Stability and continuity has been the norm of St. Petersburg's political scene in recent years. Rick Baker recently wrapped up eight years in the mayor's chair. His successor, Bill Foster, promises to continue many of Baker's policies.

The present tranquility is a sharp contrast to the rough and tumble days of early St. Pete politics. Five of the first eight mayors lasted a year or less. Successors fared little better, with two being forced out by voters in recall elections.

St. Petersburg's co-founder, J. C. Williams Sr., lost his bid to become the town's first mayor. He ran on an "open bar room" ticket, which the voters rejected by a wide margin. Dejected by his loss, and recovering from a previous stroke, Williams died two months after the election. Winner David Moffett banned drunkenness and indecent exposure, and hit bar owners with a $100 license fee.

The early mayors would include a colorful group of movers and shakers, with outsized personalities, and exploits to match. They dealt with tough, divisive issues such as expansion of city limits, tourism, development, morality and waterfront parks - and sometimes made themselves a subject of controversy.

The city's baseball heritage can be traced to Mayor Albert F. "Al" Lang. Lang lured the Philadelphia Phillies to town in 1915 to begin St. Petersburg's run as a spring training headquarters. The bay front ballpark was christened Al Lang Field, later Al Lang Stadium, in his honor.

Lang was followed by the irascible Noel A. Mitchell, elected mayor in 1920. Mitchell originated the famed green benches, which would define St. Petersburg for decades. He also developed Mitchell's Beach, today's Madeira Beach. On a less positive note, Mitchell was recalled a year into his term following a wild liquor party held in the mayor's office. The police department was next door. Civic icon Walter Fuller related the incident in his book, St. Petersburg and its People.

Frank Fortune Pulver, mayor in the early 1920s, made his fortune by inventing chewing gum, and then vending machines to dispense his product. He later sold his interest to the Wrigley Company. In contrast to the freewheeling Mitchell, Pulver founded a "Purity League." He had bathing suit inspectors appointed "to protect the public from the wiles of the sea vamps," notes historian Karl Grismer.

Pulver also "stalked down Broadway in New York City attired from head to foot in white and attended by several beauty queens," according to Fuller. He was recalled after a year in office.

Abram Pheil built the landmark Pheil Hotel and Plaza Theater on Central Avenue. A compulsive fear of fire caused Pheil to build his theater backwards, with the screen in front by the entrance, so that the projector with its flammable film could be housed in a detached rear room safely outside the building. As mayor, Pheil led a campaign to widen and straighten Central Avenue, and fought for a city owned gas plant.

By Wayne Ayers Author, St. Petersburg: The Sunshine City; Photos provided by the St. Petersburg Museum of History
This newsletter is published by Griffin Productions, Inc. and is mailed to every occupied residence in Downtown St. Petersburg's zip code 33701. We are not associated with the City of St. Petersburg.

**PUBLISHER**
Bob & Becky Griffin

**ART DIRECTION**
Becky Griffin

**SALES**
727-517-1997

**CONTACT INFO**
P. O. Box 1314
Indian Rocks Beach, FL 33785
517-1997 ~ 517-1998 FAX
StPeteDowntownNewsletter.com

We would like to hear from you.
Is there something you would like to see included in this newsletter?
Tell us what you think at
bob@griffindirectories.com

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**OUR JANUARY ISSUE of the DOWNTOWN NEWSLETTER**

We publish similar newsletters in four other areas, Indian Rocks Beach, Madeira Beach, Clearwater Beach and Belleair.

We publish this newsletter four times a year, covering news and events of the immediate downtown area.

If you know of news or events or represent one of the community groups in the area, please contact us. We want to cover your news.

This newsletter survives on local advertising. Please tell your home suppliers such as pool companies, lawn care, electricians, etc about us. If you are a resident of zip code 33701 and advertise, you will receive a discount.

You can read this newsletter online StPeteDowntownNewsletter.com.

Read our Indian Rocks Beach, Belleair Area, Clearwater Beach and Madeira Beach Newsletters - BeachNewsletters.com.

**SEE YOU AGAIN IN APRIL!**

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**HAUNTED STREETS?**

As springtime approaches, the streets of St. Petersburg come alive with throngs of people drawn to festivals, parades, Spring Training, running events, and other outdoor activities. Few of these visitors however, know that underneath their feet lay the bones of the city’s earliest inhabitants - the Tocobaga Indians.

The Tocobagas lived near the waters of Tampa Bay and built huge piles of shells up to 30 feet high. On these mounds they constructed huts and lodges, worshiped their gods and in some cases... buried their dead.

As the city grew and expanded in the early twentieth century, these ancient shell mounds proved to be a convenient source of material for constructing roadways - whether they contained shells, pottery...or the skeletons of those long ago Tocobaga Indians.

Could this explain the reports of paranormal activity in St. Petersburg, a town built on the bones of these forgotten people?

*This and other tales of haunted St. Petersburg can be heard nightly on the St. Petersburg Ghost Tour, departing at 8:00 pm from the Full Monty Cafe, 119 2nd Street N., St. Petersburg. Call 727-894-4678 or visit ghosttour.com.*
This isn’t just our business.
It’s our neighborhood.

Smith & Associates acknowledges the uniqueness of downtown St.Petersburg and our new website is able to sing its praises. We have made investing in the best tools available in real estate our number one priority. That’s why our website has a wealth of information for St. Petersburg residents -- from the first-time buyers to seasoned homeowners. This year alone we have helped over 600 clients buy and sell their homes and recently we helped bring the Fresh Market to the neighborhood. Watch for details about the new store opening on our website!

OUR SELLERS BENEFIT...
• Individual website for all properties
• Syndication of your listing to over 20 National Home search websites
• Effortlessly search sold homes

OUR BUYERS BENEFIT...
• Dynamic Mapping Specific to Downtown
• Search Best Values
• Detailed Pinellas Neighborhoods & Downtown Information
• Luxury Homes Feature

www.SmithandAssociates.com
330 Beach Drive NE, St. Petersburg, FL
(727)342.3800

Smith & Associates Real Estate
Mortgage | Title
If you like to cook, or tour
The next Pinellas County Utilities
Maybe you can’t fight City
For only one week, during
They sponsor the Sixth Annual Tour of Kitchens on
A month. For more information, call 892-7233.
Program installs an average of 50 smoke alarms
alarms. In December, Asera Health Care presented St.
alarms will also be served. For tickets, call
beer samples will also be served. For tickets, call
Each house showcases a
eating and dedication to the department.
Mayor Rick Baker, Eddie Rodriguez, daughter Sasha, and
FIRE FIGHTER OF
Eddie Rodriguez was recognized by the
St. Petersburg Fire and Rescue as the 2009 Fire Fighter of the Year. Rodriguez is a 13 year veteran of the department, and works at the downtown 8th St. S. station. He was recognized for his leadership, work

KIDS, KUBS AND CITY HALL Maybe you can’t fight City Hall, but you can play baseball with them. Come celebrate the Kids & Kubs 80th Anniversary and watch them play ball against the Mayor, and his City Hall Stars. Their annual game is Saturday, February 6, 10am at North Shore Ball Park, Bayshore Drive NE at 8th Ave.

ST PETE TOUR OF KITCHENS If you like to cook, or tour people’s homes, join The Light House of Pinellas when they sponsor the Sixth Annual Tour of Kitchens on Sunday, April 18th, 2-6pm. Six of St. Petersburg’s most beautiful homes open their kitchens to some of the area’s most celebrated chefs. Each house showcases a chef serving one of their delicious specialties. Wine and beer samples will also be served. For tickets, call 544-4433 Ext 241 or visit LightHouseofPinellas.org.

ST. PETERSBURG DOWNTOWN NEWSLETTER

FREE SMOKE ALARMS The HomeSAFE Program targets households in St. Petersburg without smoke alarms. Sixty-five percent of reported home fire deaths occurred in homes with no working smoke alarms. In December, Asera Health Care presented St. Petersburg Fire & Rescue with a $500 check for the program, which installs an average of 50 smoke alarms a month. For more information, call 892-7233.

MOBILE COLLECTIONS The next Pinellas County Utilities Mobile Collection event, close to downtown, is Saturday March 6, 9am to 4pm at the St. Petersburg Home Depot, 2300 22nd Ave. N. Bring your lawn chemicals, left-over paint, fertilizer, fluorescent lights, computer parts and more. Visit www.PinellasCounty.org/utilities for a complete list, or call 464-7500.

MARKET MOVES IN MARCH For only one week, during the Grand Prix, The Saturday Morning Market will be located on Central Avenue. After that it will return to the Al Lang parking lot.

NEED ANOTHER COPY? The UPS Store at 200 2nd Avenue South has extra copies of this newsletter.
SPRING TRAINING means Little League is starting too. Northeast Little League, which plays north of downtown, is registering now for spring baseball and softball. Open to all kids 4-16, final registration is January 24th. Tryouts are January 25-29, with opening day on February 20th. You must live north of 5th Ave. N. and east of I-275 to play in this league. Sign up at the St. Pete Shorey Complex, 211 45th Ave. N. or online at SportsSignUp.com/NortheastBB.start. For more info, visit www.NortheastLL.com.

90 YEARS OF ROTARY The Rotary Club of St. Petersburg has a birthday in January. At 90 years old, they are the oldest operating Rotary in the state of Florida. The club, founded in 1920 by William Straub, who was a past mayor and editor of the St. Petersburg Times, is the largest civic club in St. Petersburg. They meet for lunch at 12:15pm every Friday at Orange Blossom Catering, 220 4th Street. Call 822-3277 to get involved.

LISA LING GUEST SPEAKER The Florida Holocaust Museum holds their annual benefit To Life: Shinning Light on a Better World, February 11 at the Mahaffey Theatre. This years special guest speaker is journalist and human rights activists Lisa Ling. The event is $150 per person and includes cocktails, dinner, a dessert and coffee bar afterwards. To make a reservation, contact Birgit Nessmann, 820-0100 Ext 251.

COLLEGE BASEBALL TOURNAMENT February 26-28, the Big Ten vs Big East Baseball Challenge will be played in various parts of Pinellas County including the Raymond Naimoli Complex and Al Lang Field. The three day tournament includes ten games a day beginning at 8am. See www.FloridaBeach.com for more information.

EIGHTH ANNUAL BATTLE OF THE MINDS is February 20. This fund raiser for the St. Petersburg Free Clinic, will be held at the Renaissance Vinoy Resort. It is an evening filled with gourmet food, fabulous auction items and fun. Participate in teams in a fast-paced interactive trivia game, competing for the coveted Mastermind Cup. This year is the Free Clinic's 40th Anniversary. Call Angel at 821-1200 x 114, StPetersburgFreeClinic.org.

CHILI COOK-OFF SUPERBOWL SATURDAY The Second Time Arounders Band is holding their Second Annual Chili Cook-Off at Ferg's Sports Bar, 1320 Central Ave., February 6 beginning at 1pm. This is a fun fundraiser for the band who is trying to raise money for their big Canada trip in 2011. Stop by, sample the winners and have a beer. The band is organizing for their 2010 season that includes marching in the Festival of States Parades. They have over 500 marching members. There are no membership fees and no auditions, either. New member orientation will be January 14th at 6pm at the St. Pete Yacht Club. If you miss that, just come to the Coliseum for their first rehearsal, Tuesday February 16th at 6:30pm. Call Joni Long at 450-7029 or register online at www.SecondTimeArounder.org.

OUR NEXT ISSUE IS IN APRIL Read this issue, as well as others, online at StPeteDowntownNewsletter.com.
Policing Downtown St. Petersburg

by Sgt. Gary Dukeman
St. Petersburg Police Department Special Events Unit,
(727) 893-7170, gary.dukeman@stpete

St. Petersburg’s combination of beautiful waterfront parks and ideal year round climate provide the perfect venue for many exciting community and cultural events. Special events are key to building a sense of community. Many provide opportunities for celebration and entertainment for people of all ages, while others raise awareness and much needed funding for local charities. St. Petersburg is fortunate to host many events for sports enthusiasts.

The St. Petersburg Police Department staffs a full-time Special Events Unit. The intent of the Unit is to ensure public safety, security and traffic control is as efficient and effective as possible for each event. An event must be carefully considered when planning police services for it. The majority of events originate outside the agency and the Police Department works in liaison with the organizers to provide a safe and successful event.

The Special Events Unit is responsible for planning, coordination, staffing, and management of events and circumstances outside those normally addressed by patrol and detective units. Known as “off-duty” jobs, they range from vendor requests to city or co-sponsored events. The city co-sponsors about 60 events a year that require off-duty officers, including parades, festivals, concerts, bicycle and foot races. The Police Department’s Special Events Unit, provides officers to work security and traffic control for many of these events.

The Special Events Sergeant participates in the city’s Co-Sponsored Event Committee, which includes key city department staff working with special events. The Special Events Unit also issues permits for parades, outdoor public assemblies, street closures and provides the administration of the department’s Police Reserve Unit. Permit applications can be found on the City’s web site at www.stpete.org/police/usb/special-events.html

The St. Petersburg Festival of States dates back to 1896. The 24th Annual National MLK, Jr. Drum Major For Justice Parade draws thousands of people to downtown St. Petersburg for a monumental celebration in Dr. King’s honor. Over eighty Tampa Bay Rays’ home games are played at Tropicana Field each year, and in 2008, the city was fortunate to host several post-season games including two World Series Games. In December 2008, the city hosted the inaugural St. Petersburg Bowl, and joined an elite group of 28 cities nationwide hosting a NCAA collegiate bowl game. The Honda Grand Prix of St. Petersburg has brought IndyCar racing to downtown St. Petersburg each spring for the past five years, drawing an estimated 150,000 people this last race weekend. The internationally recognized St. Anthony’s Triathlon brings nearly 4,000 competitors, while the city’s annual Fourth of July Celebration draws an estimated 100,000 people downtown to watch the fireworks show. If you like to experience local cuisine and entertainment, perhaps you’ve visited A Taste of Pinellas, Ribfest, or the Cajun Zydeco Crawfish Festival. Maybe you participated in the Susan G. Komen Race For The Cure, the Breast Cancer 3-Day Walk, or the Making Strides Against Breast Cancer Walk. The Special Events Unit coordinates off-duty police officers to work all these events.
Business Briefs...

JANNUS LANDING RETURNS Tony Amico, the majority owner of Jannus Landing for over 10 years, has plans for new downtown business. He hopes to re-energize the music venue and restore business the historic block. The plan includes bringing concerts back to Jannus Landing starting this Spring. Partner Jeff Knight will head up the concerts. In the meantime, the whole block is getting a face lift, but will still be about music, tradition and affordability. Once renovations are done, they hope to have a dozen or so concerts every month, ranging from country to blues to rock-n-roll. During this project, Detroit Liquors is being renovated, a new sushi restaurant called Pure Sake is opening on the north side, and Crowley's Restaurant is replacing Zurrito's.


NEW LOCATION Grand Kitchen & Bath recently moved from Central Avenue to 2600 4th Street N. Richard & Julie are enjoying the fruits of their labor: expanded showroom, new displays, and more sunshine. Stop by for coffee and let them show you around.

URBAN PORCH PARTIES The Downtown Neighborhood Association is holding a series of "Urban Porch Parties" events where residents can socialize and network. More than 100 people attended the October event at the Signature Tower, catered by Z Grille. Future parties include: Feb 10 at Bayfront Towers Top Floor, and Mar 10 at Hotel Indigo, 3rd Ave. N. Porch Parties tickets are $10 for members, $15 for non-members and include wine and appetizers. For tickets, visit StpeteDNA.org.

VOLUNTEERS NEEDED The Gift Shop at Bayfront Medical Center is primarily run by volunteers. They need more people to help. If you have the time, call Cyd Hendrick at 893-6878. They are opening a new shop, Bayfront Baby Place Boutique, soon.

CLOSED:
Fire Fish Shop - 3rd Avenue N.
Hurricane Pass Outfitters - BayWalk.
Ka Bloom Florist - 3rd Avenue N.
Tamiami Bar - 242 1st Avenue N.

MOVED:
Shapiro's Gallery - From Baywalk to 300 Beach Dr.
Good Night Moon - From Beach Dr. to 205 1st St. N.

NEWLY OPEN:
Keller Williams Gulf Coast Realty - 70 Beach Dr. NE.
Herman Home Store - Baywalk Downstairs, Suite 118.
ART NEWS

SALVADOR DALI MUSEUM  823-3767
www.SalvadorDaliMuseum.org

Gems at the Dali is a special exhibit featuring over 80 exquisite and rarely viewed pieces from the vault, including jewelry, paintings, drawings, glassware and 'objets d'art'. Jewelry designed by Dali in the 1940s and ‘50s is a highlight of the exhibition. This includes an interpretation of his famous “melting clock” as a gold and diamond broach. There are other rare gems from the collection, many of which have been in the vault for most of the 27 years, and have only been removed for a few special occasions. The exhibit runs through April 18.

MAINSAIL ART FESTIVAL returns to Vinoy Park April 17 & 18 MainSailArtsFestival.org.

CRYSTAL MIRAGE GALLERY - THE PIER  895-1166
New exhibit on hand crafted art glass perfumers plus the works of 150 other top American artists. The show runs through February.

GALLERY WALK
Held the second Saturday of each month. Most downtown art galleries stay open later on these nights. Some restaurants offer discounts, too. Dark - 9pm.

THE MOREAN ARTS CENTER  822-7872
719 Central Ave., MoreanArtsCenter.org
Babs Reingold: Hung Out in the Projects The experience of a young Jewish girl in a tough, unsafe world comes to life with Reingold’s signature constructions of human hair, organza, silk, and clothesline.

THE CRAFTSMAN HOUSE GALLERY  323-2787
www.craftsmanhousegallery.com
Recently was awarded the St. Petersburg’s Water Wise Award by creating an attractive and water efficient landscape.

MUSEUM OF FINE ARTS  896-2667
www.Fine-Arts.org
Major Shows:
The Baroque World of Fernando Botero through April 4. Visit their Web site for more shows and events

THE STUDIO@620, 620 1st St. Ave. S.  895-6620
Recently was awarded the highest score of any arts institution in the city by the Arts Advisory Board. They also have won a Creative Loafing, “Best of” award, every year since they opened.

Fernando Botero, The First Lady (1989) now showing at the Museum of Fine Arts
GROUP CEREMONY VALENTINE’S DAY

Once again, numerous couples will join together at the picturesque Florida Botanical Gardens in Largo, for a group wedding ceremony. It will be performed by Clerk of the Circuit Court, Ken Burke, on Valentine’s Day, Sunday, February 14, 2010.

This is the fourth year the Clerk’s Office is hosting this event. The Clerk’s Office is officially closed on Sundays, but romance doesn’t take time off, so Burke decided to still hold the event. Once again the single ceremony, uniting multiple couples in marriage, will be held in the Florida Botanical Gardens’ Wedding Garden, 12520 Ulmerton Road, Largo. The sculptures, mosaic artwork, topiary and rose gardens create a breathtaking setting nestled right in the heart of Pinellas County.

The Clerk waived the normal $30 fee to perform the marriage. Standard marriage license fees still apply. To participate, couples must sign up at any Pinellas County Clerk’s office by Monday, February 8, 2010.

The number of couples may be limited due to space. Marriage licenses must be applied for between now, and February 11, 2010, in order to participate.

The ceremony will be at 2 p.m. Couples will receive a special, commemorative Marriage Certificate, mailed within one week from the date of the ceremony with the official certificate of marriage.

For more information regarding the process, and locations to apply for a marriage license, contact Recording Services at 727-464-3008, or visit the Clerk’s website at http://www.mypinellasclerk.org. For more information about the Wedding Garden and/or the Florida Botanical Gardens, visit http://www.flbg.org

WATERFRONT CENTENNIAL CELEBRATION

In 1909, then Mayor William Straub and the City purchased land for a Waterfront Park. It was dedicated December of 1910. Now 100 years later, the City is planning to celebrate that asset by proclaiming 2010 to be the Waterfront Parks Centennial year. The celebration will include a year long series of events bringing the residents together to celebrate Staub’s vision of open water vistas and public parks. The first event was New Years Eve’s “Discover History in the Parks,” a treasure hunt, held during First Night.

The next event, Picture Your Parks Workshop will be January 30, 10 - 11:30am. Join professional photographer Jim Swallow and other special guests for a workshop that will help you get the most out of your digital camera. Visit the downtown waterfront parks, capture your favorite photographic images of the parks and send us your best photos.

Learn more about the planned events at www.StPeteParks100.org. This celebration is being organized by the St. Petersburg Preservation Society.

GREAT AMERICAN CLEAN UP

The nation’s largest community improvement program is March 20th. For 21 years Keep America Beautiful has staged this nationwide, volunteer based, community improvement program to clean our parks and beaches. Want to help clean up downtown, the Bay and area beaches? Put on your gloves and show up. There are many nearby locations. Go to KeepPinellasBeautiful.org for a complete list of meeting places. If you have a group over 10, please call 533-0402.
CANINE (NOT SWINE!) INFLUENZA

by Gretchen Sutton, DVM, Northeast Animal Hospital, www.northeastanimalhospital.com

Canine influenza, also known as "dog flu," is a recently identified contagious respiratory disease in dogs. This virus is an influenza A H3N8 virus, and though it originated in the horse, there is no evidence that this virus could affect humans.

What are the symptoms of canine influenza?
- Lasting cough and runny nose
- Lack of energy and loss of appetite
- Possibly low-grade fever

This virus can be spread from dog to dog the same way human flu spreads:
- Direct contact with an infected animal (kissing, licking, playing)
- Through the air (cough or sneeze)
- Contaminated objects (surfaces, hands, clothing)

Is your dog at risk for canine influenza? Does your dog:
- Get boarded at a kennel or go to doggie daycare?
- Visit a groomer, go to dog parks or meet other dogs when walking outside?
- Attend obedience training?

If this resembles your dog’s lifestyle, he or she may be at risk for canine influenza. Luckily, there is a new vaccination against canine influenza that is available at some veterinary hospitals, including Northeast Animal Hospital!

For more information regarding this virus, you can access the following websites: www.cdc.gov/flu/canine or www.avma.org/public_health/influenza/canine_bgnd.asp, which includes a link to a Podcast by leading Canine Influenza researcher, Dr. Cynda Crawford.

If you believe your dog may be suffering from the symptoms listed above or if you believe your dog could benefit from vaccination, please consult with your family veterinarian.

WINE, WINE & MORE WINE

When one is not enough… Three local organizations are hosting popular food and wine events this quarter.

Saturday January 23, is Bayfront On Vine’s Grape Gatsby at Bayfront Medical Plaza at 7pm. Enjoy tastings from the area’s most celebrated restaurants, premium wine and beers, a fabulous silent auction, and live music. www.BayfrontOnVine.org

Friday February 26, St. Petersburg Wine and Food Festival is in North Straub Park. Benefiting the American Lung Association of St. Petersburg, it includes chefs from many local restaurants and select wines. Jazz musician Les Sabler will perform throughout the night. VIP tickets include early admission and access to the VIP Lounge. VIP opens at 5:30PM. Regular Admission Tickets ($50) open at 7pm. www.StPetersburgWineAndFood.com.

Saturday March 6, The Abilities Food and Wine Tasting, is the largest wine tasting event in the Tampa Bay area. Held inside the Tropicana Dome, it includes dozens of area restaurants, hundreds of wines and a silent auction. Now in its 21st year, this event has raised over $3.2 million to support programs for people with disabilities. Open 6-9pm. $75 per person; $150 for VIP tickets, www.AbilitiesFoundation.com.
A NEW YEAR, A NEW MAYOR
by Mayor Bill Foster

Today - the first Monday I spent in the mayor's office - I had the pleasure of making my first visit to one of our public schools, Mount Vernon Elementary. Working with our youth is one of the most inspirational things I can think of doing as mayor, and today was no exception.

My message to these bright-eyed children was simple. Dream high, and achieve high. If you have an interest in something, go after it. When I was a youngster in school, I dreamed of being the mayor of my hometown one day. That day arrived January 2, 2010, and I couldn't be more excited.

At first glance, the job of being mayor of Florida’s fourth largest city might appear daunting. But St. Petersburg is in a very good position as we start the new year. We’ve got a great city staff, great neighborhoods and great citizens who work hard to make sure we are one of America’s best cities. I look forward to working in collaboration with everyone in our city to build on St. Petersburg’s successes and solve the challenges that lie ahead to move our city forward.

Public safety is one of these areas where collaboration is key. I have been working with Police Chief Chuck Harmon to design and implement a new model of community policing that taps into our resources in the community. In addition to our police officers, I plan to engage hundreds of city employees who are on our streets every day, collecting garbage, maintaining our parks, or repairing streets and sidewalks. Each one of these employees can be our eyes and ears to help keep our streets safe. In the same spirit, I would like to reinvigorate our crime watch program and actively engage as many citizens as we can to help protect our city. Crime is a community challenge that will require a community solution.

Through this same approach, we’ll tackle some of the other issues facing St. Petersburg in the new year. We’ve already started work on next year’s budget, and anticipate lower revenues when the numbers are released from the county property tax appraiser’s office. We will continue to engage the community regarding the future of The Pier as a community task force submits its recommendations for this iconic landmark. With the city’s strong commitment, we’ll see a recovery at BayWalk, with new tenants, events and activities. And as cold winter months approach, we will work together to develop a legal, compassionate and caring solution to our homelessness issues in St. Petersburg.

I couldn’t be happier to serve as the mayor of St. Petersburg. I look forward to serving our community, and I’ll be asking our citizens to join with me as we work to continue to make St. Petersburg a really great place for all of us to enjoy.
Restaurant News...

HANGAR ONE NEW RESTAURANT AT ALBERT WHITTED FIELD Steve Wesphal, owner of Parkshore Grill and 400 Beach Seafood is opening a restaurant and bar in the new Albert Whitted Airport terminal. It is scheduled to be open in the spring serving breakfast, lunch and dinner, with an option for late night live entertainment.

NEW OWNERS The Garden Restaurant at 217 Central Avenue has new owners. Tony Amico, the majority owner of Jannus Landing and surrounding buildings including the Garden, is undertaking a major renovation of the entire Jannus Landing block. In December, Amico exercised a buy-out clause in the Garden’s lease and sold it to Bill Edwards and brothers, Tommy and Vagelis Varlas. They plan to keep everything the same. The Garden is said to be the longest continuously operated jazz club in the area.

PACIFIC WAVE CLOSED Dan Smith closed his restaurant, at 211 2nd St. S. in October. In 2006, Pacific Wave was chosen as one of the Top Five Restaurants in the Tampa Bay, and the only one downtown, by the St. Pete Times’ Chris Sherman. Nothing has reopened there.

SUSHI ROCK Jouy “Joy” Techo is the new executive sushi chef at Sushi Rock Grill, 1163 MLK Street N. Jouy trained with Daniel Sung of KiKu Restaurant in Clearwater Beach, which was voted Best Restaurant of 2005, as well as Kinjo Sung in St. Petersburg. Sushi Rock will be adding a Sunday Brunch. Lauri Harris is the owner. Call 898-7625.

THE TABLE NOW ST. PETE BRASSERIE The Table has gone French. The restaurant at 539 Central Avenue, has a new name, new signs and a new menu featuring French brasserie staples. Brasserie is defined as “an informal French café that serves beer, wine and simple, hearty food.” It comes from the French word “brasser”, meaning to malt or brew.

RESTAURANT CLOSINGS:
437 Diner, 437 Central Ave.
Cafe Dolce, 2444 Central Ave.
City’s Cafe, 3238 4th Street N.
Johnny Rockets, Baywalk
Kork & Kleaver, 30 Beach Dr. (moved to 4th St. N.)
Limy’s Pub, 1492 4th St. N. (now Three Birds Tavern)
Louis Papa’s Cafe, 1530 4th St. N.
Milky Way Cafe, 204 2nd Ave. S.
Pacific Wave, 211 2nd St. S.
The Table, 535 Central Avenue (Now St. Pete Brasserie)
Zurito’s, 269 Central Avenue (Now Crowley’s Cafe)
More Restaurant News...

PRIMI URBAN CAFE HAS NEW OWNERS
Located at 27 4th Street N., it was bought by Saverio Macaluso, from Italy. He wants you to know that nothing is changing and George is still the main cook. Irene and Arno Von Waltzleben previously owned the cafe for 3 1/2 years.

DURTY NELLY’S MOVED
The popular Central Avenue Irish bar moved to 149 First Ave. N., next to The Atlanta Bread Company. New owners Stephen Smith and Mike Pestke, plan to bring some of the old ‘durty’ stuff with them, but this location will be much nicer. They will still have $2 pitchers of beer on Wednesdays and 25¢ beer on Thursdays, if you have a tattoo.

CASSIS AMERICAN BRASSERIE is under construction on the northeast corner of the Ovation Condo tower. They hope to open in March. The menu will be moderately priced, continental comfort food. Executive chef Jeremy Duclut recently won the title of Chopped champion on the Food Network show. They plan to open daily for lunch and dinner, week-end brunch, and offer light fares, coffee, ice cream and desserts during the day. In the future, a bakery and ice cream parlor will be added, serving fresh breads, pastries, cakes, ice cream and coffee drinks.

MORE NEW RESTAURANTS
Crowley’s Cafe, 269 Central Ave. (formerly Zurrito’s)
Nola Cafe, 300 Beach Drive, 498-8978.
Oasis Bistro & Lounge, Plaza Tower, 821-3846
Raga Indian Cafe, 312 Central Avenue, 898-2783
Gigi’s Italian, 5921 4th St. N., 526-2400
Three Birds Tavern, 1492 4th St. N. (formerly Limey’s Pub)
World of Beers, 5226 4th St. N.
**DID YOU PAY THE EMOTION TAX?**

Between sales taxes, income taxes, property taxes, etc., we’re all subject to some sort of taxation. Given the spending and programs/reforms that have just been, or may be implemented at the federal and state level, it’s likely that each of us will be facing an increasing tax burden. However, there’s one tax that many investors pay that is completely voluntary, and most of these investors don’t even realize that they’re paying it. That tax is the Emotion Tax.

If you haven’t heard of the Emotion Tax, don’t worry, we made the term up (although, I can’t say whether or not it’s been used by someone else in some context in the past). Nonetheless, the Emotion Tax is very real.

Multiple studies demonstrate that the average American Investor only captures about a third of their long term gains in the stock market. To make matters worse, they tend to capture a substantially higher percentage of the declines. Why is that? Think back to last March when the stock market was hitting new lows. Perhaps you or someone you know got scared and, despite having a well conceived long-term plan (as I hope you do), sold their stock holdings, or stock mutual funds, so they would be “safe” in cash. If you were among the unlucky few who sold at the exact bottom, you paid the Emotion Tax, which resulted in you missing the nearly 70% increase in market values that has occurred since then.

Of course, some might read this with a smirk because they “got out” before the March low. Maybe they liquidated back in October of 2008 when the S&P 500 was in the 800-900 range. Unfortunately for them, the S&P 500 is currently over 1,100.

So, they didn’t suffer the temporary emotional distress of seeing their unrealized losses as values plummeted in March. But, if they didn’t guess correctly and re-enter the market, they have also been a victim of the Emotion Tax, although the overall cost is a little less. That could leave them hoping for a correction so they can get back in.

Generally speaking, during a recovery we get several of these. We may well have one in our immediate future. Are those folks going to guess correctly and find the right entry point?

Guessing is NOT an investment strategy. Guessing is simply that, guessing. So there you have an example of the Emotion Tax - the cost to those who gave in to the “fear of loss” emotion and missed all or part of the recent recovery. But, there is another aspect of the Emotion Tax, the “fear of missing out” that we will cover in our next column.

With the potential for a variety of new taxes looming, we need to do everything we can to reduce our tax burden. The Emotion Tax is one tax that is quite voluntary - so let’s be sure to avoid it!

As always, we are here for you. Please do not hesitate to call or email if you have any questions.

Richard Bert, reb@roganfinancial.com,
Rogan & Associates Financial Planners
(727) 712-3400
www.financialplanningforlife.com
Securities offered through Rogan & Associates, Inc., Member SIPC.
Downtown Events
January - March

FIRST FRIDAY of each month, Central Avenue at 1st Street - live bands, food, beer, and wine, 5:30 - 9:30 pm. Feb. 5, Mar. 5, Apr. 2.

SATURDAY MORNING MARKET Saturdays 9 am - 2 pm, Al Lang Field Parking Lot, SaturdayMorningMarket.com.
ST. PETE SHUFFLE, www.StPeteShuffle.com Shuffleboard, Friday, 7 pm, 559 Mirror Lake Drive.
SUNKEN GARDENS www.SunkenGardens.org Yoga, Tuesday & Thursday, 10 am Orchid Festival March 21 Butterfly Festival April 11.
THE PIER www.StPetePier.com Salsa Dancing, Fridays, 9 pm Face Painting, Saturdays, 1 - 4 pm Saturday Fun, Saturdays, 1 - 4 pm Music Fest on The Water, Sundays, 1 pm Celebrity Critter, Mondays 1 pm Oldies But Goodies Dance, 2nd & 4th Wed., 12 - 3 pm.

WALKING TOURS
GALLERY WALK second Saturday each month Feb 13, Mar 13, Apr. 10.

JANUARY
16 MOVIES BY THE WATERFRONT, Family Flicks at The Pier, dusk, StPetePier.com.
16 MARK TWAIN TONIGHT, featuring Hal Holbrook, Mahaffey Theater 8 pm, MahaffeyTheater.com.
16-17 BUKLER'S CRAFT SHOW, The Coliseum, StPete.org/coliseum.
22-24 TAMPA BAY HOME SHOW, Tropicana Dome
22-24 GEM, JEWELRY & BEAD SHOW, The Coliseum, StPete.org/coliseum.
23 BAYFRONT ON VINE, Two Floors of Gourmet food and wine tastings featuring top bay area restaurants. Bayfront Medical Plaza 7 pm, 893-6148, BayfrontOnVine.org.
31 ELVIS AT MAHAFFEY, The Ultimate Elvis Tribute Artists Tour, Mahaffey Theater 7:30 pm, UltimateElvisTour.com.

FEBRUARY
6 KIDS & KUBS, VERSUS THE CITY HALL STARS including the Mayor, North Shore Ball Park, 10 am.
13 SUNCOAST CLASSIC RUN FOR KIDS, Starts at BayWalk, 825-1521, RunForKids.com.
20 A TRIBUTE TO RAY CHARLES, the Pop Series by the Florida Orchestra, Mahaffey Theater 8 pm, FloridaOrchestra.org.
25-28 GASPARILLA GYMNASTICS TOURNAMENT, Tropicana Dome.
26 ST. PETERSBURG WINE AND FOOD FESTIVAL, North Straub Park, $50 per person 347-6133, StPetersburgWineandFood.com.
27 CARE TO CURE CONCERT, Vinoy Park, Care2CureHD.com.
27 BIG BAND CONCERT, Harry James and the Andrews Sisters Tribute featuring Charly Raymond, The Coliseum 7 pm, StPete.org/coliseum.

MARCH
6 SPA BEACH SPLASH & KITE FESTIVAL 10 am - 4 pm, free, sponsored by The Pier Aquarium.
6 21ST ANNUAL ABILITIES WINE TASTING, $75 & $150 VIP, Tropicana Dome 6 - 9 pm, AbilitiesFoundation.com.
20 GREAT AMERICAN CLEAN UP, 8 am.
27 FESTIVAL OF SPEED, Exhibit North Straub Park, 10 am - 5 pm.
Superior Medical Care Right In Your Neighborhood.

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- Wound Healing

Frequently Called Numbers

- Main Hospital............................................. (727) 825-1100
- Central Scheduling................................. (727) 820-7000
- Appointments for Imaging or Sleep Disorders
- LifeHelp Nutrition and Diabetes Center (727) 820-7910
- Patient Information................................. (727) 825-1702
- Physician Referral.................................... (727) 825-1111
- Outpatient Rehabilitation ....................... (727) 825-1771
- Medical Records/Information.................... (727) 825-1418

In an emergency, dial 911.

St. Anthony’s Hospital
BayCare Health System

1200 Seventh Ave. N.
St. Petersburg, FL 33705
stanthonys.com