End Neighborhood website and at the Sonoma County Library.

On New Years Eve 2007, with the tower boasting a neon Stark's, the new restaurant opened, an upscale swanky steakhouse complete with an exciting bar. The sumptuous, hot garlic bread in the cast iron dish is from the Franco American bakery. The menu features the highest quality corn-fed prime and dry aged steaks as well as all natural grass fed beef. There's also seafood, pasta and burgers- so there's something for everybody. The Stork Club aka the bar has one of the hottest happy hours in town.

Today, Stark's Steakhouse is poised to become a long-standing Santa Rosa favorite as is tradition for restaurants located at 521 Adams Street.



The Neon sign now says  
"STARK's"

**Thank-you Mark and Terri for reviving this West End historic building and bringing a wonderful restaurant to the downtown!**







# WEST END UPDATES

## Half of West End Targeted for Density

The Santa Rosa Planning Department has designated half of the West End for Medium Density Housing (8-18 units per acre). The plan will allow for large Multi-family buildings to be built next to single story homes and make many single family home non-conforming. We will discuss what steps residents can take to let the Santa Rosa City Council how residents feel about this Medium density designation at the next meeting on November 19th.

### Energy Wise Neighbors - Carbon Reduction Tips

by Kathy Hoare, 218 w 7<sup>th</sup> St

This year I facilitated an Energy Wise Neighbor's group out of a desire to know my neighbors better and to reduce my energy/water bills. We used the workbook "Low Carbon Diet – A 30 Day Program to Lose 5000 Pounds" by David Gershon to assess our current carbon emissions, set goals and make an action plan for the year.

By brainstorming resources and experiences, and by supporting each other we came up with some excellent life changing methods of reducing carbon emissions and energy use along with long term goals. I was able to reduce water use by 27% and utilities by 23%, eliminating 7,500 lbs of annual carbon emissions to the environment.

Here are some highlights of our best ideas:

Laundry – Use cold water wash and a clothesline, wear clothes longer before washing, regular check of dryer vents/ lint filters.

Timers – Putting timers on all power strips to turn off power to electronics completely during some hours of each day.

Lighting – Change out all standard bulbs for low energy bulbs or LEDs, put outdoor lights on motion or light sensors.

Water Use Reduction – Low flow fixtures on shower/ toilet, flush less, catch gray water from home uses for gardening, 5 minute showers.

Home Energy Envelope – Seal all air leaks, have a contractor/ home improvement co. give a free energy evaluation to preserve home heating and cooling.

Impacting Others – Starting your own EWN group, educating our children, set up new systems of behavior in your workplace or apartment complex, stimulate civic involvement.

Other Tips – Each more vegetarian/ local meals, ride a bike instead of drive, set hot water temp at 120 degrees.

If you are interested in starting your own group, call Cici Wilcoxon for info and support 707 824-1974.

## 2009 West End Neighborhood Highlights



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MOVIE NIGHT AT  
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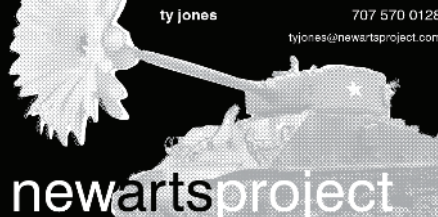
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**Neighborhood Watch Leaders**

**Decker St:** Tracy Humphrey 570-0396  
**Boyce St:** Chad Gallagher 570-1335  
**W. 8th St:** Allen Barron-Thomas 477-8422  
**Hewitt St:** Michael & Becky McGinnis  
526-6868  
**Polk St:** Tom Post 578-0345  
**W. 7th St:** Josh Dillman 546-4831  
338-4565  
**W. 6th St:** John Mendes 575-0321  
**10th St:** Jennifer Watson 568-3735  
**9th St:** Sher Ennis 545-8677  
**Pierson St:** Luke & Tiffany Kampmann  
571-8987  
**Ripley St:** Kay Sullivan 526-5502  
**6th St.:** Betsy Hall 481-2130

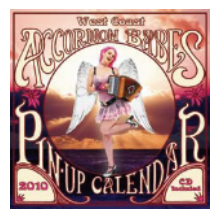


**West Coast Accordion Babes Calendar**

This is a first of its kind; a quirky, independent girl-powered 12" X 12" calendar with 13 accordion pinup photos plus a compilation CD with a track from each artist. This calendar features our own Amber Lee Baker and is a must-have holiday gift for lovers of pin-up, kitsch, fine art, accordions and women.

To purchase the calendar, email Amber at  
amberlee baker@gmail.com or call her at  
(707) 478-3362

**\$20**



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