

THE POMONA BULLETIN



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PARK COMMISSIONER.**

**WHAT IS GOING ON WITH
POMONA HOME VALUES?**



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WHAT IS KIWANIS?
(HINT: SERVICE CLUB OF THE YEAR)

**PROSTITUTION AND
HUMAN TRAFFICKING
POMONA IS TAKING BACK HOLT**

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From Pomona, For Pomona: The Leadership of Sonia Ballard



Sonia Ballard has worn many titles in her life—Parks and Recreation Commissioner, board member, fundraiser, community volunteer—but if you ask her which one matters most, the answer comes without hesitation: *mom*.

Raised in Pomona, Sonia's story is deeply rooted in the city she has called home for more than **35 years**. A proud graduate of **Pomona High School**, she grew up surrounded by the parks, neighborhoods, and people that continue to shape her commitment to service today. Alongside her husband **Francisco** and their children—**Elias** and **Paloma**—Sonia is *raising the next generation with the same love for Pomona* that guided her own upbringing.

In January 2025, Sonia was appointed **District 6 Parks and Recreation Commissioner** by District 6 City Council Member Lorraine Canales. It was a role that felt like a natural extension of the work she was already doing in the community. “*Parks and recreation are at the heart of the work I’ve been committed to*,” she explains, pointing to her long involvement with youth baseball at Ted Greene Little League.

“Becoming a commissioner allows me to help strengthen Pomona by representing community voices and advancing meaningful improvements to our parks, facilities, and recreational programs.”

What surprised her most after stepping into the role was the **balancing act**. **Community needs** continue to grow, she says, while **budgets** become tighter. Rather than discouraging her, that reality has pushed Sonia to think creatively. “*It’s created the need to be thoughtful, innovative, and impactful so our community can continue to thrive*,” she shares. Her focus remains on ensuring that Pomona’s parks are not just maintained, but evolving—*safer playgrounds, upgraded facilities, and welcoming spaces for families of all ages*.

One message Sonia hopes residents take to heart is simple but powerful: **Pomona parks belong to you**. *“Explore them. Enjoy them,”* she says. From neighborhood playgrounds to larger community parks, these spaces are meant to be lived in, celebrated, and protected by the people who use them.





Sonia's dedication to parks is inseparable from her family's deep involvement at **Ted Greene Little League**. **Francisco Ballardó** currently serves as **president**, while Sonia wears multiple hats as a **board member, secretary, events coordinator, and fundraising chair**. R

Their journey into leadership began with something very personal—their son Elias's love for the game. “*We saw the need, heard the call to volunteer, and our son's passion inspired us to step up and help move the program forward,*” Sonia explains.

What keeps her invested goes far beyond baseball. “What I love most about Ted Greene are the bonds formed between families, parents, players, and extended family,” she says. “When we say ‘**our Ted Greene family**,’ it’s more than a phrase. It reflects the lasting connections formed here.” Those relationships are visible every season, from the stands filled with cheering families to the friendships that extend well beyond the field.

Looking ahead, Ted Greene Little League has big plans. The league is working to bring its **softball charter** to life and expand its partnership with the **Pomona Valley Rojos Baseball Club**, creating **year-round competitive opportunities** that add value for local families. It’s growth with purpose-rooted in inclusion, access, and community pride.

Sonia is equally passionate about inviting others to get involved. Parks and Recreation meetings are held monthly at different community locations and are open to all residents. Upcoming meetings include **January 15 at Jaycee Park, February 19 at Ralph Welch Community Center, and March 19 at Ganesha Park**, all at 6 p.m.

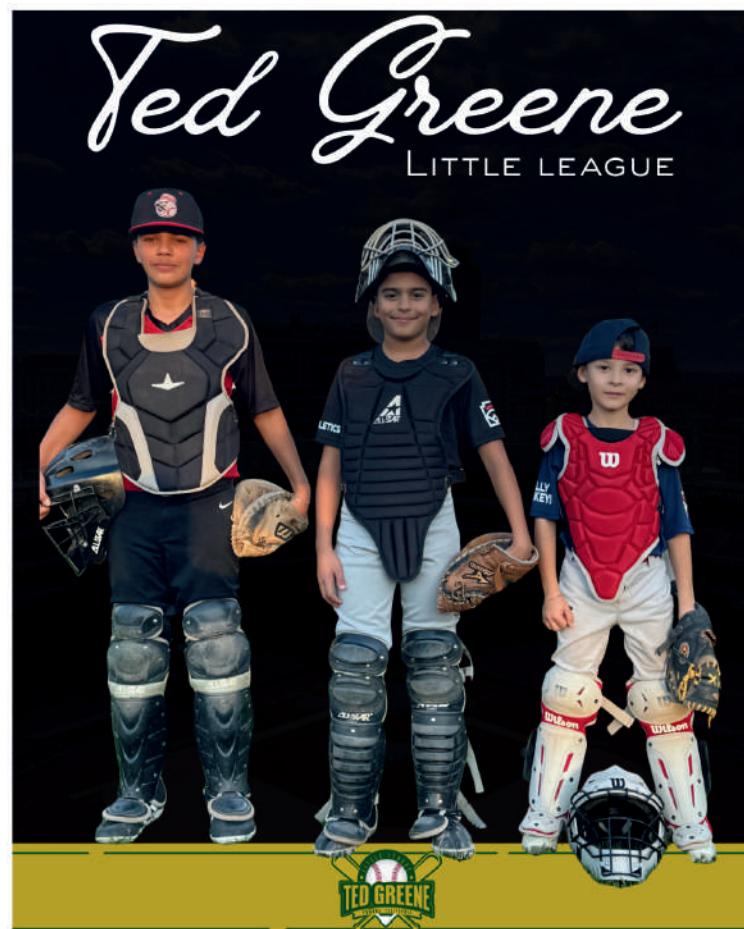
Ted Greene Little League is also welcoming new families, with open registration for the **Spring 2026** season for co-ed players **ages 4-15**.

When asked what makes Pomona unique, Sonia points to its people. “Pomona has a rich history as a melting pot of cultures, stories, and experiences,” she says. “That diversity has shaped it into the thriving city it is today.” It’s why she chose not just to stay, but to raise her children here—to pass along a sense of belonging and responsibility to community.

Her final message is a call to action rooted in optimism. “As Pomona continues to evolve, I encourage everyone to get involved—attend meetings, volunteer with a local organization, lend your voice,” Sonia says. “Our collaborative efforts are what make Pomona thrive.”

This spirit of collaboration and growth is captured perfectly on this issue’s cover, featuring three Pomona youth who represent the future of the community. From left to right:

Zackary Tovar, 12, returned to Ted Greene Little League in 2023 after starting in T-ball.



A **dedicated** and **respectful** athlete, he leads by example both on and off the field. *“Some of my favorite things about Ted Greene are the community and the park itself,”* Zackary shares. “I enjoy playing video games, talking with friends, and serving at Purpose Church.”

Jonah Gomez, 10, has played consistently over the past two years and serves as his team’s primary catcher. Known for being **kind** and **reliable**, Jonah takes pride in his role. *“Being a catcher makes me feel in control of the game,”* he says. Outside of baseball, he enjoys drawing and playing catch with his dad.

Elias Ballardo, 7, began playing at Ted Greene just shy of four years old and has been committed ever since. A **strong young catcher**, he practices beyond team time to sharpen his skills. *“I like how I’ve made a lot of friends,”* Elias says. When he’s not on the field, he enjoys camping, fishing, and playing MLB The Show and Fortnite.

Together, Sonia, her family, and these young athletes tell a larger Pomona story—one of **connection, commitment, and community pride**. It’s a reminder that the *heart of Pomona isn’t just found in its parks or programs, but in the people who show up, step up, and care deeply about where they live*.

How to get involved:

Sonia believes community participation is what keeps Pomona strong, and there are clear ways for residents to be part of that work.

Pomona Parks and Recreation Commission meetings are held once a month at rotating park locations and are open to the public. Community members are encouraged to attend, listen, and share their input.

Upcoming meetings include:

- January 15 at 6:00 PM – Jaycee Park
- February 19 at 6:00 PM – Ralph Welch Community Center
- March 19 at 6:00 PM – Ganesha Park

Attending a meeting is one of the best ways to learn more about what’s happening in Pomona’s parks and to help shape their future.

Families can also support youth sports by getting involved with Ted Greene Little League. Registration is currently open for the Spring 2026 season for co-ed players ages 4-15.

To register, visit www.TedGreeneLL.com and follow [@tedgreenelittleleague](https://www.instagram.com/tedgreenelittleleague) on Instagram for updates, events, and volunteer opportunities.

Community members who want to support Ted Greene beyond registration are encouraged to volunteer, attend games, sponsor teams, or help spread the word. Questions, feedback, and collaboration are always welcome at TedGreeneLittleLeague@gmail.com.

As Sonia often reminds us, Pomona thrives when its residents get involved. Whether it’s attending a meeting, volunteering your time, or cheering on local kids from the stands, every effort helps strengthen the community we all call home.

XXXXX SPRING 2026 XXXXX
XXXXX REGISTRATION NOW OPEN! XXXXX

Ted Greene

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LEAGUE AGE 4 (TURNING 4 BY AUG. 31)
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Pomona CA 91767



TedGreeneLittleLeague@gmail.com

TedGreeneLL.com

A Sweet Thank You to Pomona from the Kiwanis Club of Pomona



Gratitude is the word that keeps coming back to me when I think about this past year with the Kiwanis Club of Pomona. Thanks to the overwhelming support of our community, our See's Candy Store fundraiser was a huge success, raising over \$30,000. Every box purchased, every order shared, and every conversation had at that counter helped turn generosity into real impact for Pomona.

Serving as president of this club has been one of the greatest honors of my life. It means even more knowing that our work was recently recognized when the Mayor named the Kiwanis Club of Pomona Service Club of the Year at the State of the City address. That recognition belongs to every member and every resident who believes in showing up for this city.



We are intentionally building a club that reflects Pomona itself. Our membership includes city council members, business leaders, a superintendent, and other dedicated community leaders who all share one goal: creating a stronger, more connected Pomona. We don't just talk about change—we work together to make it happen.

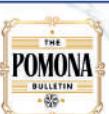
Our commitment is clear. We proudly provide financial support to our Key Club, investing in student leadership and service. We fund scholarships to help local students take the next step toward their future. And we are deeply committed to reunification trips that help siblings separated in the foster care system spend meaningful time together—because family matters.

If you've ever wanted to be part of something bigger than yourself, I invite you to join us. The Kiwanis Club of Pomona is proof that when a community comes together, positive change follows.



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HUMAN TRAFFICKING



I've lived in District 4 for 25 years, and I'm tired of pretending everything is fine on Holt when everyone who lives here knows it isn't. Our city has become far too comfortable looking the other way. Things have gotten so bad that a new store opened on Holt literally called "**SLUTS**", selling a "Starter Kit" of three "dancers" (outfits worn to look sexy on the street) and condoms for a hundred bucks. If that doesn't make you stop in your tracks, nothing will. This isn't edgy or funny—it's a symptom of a city that has allowed Holt to become a dumping ground for pain, desperation, and human trafficking.

And yes, the reality is complicated. I know some of the women out there say they choose this life, that it's fast money, that they're supporting families. I'm not here to judge them. But I can't ignore what I see with my own eyes. There are underaged girls. There are women who are out there because someone else controls them.

There are women who want out but don't know where to go. And as someone said at a Human Trafficking event at the Fox Theater last year: **no little girl dreams of selling her body on Holt Street when she grows up.**

That line lives in my head every time I drive through this neighborhood I've called home for more than two decades.

Meanwhile, kids at Village Academy—children walking to school—get propositioned by grown men. That should shock every single person in Pomona, but somehow it barely makes a ripple.

On December 10th, a small group of us finally said enough and met with Stephanie, the founder of Project Resilience. If you've never met her, she's the kind of woman who doesn't just talk—she shows up. She knows the girls by name.

And during that meeting, she broke down and cried. Not because she's weak—because she's exhausted. Because she's been fighting this fight alone for far too long while the rest of us assume "someone else" is handling it. She stood there telling five of us—five—that she needs help.





This city should be ashamed that she ever had to ask. Yes, city officials are passing legislation, and yes the Pomona Police are doing the best they can under the current budget restraints. However, as residents we need to be doing our part as well. This is not an easy one answer fix but we need to fix it!

And let me be crystal clear about something else: **Pomona is not the dumping ground for neighboring cities who don't want to deal with their own problems.**

We see what's happening. We see who's being pushed over our borders. And we are done accepting it.

That goes for the girls as well. If a woman wants out, we will stand with her. We will fight for her. We will connect her with resources and make sure she has housing, trauma care, and job training. But if she chooses to stay in this life, then she needs to understand: **Pomona is no longer the city where this continues.**

We are taking Holt back and we will not allow our streets to be the stage for exploitation anymore. Most of all, this message is for the **Johns**:

We see you. We are watching. We are recording.

There are cameras all over Holt.

Your license plates are being captured.

And the City of Pomona is sending letters to the registered owners of the cars showing exactly what you are doing. We have created a Facebook page where we will blast your information not just to the City of Pomona but to the City you live in.

If you think you can sneak into Pomona, exploit young women, and drive off unnoticed, you are wrong. Those days are over.

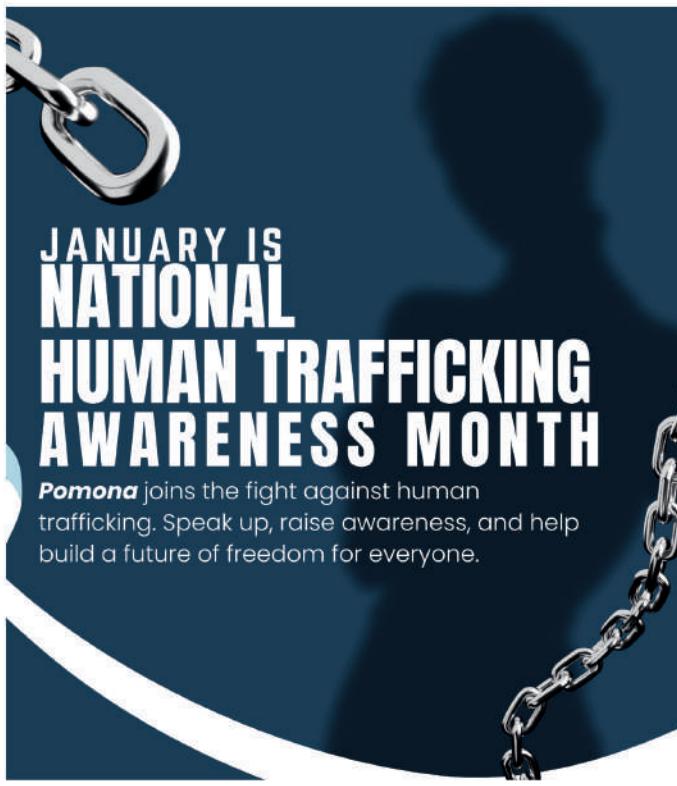
And now we move from talk to action.

On **January 31st at 1:00 PM**, we are gathering at **Garfield Park** to launch something bigger than a rally

We are launching a movement.

R





From Garfield Park, we will walk together down Holt as a community. We will carry signs. We will bring loudspeakers. We will blow whistles. And we will let every person on that street—girls, pimps, Johns, businesses, and the city itself—hear one unified message.

POMONA IS CLOSED FOR THIS TYPE OF BUSINESS.

This is not a one-day stunt. This is not a photo op. This is the beginning of a long-term, sustained, community-led effort to reclaim our city. Pomona belongs to its residents—not to predators, not to pimps, not to complacent city officials, and not to anyone who thinks Holt is a place to hide their shame.

We've waited long enough. We've hoped long enough. Now it's time to **do** something.

So join us at **1:00 PM on January 31st at Garfield Park.**

Be part of the movement. Stand with your neighbors. Help take back Pomona—one street, one girl, one act of courage at a time.

Pomona is taking back our city. And we're starting right now.



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INSTAGRAM ACCOUNT**



**SCAN TO REGISTER
FOR THE RALLY**

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Mitch treats you like a neighbor, not a number. His business is built on relationships—not transactions.

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Buyers trust agents who are invested in the community. Mitch's reputation helps buyers feel confident, which helps your home sell faster and for more.

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No one-size-fits-all approach here. Mitch creates a game plan that works for your home, your timeline, and your goals.

HE KNOWS POMONA

Mitch doesn't just work here—he lives here. With 25+ years in the city, he understands each neighborhood's unique vibe, history, and value.

HYPER-LOCAL PRICING STRATEGY



Mitch knows exactly what homes have sold for, and why. He combines this knowledge with decades of community connections to help sellers position their property at the sweet spot where it moves quickly and profitably.

DEEP COMMUNITY CONNECTIONS



From nonprofit boards to small business shoutouts, Mitch is rooted in the local network—meaning more buyers, more referrals, and more visibility for your listing.

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Mitch uses targeted social media, The Pomona Bulletin, the Pomona Rewards App, and local events to market directly to qualified buyers in the area.

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Mitch is a straight shooter. You'll always know where things stand—and he'll guide you through the process every step of the way.

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SCAN



Pomona in 2025: A Year That Proved the Market's Strength



As I look back on 2025, I feel genuinely proud of how the housing market performed here in **Pomona**—especially for single-family homeowners. This was a year that reminded us just how strong and resilient our local market really is.

Throughout the year, buyer demand stayed steady and consistent. Even with interest rates still part of the conversation, people continued to see Pomona as a smart place to put down roots. Homes that were priced well and prepared properly attracted solid interest, and many sellers were pleased with how quickly their homes moved once they hit the market. Pomona continues to offer something that nearby cities struggle with: real value, character, and opportunity.

One of the biggest trends I saw in 2025 was buyers widening their search areas—and Pomona kept rising to the top of their lists. Our neighborhoods, historic homes, tree-lined streets, and strong sense of community continue to stand out. Buyers are looking for more than just a house; they want a place that feels like home, and Pomona delivers that in a way that's hard to replicate.

Inventory remained relatively limited for much of the year, which worked in favor of sellers. With more buyers than available homes, many sellers found themselves in a strong negotiating position.

Homes that showed well and were marketed correctly often received multiple offers, reinforcing that preparation and strategy matter more than ever.

What 2025 made clear is this: Pomona is no longer a “secret.” Buyers recognize the long-term value here, and sellers who understand the market are benefiting from that attention.

If you’re a homeowner who’s been thinking about selling—or even just wondering what your home might be worth—I’m always happy to have that conversation. I believe informed homeowners make better decisions, whether they’re ready to move now or years from now.

You can reach me anytime at **BestPomonaRealEstateAgent.com**. I’m **Mitch Stein**, and I’m proud to serve the community I’ve called home for decades.



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