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# Gold River Messenger

VOLUME 7 • ISSUE 09 *Serving Gold River and Sacramento County* SEPTEMBER, 2019

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## Teaching Water Wisdom



Rowing is among the many skills taught at the Aquatic Center.

*Story and photos  
by Susan Maxwell Skinner*

**SACRAMENTO REGION, CA (MPG)** - "Hey, my little girl can drive a boat," shouted a dad as his teenager confidently trimmed sailboat sheets on Lake Natoma.

His daughter was among more than 2000 children who this summer mastered maritime skills at the Sacramento State Aquatic Center. Straddling Gold River, Fair Oaks and Orangevale borders, the facility is jointly run by Associated Students Inc. and CSUS, in association with the California State Parks Department. With Lake Natoma's 449 placid acres as a playground, the center has hosted children's courses for 30 summers.

This summer's week-long classes included stand-up paddling, canoeing and rowing. Water-skiing and wakeboarding classes were run on nearby Folsom Lake. Bathed by sun and cool American River water, the students were seldom out of swimsuits and floatation vests. On designated parent nights, moms and dads were invited to share

the sport and marvel at their kids' new skills. "Teaching safe watersports is the center's aim," said center director Brian Dular. "We want everyone to enjoy our incredible Californian resources and be responsible aquatic enthusiasts."

Most center instructors are college students, also on summer break. First aid, CPR and lifeguard certification are hiring prerequisites but a love for sport is the major qualification. "Some staff come back year after year until they graduate from college," observed the boss. "Many came through here first as campers, so they've seen how all students are different. Some are super-athletic; some are fearful. You adjust teaching styles for each personality. But my staffers are big kids at heart. They keep things fun and exciting. They also supervise plenty of goof-off time on water slides and swings."

Overnight camps were an option on alternate weeks during summer weeks. "We went out for sunset paddles," explains Dular. "Then we had Spaghetti Factory dinners and toasted s'mores on the barbecue. Campers and

counsellors slept in the open. After a pancake breakfast, we got back to more aquatic fun. By the end of the week, the kids were all pretty exhausted and so were the staff."

S.S.A.C. courses ran from early June to mid-August and cost between \$350 and \$450 per student. Beyond summer, the facility is open for equipment rentals all year. It also hosts rowing championships at regional and national levels. "Lake Natoma is a Gold Field District jewel," considers Dular. "Just 25 minutes from the center of Sacramento, we have a unique rural environment that's also a wildlife habitat. From the water, we see animals and some pretty exciting birds. Speed limitations on the lake make it really safe for water sports — that's why people come here from all over the USA. We feel pretty lucky to be here."

The Sacramento State Aquatic Center is located at 1901 Hazel Avenue, Gold River. Summer session bookings for 7 to 16-year-olds open in March 2020. For more information, visit [www.sacstateaquaticcenter.com/](http://www.sacstateaquaticcenter.com/) ★

## California Capital Film Office Opens at Rancho Cordova

*By Maria Kniestedt,  
City of Rancho Cordova*

**RANCHO CORDOVA, CA (MPG)** - Los Angeles-based DTLA Entertainment Group, LLC, the City of Rancho Cordova, and Rancho Cordova Travel & Tourism are pleased to announce the formation of the California Capital Film Office at Rancho Cordova (CCFO), which opened its doors on August 19, 2019, at 9841 Horn Road in Rancho Cordova. The mission of the California Capital Film Office (CCFO) is to support, attract, and promote film, television and multimedia projects to Rancho Cordova and the region.

"We want the California Capital Film Office to be the one-stop resource in Rancho Cordova and the greater Sacramento region for the film industry nationwide. Our office will provide the necessary logistical services to the industry and bring economic and cultural benefits to the region," said Ricky Borba, Executive Director of CCFO.

CCFO will cultivate the film industry in the region, including developing a database that will serve as a resource for production companies that wish to film in Rancho Cordova and surrounding areas and to provide residents, organizations and business owners with opportunities to partner with those production companies. The database would include buildings, land, period vehicles, animals, props, period costumes, actors and background actors (extras), as well as businesses to provide essential services to production companies and studios, such as catering, hotels and vehicle rentals.

"When a film comes into an area, it means jobs and revenue for local businesses, especially hotels and restaurants. It is exciting that the City of Rancho Cordova and Rancho Cordova Travel & Tourism is supporting the formation of a regional film office to attract the film industry. We look forward to working with them and other regional partners," said Charles Lago, director of CCFO.

"We are pleased to partner with DTLA Entertainment Group and the California Capital Film Office," said

*Continued on page 3*

## Honoring Grandparents with Butterfly Release

*Story by  
Shaunna Boyd*

**SACRAMENTO REGION, CA (MPG)** - Sunday, September 8 is national Grandparents Day, and two local non-profits are observing the day with a Grandparents Day Butterfly Release. Sacramento Children's Museum (SCM) and Snowline Hospice are hosting the Butterfly Release ceremony at 11:30 am at the museum, which is located at 2701 Prospect Park in Rancho Cordova.

SCM's mission is to inspire a love of life-long learning by providing a space for children to play, create, and explore. Snowline's mission is to help patients through end-of-life care and support their families through the grieving process. The Grandparents Day Butterfly



Participants will release Monarch and Swallowtail butterflies in honor of grandparents' important role in their lives.

Release is a way to support two great causes at the same time while also recognizing the vital role

grandparents play in children's lives.

SCM's director of museum advancement

Meghan Toland said, "We chose Grandparents Day because grandparents are

*Continued on page 3*

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# Cake4Kids Still Cooking One Year Later

Story and photos by Trina L. Drotar

**SACRAMENTO REGION, CA (MPG)** - In 2018, Cake4Kids arrived in Sacramento, thanks to Mary Barnes' efforts. Barnes is the Sacramento ambassador for the Sunnyvale-based non-profit. She has grown her area volunteers into a force of nearly 100 strong. Two dozen gathered on August 3rd to celebrate the one year anniversary of the first cake delivery in Sacramento to Opening Doors.

Since that first delivery, Barnes and her volunteers have made 135 deliveries to more than two dozen agencies throughout the region. The group averages 2.5 deliveries per week, and Barnes said that volunteers are eager to bake more cakes, cupcakes, and cookies.

"I've not found a lack of agencies to partner with," said Barnes and explained that the process is long, especially since many non-profits have limited staff.

She worked closely with Alison Bakewell, Director of Operations for Cake4Kids, to reach out to agencies by telephone or mail, and they both did a lot of follow up, often waiting to hear back for several months.

One of the agencies she contacted is Next Move Family Shelter. Javier Leon, the organization's Children's Services Coordinator, gave a short presentation to the volunteers.

"I try to make sure the children don't miss out in



Above: Volunteer bakers from the 2nd Sacramento orientation on August 18, 2018 at Arcade Library. Right: Mary Barnes delivers first Sacramento cake to Alyssa Van Hofwegen of Opening Doors.

development opportunities and having fun," he wrote in an email. "Since February 2019, I have been able to get volunteer bakers from Cake4kids to bring cupcakes, one of the biggest highlights of each party! The children look forward to each batch of cupcakes because each volunteer baker adds their own special design on it. Once a volunteer baker made cupcakes with frosting shaped as flowers. Some kids didn't want to eat it because they thought it was so beautiful. I'm very thankful Cake4kids exists to allow children experiencing homelessness to not miss out in having cupcakes at birthday parties."

Leon's statements echo those of other agencies since

the purpose of Cake4Kids is to provide children with possibly the only birthday cake they have ever received. Many children are homeless, recent immigrants, in foster care, or victims of human trafficking.

Volunteer bakers are often challenged by requests for perhaps a vegan banana cake topped with vegan chocolate frosting, the request for the first cake delivered to Opening Doors on August 3rd, 2018.

The process to become a volunteer baker includes a mandatory orientation in order to learn more about Cake4Kids, including the demographics served, and resources. Orientations are held most months and are listed on the

organization's website. The next Sacramento orientation takes place in September.

Barnes, who is as dedicated to bringing cakes to at-risk children as she is to her full-time employment, said she spent an hour on her birthday meeting with representatives from Guardian Scholars Program at Sacramento State. The program serves transitional foster youth up to the age of 24 who are attending college, a program that Barnes called "amazing," because few foster youth attend college.

Many, she added, don't graduate from high school, but she learned that two who are being assisted by Guardian Scholars are pursuing master's degrees.

To be able to meet face to face with agencies is one of Barnes' goals. She has the opportunity to learn more about the organization, the population it serves, and express Cake4Kids' gratitude for how each organization serves and supports the community.

"It really helps plant a strong relationship from the beginning," said Barnes.

She has expanded the region from the first agency in Arden Arcade and volunteer bakers from Sacramento to agencies and volunteers in Elk Grove, Rancho Cordova, Carmichael, Roseville, and all of Sacramento. She is discussing future plans with agencies in Placer county.

"We can't do it without our volunteers' help," she said, and that she'd like to work hand in hand with a volunteer in the future.

"Our volunteers are everywhere in the Sacramento region. They make my job much easier. They're doing the weekly deliveries. I'm behind the scenes."

Although volunteers bake the goodies, decorate them, and package them according to Cake4Kids' guidelines, they never see the smiles of the children. It doesn't seem to matter to them. They want to bake and bring the joy of a birthday treat to children.

"Another Cake4Kids celebration," Barnes said, "is right around the corner." On September 17th, the public and interested bakers are invited to attend an open house and information session.

One year ago, Barnes said her goal was to reach 100 volunteers, and she's nearly accomplished that feat.

"I'm so appreciative of all the volunteers who have come forward. It was daunting to start this. I believed it and people showed up," said Barnes, adding that she is indebted to the volunteers. For additional information, visit <https://www.cake4kids.org/>. ★



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# Honoring Grandparents with Butterfly Release

*Continued from page 1*  
so important to us at the museum – we see them bringing kids in every day. ... Celebrating grandparents is a great way to bring awareness to Snowline and the Sacramento Children's Museum."

Participants can dedicate a butterfly in name of a beloved grandparent. "You can reserve as many butterflies as you want," said Toland. The event will include Monarch and Swallowtail butterflies – both beautiful options to honor grandparents' significant impact on our lives.

The butterflies are locally and sustainably sourced, and they will be transported to the museum on ice – putting them into a temporary hibernation until they are woken up at the event. Participants will wake the butterflies

by warming them in their hands during the dedication, and then the butterflies will be ready for release after the ceremony.

Grandparents are an important part of all our lives, so Toland explained that the event is not just for children – all ages are encouraged to attend. She also emphasized that the dedications do not have to be in remembrance: "It's to remember those we don't have any more and also to celebrate those still in our lives every day."

Toland said they expect to release 400 butterflies, so they are anticipating a large turnout at the event. After the Butterfly Release, a celebration will feature games, activities, face painting, and food vendors.

Proceeds from the event will benefit SCM's

educational programs and Snowline's Healing All Together (HAT) grief group, which helps children and their families deal with grief after losing a loved one. Because it can be difficult for kids to verbalize their emotions, HAT helps kids express their grief through art, motion, music, and play. SCM works in partnership with Snowline, which hosts the HAT program at the museum twice a month.

Butterflies for the event must be reserved in advance on the website, and people are already signing up. The deadline to reserve a butterfly is Friday, September 6 and the cost is \$10 per butterfly, or \$15 for a butterfly and admission to the museum. To reserve a butterfly – or to sign up as a vendor or sponsor – visit [www.sackids.org](http://www.sackids.org). ★

# California Capital Film Office Opens at Rancho Cordova

*Continued from page 1*

Amanda Norton, Economic Development Manager for the City of Rancho Cordova.

"With CCFO's new designation as a Qualified Film Production Office and their knowledge of the film industry, Rancho Cordova and the greater Sacramento region will be able to realize the economic value a film brings."

The Sacramento region has rubbed elbows with the movie industry in the past with such blockbusters as, Triple xXx starring Vin Diesel, Phenomenon starring John Travolta, Bad Grandpa with Johnny Knoxville, American Beauty with Annette Benning and most recently

Ladybird, which went on to garner several Oscar nominations.

Wendy Bengel, a Los Angeles-based entertainment attorney, and film producer said, "Sacramento is overlooked for shooting film and television, (despite its proximity to Hollywood), because producers do not see the area as filmmaker friendly. With the formation of CCFO, I plan to consider—and will recommend to other producers and clients alike – Rancho Cordova and the region as a viable filmmaker destination."

For information about CCFO, visit [www.calcapfilm.com](http://www.calcapfilm.com) or contact us at 916.696.7741. ★

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# Where's The Baby? Look Before You Lock!



The California Office of Traffic Safety (OTS) is asking drivers to not leave children in hot cars and check the back seat before you get out of the car.

By **Tim Weisberg,**  
*California Office of Traffic Safety*

**SACRAMENTO REGION, CA (MPG)** - The summer heat is here and that means it is even hotter inside the car. The California Office of Traffic Safety (OTS) is asking drivers to not leave children in hot cars and check the back seat before you get out of the car.

Tragically, 52 children died last year after being left alone in a hot car, a 21% increase from 2017 and the highest number in more than 20 years. Since 1998, more than 800 children have died from vehicular heatstroke.

"Cars are well insulated and rise in temperature quickly," OTS Acting Director Randy Weissman said. "Too many senseless tragedies have taken place because parents or caregivers either forgot, thought it would be okay to leave a child in the car, or gave a child easy access to get inside."

The temperature inside of a car can rise nearly 20 degrees in only 10 minutes. Even when it is only 70 degrees outside, the car temperature can reach triple digits in half an hour. A children's body temperature can rise five times faster than an adult, leaving children prone to heatstroke quicker.

Common signs of heatstroke include red, hot and moist or dry skin, lack of sweat, dizziness, nausea, confusion, as well as being grouchy or acting strangely.

The OTS encourages parents and

caregivers to take extra precautions to make sure a child is not left or forgotten in the back seat:

Never leave a child alone in a car, even if you are running a quick errand, the child is sleeping or doesn't want to get out; Make it a habit to look in the back seat before you leave the car. Keep a stuffed animal, purse, phone or wallet next to the car seat as a reminder; Check in with a spouse, child care staff or caregiver when there is a change in schedules to verify the child was picked up or dropped off; Always lock your vehicle and keep the keys out of reach. Teach your child that a car is not a play area.

Heatstroke prevention also applies to pets, who face the same risks for heatstroke when left in a hot car. Keep your pets safe by leaving them at home unless you need them with you.

If you see a child or pet alone in a hot vehicle:

Make sure the child or pet is okay and responsive. If not, call 911; Try to find the parents or pet owner. Notify security or use a business or shopping center's PA system to alert the car owner.

The OTS administers funding for traffic safety programs statewide with the goal of reducing crashes that result in deaths, injuries, and economic losses. The OTS is a department under the California State Transportation Agency (CalSTA). ★

"Higher education is a commitment, but it can truly benefit your life and the lives of those around you."

*Zainub Tayeb, Class of 2018  
Walnutwood High School Grad*

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**In the interest of public safety, we continue to update and refine our criteria and protocols on an ongoing basis.**

## How will I know if a PSPS has been called in my neighborhood?

Because extreme weather threats can change quickly, our goal is to provide notice through phone calls, emails and text messages to customers 48 hours in advance, again at 24 hours and again just prior to turning off the power for safety.

Updates will also be shared through social media, local news, radio and [pge.com](https://pge.com) until the time power is restored. To receive important outage alerts, update your contact information at [pge.com/mywildfirealerts](https://pge.com/mywildfirealerts).

## How can I prepare for a PSPS?

We advise you to think in advance about your family’s needs and how you might be impacted in the event of a power shutoff — or for any emergency.

- Do you have a personal safety plan for all members of your family, including pets?
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# ‘Green Lights Initiative’: Seeing the Light on Bulb Disposal

By David Dickstein

**SACRAMENTO REGION, CA (MPG)** - Recycling at home or work has become part of our daily routine, but one ubiquitous device that still raises questions over disposal is light bulbs. Do they go out with the normal trash? Get tossed in recycling containers? Do you save them for the next neighborhood e-waste event? The answers aren't easy, thanks in part to new technologies to Thomas Edison's illuminating invention along with society's growing environmental concerns.

A 60-day initiative to help raise awareness on how citizens and companies can properly recycle lighting devices launched on Aug. 20. The Green Lights Initiative is sponsored by LEDtronics, one of the largest U.S.-based manufacturers of LED products, and whose lighting has put a shine on Sacramento from a downtown comic book store to the passenger trains that roll through the downtown and Roseville stations.

Besides donating to Keep America Beautiful with a check purposely dated Nov. 15 to coincide with America Recycles Day, the Torrance, Calif.-based company is taking to social media, print and electronic media to get the word out. New and long-time supporters of proper lighting disposal will be urged to sign an online petition at Change.org.

“When my light bulbs



LEDtronics, one of the largest U.S.-based manufacturers of LED products, launched on Aug. 20 the 60-day Green Lights Initiative to help raise awareness on how citizens and companies can properly recycle lighting devices. Photo by Raffi Shubukian

burn out, where do I put them?” Being in the lighting business for nearly 40 years, we get that question a lot,” said Shaan Lodhie, LEDtronics’ chief operating officer. “Our company makes only LEDs, which are safe to dispose of in trash bins because they contain no hazardous chemicals. But that’s not necessarily the right option for environmental, safety and other reasons. When it comes to CFL and fluorescent bulbs, both of which contain small amounts of mercury, chucking them in the trash can or with the recycling isn’t wise for

intensified reasons.” LEDtronics’ donation to Keep America Beautiful will help the non-profit with its mission to “inspire and educate people to take action every day to improve and beautify their community environment.”

### Tips on Disposing Light Bulbs

When a real light bulb goes out, how great it would be if an imaginary light bulb appeared over your head to signal a bright idea for what to do next. With so many types of lighting on the market, even a single home or business

can have multiple ways to illuminate. Materials being shared through the Green Lights Initiative include a “how to” on properly disposing and recycling the most common types of light bulbs. Here’s a summary of tips by lighting category:

**CFL and fluorescent** – Small amounts of the toxic chemical mercury make these bulbs harmful to your health and environment. Simply tossing them in the trash is unwise, and in some circumstances unlawful. Because broken CFL and fluorescent bulbs are damaging to the environment if they enter landfills or the

water supply, more stringent and rigorous steps are required to dispose. A local home improvement store or recycling center might be able to take this work – and the bulbs – off your hands;

**LED** – Safe as it is to dispose of LEDs in trash bins due to an absence of toxic chemicals, recycling them is still the best option from an environmental and safety perspective. Better than tossing them in your recycling container, locate a recycling center that accepts LEDs, which contain reusable components;

**Incandescent and halogen** – Like LEDs, these types

typically contain no toxic chemicals. Disposing them in a trashcan or recycling bin is one solution, but a better one is handing them over to a recycling center. Because glass in incandescents and halogens shatters easily, wrapping the bulbs in recyclable packaging materials is also smart.

If you need help finding a recycling center that accepts bulbs, visit search.earth911.com or batteriesplus.com/t/recycling/Light-Bulb.

For further information on the Green Lights Initiative, visit LEDtronics.com/recycle ★

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By David Dickstein, Gold River resident

# 'Fool's Gold' Reunited and It Felt So Good

Finally told a classmate he never paid me the \$10 I won in a bet in 1980. Finally asked a teacher to explain the hurtful words she wrote in my senior yearbook. Finally confessed to a guy that he unknowingly helped me with the only time I ever cheated in school.

For those reasons and so many more, I loved my 40th high school reunion. So, to all the seniors of Rio Americano, Bella Vista and all our area's high schools, may your 40th class reunion be as wonderful in 2060 as mine was the other month in Orange County. That is, of course, if you have one. Talking to age peers among my various friendship circles, it's clear that the Los Alamitos High School class of '79 is the exception and not the rule when it comes to organized reunions. Perhaps people don't extend themselves as they once did, or social media has made staying in touch too cheap and easy. Whatever the reason, they're totally missing out.

One-sixth of us was there, and even though some of us didn't lose the weight we had hoped to, yours truly included, it didn't matter. Seeing classmates face to face – some more youthful than others, some we didn't recognize – was the proper way to celebrate the milestone anniversary.

The 1979-graduating Griffins of "Los Al," as our school is affectionately called, have always been a cohesive group, which is saying a lot for a class of 617 students. Every five years we've had a reunion, but nothing compared to our most recent gathering at a Newport Beach Marriott. Don't be too impressed by the address; the food was as lacking as the event staff. But where the venue fumbled, the reunion committee scored touchdowns.

An ambitious "Griffin Museum" in the back area had a vintage letterman jacket and cheerleader uniform

on display, dozens of smile-yielding photos and a tear-inducing tribute to the nearly 40 of us who are reunited in heaven. A basket of help-yourself Hot Tamales, the favorite candy of our most recent dearly departed, was one of countless nice touches throughout the reunion weekend.

Like every large public high school, we had our cliques – the brains, the jocks, the cheerleaders, the drama freaks, the goof-offs, the basket cases, the stoners and those who, for better or worse, intentional or not, didn't fit in anywhere. Forty years later, the labels came off. Girls who would never be caught having lunch together were sharing laughs and a bottle of wine at the same table. Two guys who I remember fighting in junior high exchanged hugs upon first sight.

It was a groundbreaking night for me, too. Taking a selfie with the hottest cheerleader and one of the most popular jocks would never have happened 40 years ago, even if smartphones existed back then. Although I was active and outgoing – being on the varsity tennis team, CSF (honor society) and school paper helped my status – never did I consider myself as "popular." Maybe my school cred would have been higher had I gone to a single dance, been in a fight or had a girlfriend who went to our school. Cue the air violins for what else I'll share with you: While many of my classmates were whooping it up at senior prom, I was faking smiles in a cowboy uniform while selling and taking tickets at Knott's Berry Farm.

Facebook has helped raise my profile with a lot of classmates since high school, but even so, I vowed to be Mr. Social at the 40th reunion. I wound up never dancing – some things never change – but I successfully mingled with those I once thought were too cool to hang out with back then. I wasn't expecting an ego boost, but many said they remembered me as being "a great

guy," "nice," "funny," "smart" and, yes, even "popular." Two lovely ladies confessed they had a crush on me. Best of all, Mimi, my wife of 28 years, was witness to most of the unsolicited and unexpected flattery.

Besides having a good time and making sure my beautiful date wasn't bored, my agenda for the weekend included getting closure with three people. I confronted the guy who has owed me \$10 since 1980, when I bet him that Ronald Reagan would unseat Jimmy Carter as president. He just laughed, never reaching for his wallet. It was my favorite teacher who wrote in my senior yearbook, "How can you be so opinionated, you're so young! What it portends is terrible." The comment always bothered me, so I asked her about it that night. When she told me it was over our political differences, I had to laugh. We both did, and since that night we're the best of pen pals. As for the friend who unknowingly helped me cheat in computer class, I confessed to retrieving a set of IBM punch cards he tossed in the trash that I used as the basis of my own program. Not only was he cool about it, he shared his own computer class confession about a vengeful prank done to a kid who ticked him off – something about rearranging the guy's IBM cards so that his program didn't work. Good times.

So much went right during reunion weekend, but I was wrong about one thing. I thought that the excitement of reuniting with old friends in person would be hindered by our active class Facebook page and the frequency of our get-togethers. Nothing could be further from the truth. I think I speak for all who attended Los Al's Class of '79 40th reunion when I say that each of us was a sight for sore and now-lens-correcting eyes.

David Dickstein is a Gold River resident. He can be reached at david-dickstein1@gmail.com. ★



Kay Burton

# Meet Ella and Bella of Gold River



Ella and Bella best of friends enjoying the dog days of summer.

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Kay Burton is a columnist and supporter of the SSPCA and other rescue groups. To share your Pet story with our readers Email: Kayburton1@com-cast.net. ★

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# The Congressional App Challenge

Submitted  
by Philip Norton

SACRAMENTO, CA (MPG) - The Office of Representative Ami Bera, M.D. is holding the 2019 Congressional App Challenge for middle or high school students. If you have a great idea for a new phone app or computer program you can sign up for the App Challenge.

The Competition Format will require the following: Code an Application; Create a demonstration video; Answer short essay questions; Register online. For a full view of the rules



Ami Bera

see <https://bera.house.gov/appchallenge>

All applications must be the original work of eligible middle or high school students who reside or attend school within the 7th congressional district; Students can participate

as an individual or with a team of up to four; Any programming language (i.e. C, C++, JavaScript, Python, Block Code, etc.); Any platform (i.e. PC, web, tablet, mobile, etc.)

The winner will be eligible to have their work featured in Washington, D.C. next spring and receive other prizes.

Submission Deadline: November 1, 2019

For more information please contact Ivanna at (916) 635-0505 or visit <https://bera.house.gov/appchallenge>

Source: Office of Representative Ami Bera, M.D. ★

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Serving Gold River and Sacramento County

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**By County Supervisor Sue Frost**

*Through the generosity of the Gold River Messenger, this column serves to provide an update about matters affecting the unincorporated community of Gold River.*

Last November, California voters went to the polls and voted overwhelmingly to reject the Local Rent Control Initiative (Prop. 10). I was one of the only local elected officials in our region who was publicly outspoken in my opposition to Prop. 10, and rejoiced when it was defeated. Apparently the issue did not die with Prop. 10, because its backers are trying a “redo” in 2020 with a modified version that is just as fundamentally flawed as its predecessor. Due to this, I want to take this opportunity to explain to you the history of rent control in California, how the 2020 version differs from the 2018 version, and why I am vehemently opposed to both versions.

Put simply, rent control is when the government tells property owners how much rent they can charge each year. Local municipalities were allowed to create any form of rent control they wanted until the state passed the Costa Hawkins Rental Housing Act in 1995,

## GOLD RIVER COMMUNITY UPDATE

### Rejected In 2018, Rent Control Still Won't Work in 2020

preventing rent control restrictions from applying to single-family homes, condos, or apartment buildings built after 1995.

Finding these limits too constraining, an effort was made in 2018 in the form of Prop. 10 to remove the 1995 law, in a move that would have once again allowed local municipalities, like Sacramento County, to pass strict rent control measures on new construction. The 2020 proposition is slightly different, in that it allows local municipalities to pass rent control on any building that was built over 15 years ago. This means that housing constructed in 2020 could have rent control imposed on it in 2035, housing constructed in 2021 could have rent control imposed on it in 2036, and so on.

Both propositions suffer from the same misguided notion that renters are better off with more rent control. Economists across the world, as well as anyone with a basic understanding of economics, understand that this is simply not the case. While rent control does help affordability in the short run for current tenants, in the long-run it decreases rent inventory and affordability, fuels gentrification, and creates blight in the surrounding neighborhood.

Rent control laws massively slow down home building, and in many cases landlords convert their properties to different uses entirely. The laws of supply and demand would

tell you that new housing construction is the key to keeping housing affordable, not rent control. Supporters of rent control should carefully review the rent control policies in areas like San Francisco and Los Angeles, and seriously ask themselves if they would consider either of those two cities affordable.

In places where there is a demand for more housing, a more effective policy is to simply build more housing. Instead of penalizing property owners, we should consider policies that offer tax incentives to property owners who keep rents low. And we should consider allowing housing projects to get the same environmental exemptions that sports facilities get.

I do not have all the answers; however, it is clear to me that we cannot continue to create policies that sound good on paper but actually make the situation significantly worse.

Thank you for reading – and as always, if you want to contact me call me at 916-874-5491, or e-mail me at SupervisorFrost@saccounty.net.

*Sue Frost represents the 4th District, which includes all or part of the communities of Citrus Heights, Folsom, Orangevale, Antelope, Rio Linda, Elverta, Gold River, Rancho Murieta, North Highlands, Carmichael, Foothill Farms and Fair Oaks and Rancho Cordova.* ★

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