

CLEARWATER BEACH NEIGHBORHOOD

including Sand Key and Island Estates

Newsletter 20-25



CLEARWATER BEACH HOTEL A Place of Elegance

It was not elegant in the beginning. In fact, at first The Clearwater Beach Hotel, on the north end of Clearwater Beach, was not even a hotel. But would develop into the most elegant of all hotels on the Pinellas Beaches.

The hotel traced its roots back to a large house built by Mr E.T. Roux, a resident of Bartow, Florida, around 1914. It was for his personal use. He often said he made the mistake of inviting everyone he knew to come visit. After two years of "too much company," Mr. Roux converted it into a boarding house to accommodate his new-found friends.

At that time, few people lived on the barrier island. There was no bridge; the only way to get to the beach was by boat. By 1915, the Town of Clearwater had become a city with a population of about 3,000. A first business item was to build a bridge. Made from wood, locals called it "Old Rickety."

With the creation of a bridge, Clearwater Beach became a destination for both residents and seasonal tourists, filling his boarding house. But, the Great War in Europe (WWI) began. With little or no business during the war years, Roux rented the

house to the Army until the end of the war in 1918. During that time, the Army built several barracks between the house and the gulf. In the early 1900s, the small Southern College made its campus in Palm Harbor's majestic San Marino Hotel, built by Henry Plant. On January 21, 1921, the college burned down. Surprisingly, no one died. When Roux heard about the fire, he offered part of his beach house to the homeless college. They accepted, and moved into the abandoned army barracks.

But, just a few months later, the Hurricane of 1921 hit Pinellas County and the entire barrier island was flooded, including Roux's property. The student's parents rushed to the island as soon as the water receded, where they thankfully found all the students alive.

To make things worse, there was another fire in February 1922, which burned the barracks to the ground. After only one year of classes at Roux's hotel, Southern College moved to Lakeland, where it became Florida Southern College.

After a few more bumpy starts, a hotelier named Goodman Kelleher discovered the hotel in the mid-1930s. It was so deteriorated he referred to it as a "pretty old dump," but added 38 rooms before opening for the 1937 tourist season as The Clearwater Beach Hotel.

Although the wooden building always had an "old timey" look, it was elegantly appointed and professionally operated. It was THE place for important affairs and well-to-do weddings. It became the favorite place for banquets requiring evening dresses and gourmet food. It had an extended lounge with bay windows overlooking Mandalay Avenue. A spectacular chandelier hung in the entry way and the hallways were lined with historic pictures of Clearwater Beach. The hotel rooms had the feel of the Elizabethan Age. The wicker furniture and large fireplace are still cherished memories for today's old-timers.

In the 1970s, a group of business men, including Ed Hunter and Hall-of-Famer Stan Musial, were owners of the still active but aging Clearwater Beach Hotel. It remained that special hotel on the beach even as the new, modern concrete hotels started to appear - the Holiday Inns, Sheratons, Adams Mark, Ramadas and others. Then, condominiums started to pop up all over the beach.

As one City Planner put it, "there was a whole shelf in City Hall with elaborate plans for converting that old hotel into a high-rise." However, Mr. and Mrs. Hunter resisted all efforts to modernize and eventually bought out their partners.

In 1987, the Hunters invested in major renovations, keeping all the old world elegance and preserving some of the structure and many of the furnishings. Few people realized that this new-like hotel was one of the oldest buildings on the beach.

In 2005, the doors closed on the longstanding Clearwater Beach Hotel. Ocean Properties, a major Delray Beach hotel company, bought the property with plans to build a bigger, more modern hotel to be known as The Sandpearl Resort. The new 320-room hotel at 500 Mandalay opened in August of 2007, exactly 10 years ago.



CREDITS



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CLEARWATER BEACH NEIGHBORHOOD NEWSLETTER

Inside, you will find articles and local information about the nearby area inside. We call it a Neighborhood Newsletter because it is primarily about your neighborhood, Clearwater Beach. It is mailed to the entire 33767 zip code including Island Estates and Sand Key - a total of about 5,000 households - six times a year.

You can pick up another copy at the Beach Chamber Office, The Beach Rec Center, Island Estates Print Shack, Shorty's Gourmet Deli, Sand Key Realty or the Island Estates UPS.

We hope you enjoyed our newsletter. We want your input. Did you like this issue? What suggestions do you have for future articles? Call or email us with your comments, or take our online survey at beachnewsletters.com.

Thank you for reading,

Bob & Becky Griffin, 727-517-1997
bob@griffindirectories.com

SEE YOU AGAIN IN DECEMBER!

CITY NUMBERS

CITY HALL	562-4250
112 S. Osceola Avenue, clearwater-fl.com	
MAYOR OFFICE	562-4050
MAYOR - George N. Cretekos - Seat 1	
CITY COUNCIL	562-4050
Doreen Caudell - Seat 2 ● Bob Cundiff - Seat 3 ● Bill Jonson - Seat 4 (Vice-Mayor)	
Hoyt Hamilton - Seat 5	
CITY MANAGER	562-4040
William Horne	
ASSISTANT CITY MANAGER	562-4040
BUILDING PERMITS	562-4567
HUMAN RESOURCES	562-4870
PLANNING & ZONING	562-4567
PUBLIC SERVICES	562-4950
PUBLIC UTILITIES	562-4600
PUBLIC UTILITIES EMERGENCY	462-6633
CLEARWATER GAS	562-4980
SOLID WASTE	562-4920
PIER 60	462-6466
MARINA	462-6954
BEACH REC CENTER	462-6138
BEACH LIBRARY	462-6138
VISITOR INFO CENTER	442-3604
BEACH AQUATIC FACILITY	462-6020
POLICE NON-EMERGENCY	562-4242
FIRE DEPARTMENT	562-4334
POLICE HOTLINE	562-4080
NEIGHBORHOOD LIAISON	562-4554

CHAMBER OF COMMERCE	447-7600
429 Poinsettia Avenue, Clearwater Beach	
POST OFFICE ISLAND ESTATES	449-8732
SAND KEY PARK	588-4852
Shelter Reservations, PinellasCounty.org/park	
CLEARWATER AQUARIUM	441-1790
249 Windward Passage, Island Estates	
JOLLEY TROLLEY	445-1200
CLEARWATER YACHT CLUB	447-6000
830 Bayway Blvd S.	

CLEARWATER SAILING CTR	517-7776
CARLOUEL HOMEOWNERS ASSN	
Sue Williams, President 446-4471	
LITTLE LEAGUE	
John Murphy	813-486-4430
ROTARY, CLEARWATER BEACH	
Sharon Skinner	515-1532
CLEARWATER BEACH ASSOCIATION	
Beth Prast	859-802-6110
CLEARWATER GARDEN CLUB	
Maggie Caster	488-8705
ISLAND ESTATES CIVIC ASSOCIATION	
Mary Lau, President	813-335-6770
ISLAND ESTATES WOMEN'S CLUB	
Lynne McCaskill, President	430-1911
FRIENDS OF THE LIBRARY	
Anne Garris	446-4410
CLEARWATER HISTORICAL SOCIETY	
Bill Wallace, President	446-2676

PINELLAS COUNTY INFO	464-3000
COMMISSION OFFICES	464-3377
Dave Eggers, Beach/Island Estates	464-3276
Karen Seel Sand Key	464-3278

STATE:	
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Republican, District 20	
26133 US Hwy19 N. Ste 201, Clearwater	
Latvala.Jack.web@flsenate.gov	
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Republican, District 66	
8383 Seminole Blvd. Suite B, Seminole	
larry.ahern@myfloridahouse.gov	
Governor Rick Scott	
Rick.Scott@myflorida.com	

FLORIDA UNITED STATES SENATORS:	
Marco Rubio	202-224-3041
www.Rubio.Senate.gov	
Bill Nelson	202-224-5274
www.BillNelson.Senate.gov	

AREA UNITED STATES REPRESENTATIVE:	
Charlie Crist	202-225-5961
696 1st Ave N., Suite #203, St. Pete	
www.Crist.House.Gov	

CALENDAR OF UPCOMING EVENTS

OCTOBER

Stone Crab Season Begins	15
Clearwater Jazz Holiday	19-22
Stone Crab Festivals	20-22
Chalk Walk Beachwalk	20-22
Keep Pinellas Beautiful Cleanup	21
Library Book Sale	26-28
Blast Friday Funk Masquerade Party	27
Country Jubilee Heritage Village	28
Island Estates Clean Up	28
Johns Pass Seafood Fest	28-29
Clearwater Challenge Regatta	28-29
Halloween Boo Bash Spectrum Field	31
Trick or Treat Beach Library	31
Sea Turtle Nesting Season Ends	31

NOVEMBER

Property Tax Bills Mailed	1
Morton Plant Annual Golf Tourney	2
Tampa Bay Home Show	3-5
Clearwater Historical Society Fish Fry	4
Garage Sale Belleair Beach	4
Daylight Savings Time Ends	5

Beach Chamber Golf Tournament	6
Election Day	7
Veteran's Day	11
Taste Of IRB Indian Rocks Beach	11
Ribfest St Petersburg	10-12
3 Bridge Run	11
Visit Egmont Key Days	11-12
Christmas Under the Oaks	12
Festival Of Trees Long Center	13-14
Sadie Hawkins Day	15
Great American Teach In	15
Beaujolais Day	16
US Disable Sailing Championship CCSC	17-19
Dixieland Jazz Classic	17-19
Public Schools Closed	20-24
Thanksgiving	23
Turkey Trot Run	23
Black Friday	24
Small Business Shopping Day	25
Heritage Village Trees/Traditions Opens	25
Christmas At The Plaza Belleair Bluffs	30
Hurricane Season Ends	30

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Did You Know



MR. COUNTRYSIDE Bill Horne, Clearwater's City Manager, was recently recognized as Mr. Countryside of 2017. This is an award that recognizes significant volunteer contributions that Countryside residents

make to the area. Countryside is part of Clearwater and Horne lives there with his wife. Mrs. Countryside (shown here) is Kim Blackmore.

RCS FOOD BANK NEEDS DONATIONS RCS in Clearwater has seen a surge in food needs following Hurricane Irma. The food bank saw a 48% increase of households requesting food after the hurricane passed. Donations can be made by visiting RCSPinellas.org/Donate or by calling 727-584-3528. Religious Community Services is also looking for a few good volunteers in various areas to serve people and families who suffer from hunger, homelessness and domestic violence at the RCS Food Bank, the RCS Grace House, or the RCS Thrift Store. Fill out an application RCSPinellas.org or call 584-3528, Ext 407, and ask for Christi.

CHRISTMAS AT THE PLAZA The merchants of The Plaza are hosting their annual Holiday Open House Thursday, November 30th from sunset to 9pm. The Bayside Quartet (members of the Florida Orchestra) will be playing from 6-8pm, with Dr Scott Behler on the piano. Carolers from the Indian Rocks Christian School will be strolling the sidewalks. The event is free. Hors d'oeuvres provided by E&E Stakeout. There is limited seating so bring your own chair, just in case. The Plaza is located at 100 Indian Rocks Road, just north of West Bay Drive.

NEW BUS STOP Today, to catch a bus to the beaches or to the mainland—you have to sit in the hot sun. PSTA and City Officials are building a new covered stop on the Causeway Blvd., called the Clearwater Beach Transit Center. The location is on the north side of the causeway, east of the roundabout. The new bus stop will be carved into the area currently occupied by the sidewalk, and will be large enough to accommodate three buses at one time. It will be designed to be out of the roadway so as not to block west-bound traffic. Construction has begun.

VOTE The City of Clearwater has scheduled a special referendum election November 7, to continue the implementation of the "Imagine Clearwater" plan. A "yes" vote would allow the city to construct certain amenities on the city-owned parcels along the downtown waterfront and Coachman Park. These may include – playgrounds, boardwalks, benches, picnic tables, water fountains, plazas, a boathouse, and litter receptacles. A "no" vote would bar authorization of any such additions and keep the current city charter provisions without change. Please remember - vote on November 7th.




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BOOK SALE Friends of the Library are sponsoring a Book Sale October 26-28 beginning at 10am each day. It will be at the Main Library on the mainland. A special pre-sale is Wednesday, October 25 from 4 to 6pm with a \$10 donation. Besides the usual mixture of books, priced at \$2 and under, there will be a special section of collectible books priced at \$5 and up. There will be many frameable prints for sale, too at reasonable prices.

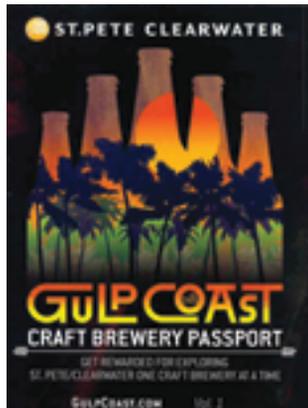


TROOPS AT THE YACHT CLUB Twice a year, the Clearwater Yacht Club hosts "Troops Reward." This free cookout, on the patio for men and women who are being deployed or who have just returned from service, will be 4pm November 8. Normally, about 30 families, which is about 125 people, attend. They are served burgers, dogs, chicken and ice cream, then play games supplied by the club. "It is our way of saying Thanks!" says Tom Brusini, CYC Club Manager. If you know of a deploying or returning military person, please contact the Club.

TROPICANA FIELD'S FOOTBALL BOWL'S NEW NAME ESPN and local bowl promoters have landed a new sponsor and a new name for our annual St. Petersburg Football Bowl. The annual college bowl game, held at Tropicana Field, December 26th, will be the Bad Boy Mowers Gasparilla Bowl. They have a three year deal with Bad Boy Mowers. "Even if we have another sponsor in the future, we will keep Gasparilla Bowl in the name for continuity," said local organizers. The game has had many prior names, such as The Beef-O-Brady Bowl, Magic-Jack Bowl and most recently The Bit Coin Bowl. The St Petersburg Bowl game has a TV audiences of about 2-million. Tampa's Outback Bowl Game, on New Years Day, has a TV audience of over 6-million viewers.

SANTA AND SUDS 5K Hosted by Running for Brews Clearwater it will be December 17th. FREE beer and Tony's Pizzeria pizza provided to every runner! Holiday costumes encouraged!

GULP COAST. Visit St Pete/ Clearwater, the Pinellas Marketing organization created a Passport-like booklet highlighting Pinellas's Craft Beer Breweries. They invite you to visit them ALL - from Tarpon Springs to South St Pete, many housed in unique revitalized warehouses and historic buildings. Their free Gulp Coast Craft Brewery Passport comes complete with maps, selected tastes, tour information and descriptions of all 33 breweries. Have your PassPort stamped at each brewery and mail it in for a special t-shirt. Order your free PassPort at www.GULPCOAST.com. It is not just a list of craft breweries - "It's an adventure!"



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Bar & Restaurant News

COCO CORONADO CAFE OPENS This new bar, owned by Peter Karamountzous, who previously owned Greek Town on the mainland, is open on Coronado. The sidewalk café with specialty drinks serves no cooked food. It is across from the big Surf Style building and next to the new Spring Hill Suites Residence Inn. Drop by for a drink.



BADFINS OPENS This new restaurant is on the beach side of the new Wyndham Grand and serves Mexican cuisine and a variety of craft beers. Enjoy inside and outside seating. The restaurant is not affiliated with the Wyndham Hotel. See their menu at BadFins.com or call them at 454-5591. They open daily at 8am.



TIME TO GET CRACKIN' AT COOTERS To celebrate the opening of stone crab season, Cooters Restaurant & Bar is hosting their 24th Annual Crab Fest Oct. 19-22. All are invited to attend! The four-day big tent party will kick off at 4pm Thursday, Oct. 19, and runs throughout the weekend, while supplies last. Cooters' special Crab Fest menu will feature fresh off the boat Florida Stone

Crab, King crab, Snow crab and Dungeness crab all deeply discounted, live music on stage, crab-themed merchandise and drink specials. This is a family friendly event with no cover charge. Full menu and kids menu will be available. Cooters is located at 423 Poinsettia Avenue, Clearwater Beach, ¼ block north of the roundabout. Valet parking is available. Call 462-2668 or visit cooters.com, for more information.

TACO BUS NOW OPEN Clearwater Beach has its own Taco Bus on the northeast corner of the new Edge Hotel, next to the sidewalk. This the ninth Taco Bus restaurant and offers a range of Mexican hand-held wrappers stuffed with beef, fish, or even fermented soybeans.

BASIMO NOW OPEN Basimo Beach Organic Café located on Baymont Street, opened a second coffee café in the Shoppes of Sand Key. They are more than just a coffee shop; they serve organic smoothies, light breakfast, and lunch sandwiches. Basimo is located in the south half of the shopping center. Drop in for their special blend of coffee, too, in a great beach atmosphere.

DEATH BY CHOCOLATE This annual delicious tradition of the Largo Rotary, is Friday, December 1 at 7pm at the Largo Community Center. The evening will feature mouth-watering delicacies and deserts created by the area's top restaurants. This chocolate heaven will tempt your taste buds, while holiday music will fill the air. This is one of the Largo Rotary's largest fund-raisers and helps fund their good works throughout the area. Tickets are \$20 in advance; \$25 day of the event, and are available by calling 587-6793.



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Bar & Restaurant News

TIME TO ORDER THANKSGIVING DINNERS

Let Maggie Mae's do the cooking. They offer to-go Thanksgiving Dinner's for pick up the day before Thanksgiving, after 3:30pm at their 2961 West Bay Dr., Belleair Bluffs location.



All dinners will be fully cooked and packaged so all you have to do is re-heat and serve. No mess. No fuss. Just good food! Place your order by November 20th.

All dinners include: Sliced Turkey Breast, Old-Fashioned Stuffing, Mashed Potatoes, Green Bean Casserole, Gravy, Candied Yams, Cranberry Relish, Dinner Roll and slices of your choice of Pumpkin Pie or Apple Pie. Dinner for one is \$17, for two \$32 and for four \$60 (packed family style) Maggie Mae's will be closed on Thanksgiving Day so that their employees can enjoy the day with their families.



THE REEF NOW CALLED BUMPA'S

The Reef on the south end of the beach, quietly changed their name October 1. It is now Bumpa's Fish Shack, but they have the same owners (the same ones that own the Brown Boxer)

and most of the same staff. It is the same great food in a more casual atmosphere, with lower prices. They recently opened a Bumpas Fish Shack in Tarpon Springs and have had such a great response from the locals, they decided to bring Bumpas to the beach, and changing the concept from the Reef to Bumpas Fish Shack. They will continue to have live music events and free parking. Find them at 735 South Gulfview, next to Brown Boxer.



CONGRATULATIONS RUSTY'S

Rusty's Bistro and Chef John at the Sheraton Sand Key were ranked the #1 Restaurant on the Pinellas Beaches by USA Today. Rusty's has won Zagat awards over the years, the Golden Spoon Award by Florida Trend and many others. Placing in the Top Ten were also Island Way Grill (#5), Salt Rock Grill (#9) and Frenchy's Rockaway Grill (#10). See the list at 10BEST.com/destinations/Florida.

CLOSED DAIRY QUEEN The Dairy Queen, located on the north end of the beach on Bay Esplanade, across from the North Beach Fire Station, closed last month.

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USING ALTERNATIVE ASSETS IN YOUR IRA

by Ray Ferrara, ProVise Management Group



Most IRA investments go into traditional assets like stocks, bonds, mutual funds, etc. Sometimes investors want to put in nontraditional assets. Nontraditional assets like collectibles (stamps, coins, art work, etc.) are not permitted. A small exception exists for some US gold and silver coins and for gold, silver, platinum, and palladium bullion.

Potential alternative investments include closely held stock, stock options, partnerships, LLCs, real estate, mortgages, etc. Most are illiquid and could cause some issues for those over age 70 ½ and subject to the Required Minimum Distribution (RMD) rules. It is best to not have 100% of the IRA in illiquid investments as the penalty for not taking the RMD is 50% of the amount that should have been withdrawn and the income tax on 100% of the RMD. Some investments may require additional cash either from contributions or earned income.

Let's take real estate because at a minimum the carrying costs would include taxes, insurance, maintenance, etc. and without sufficient cash flow could lessen the value and/or force a sale. From a tax standpoint, the IRA cannot use depreciation and will not receive favorable capital gains tax treatment as all of the money comes out as ordinary income, unless it is a Roth IRA. Unlike private ownership of real estate, the IRA cannot generally borrow in most situations and thus loses the power of leverage.

There are prohibited transactions, which the IRS deems to immediately liquidate the IRA, which could cause not only income taxes to be paid but if under age 59 ½ then a 10% non-deductible excise tax. As an example, you can't buy or sell assets to or from yourself, borrow money, or lease assets owned by the IRA, have investments where you have a controlling interest, etc. The IRS does not want you to use the IRA for self-dealing. We strongly urge you to seek the advice of your financial, tax and legal representatives. Do not rely on the assurances of anyone promoting or selling alternative investments as it could be dangerous to your wealth.

Not all custodians/trustees of IRAs will accept non-traditional assets as investments. Generally, you will need to reach out to a specialty group to hold these assets on your behalf. Please give us a call for a complimentary meeting if you would like to discuss the use of alternatives in your IRA.

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Bar & Restaurant News

WESTSHORE PIZZA WEATHERS THE STORM

The crew at Westshore Pizza went to inspect the store the day after the hurricane. "We went by the shop on Tuesday morning just to see if it was OK," says co-owner Denise. "We had the doors wide open and a guy walks in asking for coffee. We had a generator, so we made the guy some coffee. Before we knew it, we had a dozen people—residents and power company employees asking for coffee, then food. Our ovens run on gas, so we fired them up and made pizza and sandwiches with anything left the cooler.



For four days, we cooked. We gave away food, drinks, beer and wine. We did not charge anyone. Some left donations, but we were just happy we had no damage.

BAYSTAR RESTAURANT GROUP FEEDS LINEMEN

After Hurricane Irma, Frank Chivas, primary partner of the Baystar Restaurant Group (Marlin Darlin's, Salt Rock Grill, Island Way Grill, Marina Cantina, and others) had the idea of providing bag lunches to the crews working to restore the area's power. He called his various restaurant managers who quickly prepared 750 lunches. Then around 5:30am Monday morning, when the storm had moved out, Frank gathered the lunches from his restaurants and delivered them to the crews. It took some doing, but Baystar Restaurant Group got it done.



FLORIDIAN CAFE NOW SPEGGTACULAR

The somewhat new Floridian Beach Café, on the south end of the beach, has undergone some changes. Now called Speggtagular, The Floridian Beach Cafe merged with Speggtagular, a breakfast and lunch restaurant that has another location in Largo. The Clearwater Beach restaurant will be reopen later this month.



Ernest Utegaard, the owner of the Floridian Beach Cafe, and Emmanuel Goufas, the owner of Speggtagular, decided to partner up to create Speggtagular's second location instead of re-opening The Floridian Beach Cafe after hurricane Irma.

They still only serve breakfast and lunch. Find them at 770 South Gulfview, next to Caesar's On the Beach.

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PEOPLE HELPING PEOPLE - THAT'S THE TRUE HURRICANE IRMA STORY

On Saturday, September 10th, Hurricane Irma, took aim at Pinellas County. By Monday, the storm was north of the Tampa Bay, but it had left its mark on the Belleair area and Pinellas County.

The highest reported area winds were around 65 MPH, more than enough to cause an evacuation of the barrier islands, topple thousands of trees, bring down miles of power lines and close hundreds of businesses.

"We dodged a bullet," says Clearwater Mayor George Cretkos. "Inspections after the storm showed that Clearwater's municipal buildings were basically unscathed from most structural standpoints. So were most of the commercial buildings and hotels along our beaches."

78 percent of Pinellas households were without power for multiple days. Many parts of Clearwater had no power for over a week. It was interesting the things that people missed the most, post-Irma. Electricity, ice, gas, Internet, cell phones and COFFEE! Coffee was high on that list.

Many people rose to the call and worked to restore our lives. Utility companies—Duke Power, Frontier Communications, Spectrum Cable--showed up with an army of trucks. The police, sheriff, fire and EMS were out in force. But, there were many examples of people helping people. People who were not being paid came to the aide of their fellow neighbors.

Here are just a few of those stories...

PUBLIX ON SOUTH FT. HARRISON

donated a large quantity of perishable food before and during the storm to The Town of Belleair's Emergency Command Center workers who needed food to keep going.



THE DOYLE FAMILY, who now owns the Biltmore Golf Course facility, opened up their construction site to provide a staging area and much needed sand to fill over 1,200 sand bags.

CITY OF LARGO When the City hit a few roadblocks trying to secure supplies for working employees and first responders, local businesses donated including: The Amish Country Store, CIS Services, Frida's Café and Bakery, Mugs Sports Bar and Grill, Pal Joey's, Publix Grocery, Safeway, Starbucks, Tailgators Sports Bar, Target, Tijuana Flats and Walmart. Largo Medical Center opened their parking garage to Fire, Police and Community Development vehicles giving the city the ability to stage recovery vehicles for immediate response after the storm. The Town of Belleair, welcomed Fire Station 43 personnel to relocate to their Public Works facility a Cat-5 structure. Pinch-a-Penny opened their Cat-5 warehouse to recovery employees. When gas was limited, Wawa reopened their pumps for City vehicles. It takes a community working together to weather a storm. The generosity of these businesses and residents, allowed the City to provide necessary services to its citizens

LARGO HIGH SCHOOL

Principal Bradley Finbiner did not really know how many people to expect. He had workers lined up - a school staff of five in the cafeteria, five from plant operations, five from administration and others when the first evacuees showed up like clockwork at 6am. Eventually about 3,800 people came to the School to escape the storm



First, they filled the gym, then the hallways, then building #2, then the Research Center (Library) and then some classrooms. They stayed for about two days and received hot meals from the school's staff.

When workers began to be overloaded, Finbiner emailed other school employees to ask if they could help. Six more showed up. Even the evacuees pitched in to help, moving furniture and emptying trash cans.

NORTHSTAR BANK had power restored by Tuesday, long before many other. People came in to charge their cell phones. "We offered everyone coffee," says Christina Dickson, branch manager. "One guy asked if he could use our board room to set up his small business. We said, "Sure. Why not."

POLICE RECRUITS The Clearwater area had dozens of police recruits and community liason officers who went out and provided a variety of services to the Clearwater residents.

FIRST BAPTIST CHURCH OF INDIAN ROCKS BEACH

on Walsingham Road is not an official evacuation center, but they had communicated to church and school employees they, and their families, were welcome to stay in their large, hurricane proof facility. They also volunteered it to First Responders and their families, too. Soon, the word was out. Members and non-members alike began showing up at their door. In all, 1,500 people, with 400 pets, made their way to the church. Evacuees braved the wind and rain to help new arrivals bring their suitcases and animal crates inside. Everyone received hot meals, played games and made the best of it.



PUBLIX GROCERS closed at noon on Saturday and reopened Monday. All the food was fine thanks to a commercial generator. As soon as they opened, people started drifting in, "Do you have any coffee?" "Can I plug in a cell phone?" Store Managers set up FREE coffee tables near the front door and served hundreds of cups. They also allowed people to charge their phones while they shopped.

"A resident came in to buy several hundred bottles of Gatorade," recalls one store manager. "He and his son had collected neighborhood donations to provide drinks to the army of power company employees." The manager and Publix employees contributed to the Gatorade fund.

THE SUNCOAST SEA CADETS,

an area Navy / Coast Guard sponsored youth program, went into the neighborhoods after the storm to help the Clearwater Garden Club clean up trees and debris.



27TH SUNCOAST JAZZ CLASSIC

Hosted on Clearwater Beach November 17-19

The annual Suncoast Jazz Festival is November 17-19, on Clearwater Beach. The festival spans five simultaneous indoor venues and ballrooms between the Sheraton Sand Key and Marriott Sand Key, with bands rotating hourly, day and night. Dedicated Jolley Trolley lines allow attendees to freely ride from property to property to hear the various entertainers.

The festival will present over 20 bands and guest artists from both Tampa Bay and nationally. The majority of the regular festival attendees and sponsors are drawn from around US, Canada and international locations. A grant from the City of Clearwater has made it possible to extend jazz festivities for the public all week long around the City of Clearwater.

Dance floors are available near the musicians for dancers who enjoy their music doing the Lindy Hop or East Coast Swing. On Friday night, one ballroom has a larger swing dance floor for the Swing Dance Party from 7 PM to midnight, which begins with an hour of instruction by the Swing Time Dancers.

Festival bands are highly entertaining spanning traditional jazz, big band, swing, zydeco, banjos, rockabilly and more.

November 15th, the Festival and the Central Park Performing Arts Center present Louis Prima Jr. (separate ticket required).

Youth bands from area High Schools will also perform in accordance with our support of area youth musicians. As a 501(c)3 organization, the Festival provides substantial scholarships and educational events benefiting young musicians in our community.

Daily tickets are on sale now starting at \$40. Three-day tickets are \$125. Student tickets are available for \$10. For information or to purchase tickets, visit our web site at suncoastjazzclassic.com or call (727) 248-9441.

BLOOD DRIVE

The Clearwater Beach Neighborhood Newsletter's next Blood Drive will be at The Clearwater Beach Marina, Friday November 3rd. The Big Red Truck will be parked at the Marina Building from 11am to 4pm.

This is the fourth Newsletter Blood Drive, with 57 people donating blood, which may have helped as many as 156 people.

Those donating November 3rd might win a \$500 grand prize drawing, but only if you mention this Newsletter when you donate.

Every donor will receive a discount certificate to: Crabby Bill's Seafood, Double Eagle Fishing Charter, Harbor Barber, Sand Key Florists, The Bait House, Starlight Majesty, and more. Everyone also gets a free OneBlood Tervis Tumbler, and a wellness check-up, which includes blood pressure, temperature, iron count, pulse and cholesterol screening. You also get the opportunity to help save lives.

But, when you mention this newsletter, you will be added to the grand prize drawing. The grand prize includes a One-Night-Stay at the Hilton, \$100 from Baystar (Marina Cantina), the Recipes of the Best Beach Restaurants Cook Book (\$20) and gift certificates from all the companies listed above.

Plan to be there November 3rd. If possible, please register in advance at www.OneBloodDonor.org.



THE 36TH ANNUAL JOHN'S PASS SEAFOOD AND MUSIC FESTIVAL

The 36th Annual John's Pass Seafood and Music Festival, a Fall favorite, is Thursday, October 26th through Sunday, October 29th at John's Pass Village and Boardwalk in Madeira Beach. Noted as one of the country's largest Seafood Festivals, it brings four days of scrumptious, locally-sourced seafood, live entertainment, and artistic and beach lifestyle vendors. Monies raised will be donated, in part, to several community charities including area schools, the Lupus Foundation and the American Heart Association. This is a community event and volunteers are always needed. Please visit the website to for volunteer inquiries and registration.

The centerpiece of the Seafood Festival has always been the seafood. The Festival includes seafood vendors from across the Southeast, including outstanding local seafood restaurants. In recent years, the Festival introduced cooking competitions. Awards were bestowed for "Best Grouper" and "Best Seafood Dish" by local celebrity judges. This year there will be a Junior Chef Competition in which area high school culinary students will compete. This will be the second year for that competition and also ties in with bring our young chefs together with some of the areas best establishments.

The festival is always timed with Halloween festivities and is host to Tampa Bay's largest Halloween Block Party with \$5000 in prizes on Friday night and a Children's costume contest at 3 pm on Saturday. Trick or treating will be offered to kids 12 and under on Saturday & Sunday from 1 – 6 pm; look for the orange pumpkin throughout the shops within John's Pass Village and Boardwalk. New this year will be a Kid's Zone located upstairs along the balcony beside the Alligator Attraction. There will be balloon artists, face painting, arcade games and an opportunity to get up close and personal with a gator.

Saturday at 6 am, for those fisherman that enjoy catching their own seafood, there will be the opportunity to participate in the annual Battle at the Pass Fishing Tournament (Inshore and Nearshore) hosted by Anglers Armory. This is a catch and release tournament. Weigh ins begin at 3 pm with awards at approximately 5 pm. Hosts for Military personnel are being sought through the "Take A Hero Fishing" program where McDill service men and women are given an opportunity to participate on boats having space. Visit anglerarmory.com.

Saturday is also the Johns Pass Seafood Fest 5K inaugural run at 8:30 am with registration starting at 6:30 am. Runners may register at www.racehawk.com. Runners will receive a \$5 discount coupon for the festival.

Sunday we will once again attempt to break the World's Largest Bloody Mary Toast, which for the past several years we have won, only to be challenged again by Milaege's Great Lakes Farmers Market in Caledonia, Wisconsin. They broke our 2016 record of 1300 with 1967 "toasters". Our goal this year is over 2000 raised glasses on Sunday afternoon at 1 pm at the main stage. Participants must be 21 to toast, but everyone is welcome to cheer us on – so bring your friends, family and anyone else to help us regain the title of the Largest Bloody Mary Toast on the Planet. Plan to arrive early to avoid parking delays.

Parking is always a concern so if you can take public transportation such as the trolley, ferry or Free Beach Ride it would be greatly advised. There will be limited parking available at the John's Pass for \$20 for the day at the parking garage and in the back lot. There will also be parking and ferry service available from the Madeira Beach Marina on the Tom Stuart Causeway for \$20, which includes the ferry and \$10 parking from the Madeira Beach School, which includes a shuttle service.

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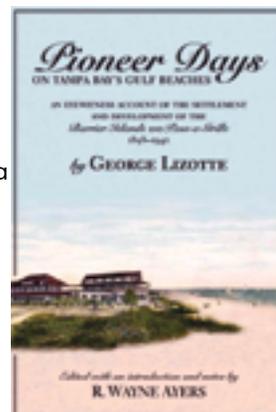
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BOOK GIVES AN EYEWITNESS ACCOUNT OF EARLY BEACH LIFE

By Wayne Ayers

As the editor of the new book "Pioneer Life on Tampa Bay's Gulf Beaches," I have become intimately involved in this firsthand look at our beaches' past, as told by George Lizotte, a Pass-a-Grille innkeeper.

Lizotte told his story in a series of articles he wrote for the Gulf Beach News in 1940. He was 79 years old at the time, and his tale covers the local beaches, beginning at Pass-a-Grille in the late 1800s. At that time, he and pioneer Zephaniah Phillips were the first settlers in the area.



Among the many tales of early life on the beaches told by Lizotte is a dramatic scene during the great hurricane of 1921. He gives a hair-raising account of swimming through his hotel, dodging the furniture floating about him, and the collapsing walls crashing in.

Along his life journey on the beaches, Lizotte encounters a lively cast of characters, including famous fishing guide George Roberts, who reportedly skipped his wedding night to fish. He told his bride-to-be, "Lady, you can get married any time, but you've got to catch these tarpon when they're biting."

Silas Dent, the hospitable hermit, caught stone crabs using his toes as bait, and captured crabs and rattlesnakes with his bare hands.

Steamboats provided the only transportation to Pass-a-Grille and the beaches, and the visitors arrived from St. Petersburg and Tampa and points beyond in regularly scheduled routes. Lizotte describes the ruckus created when the first car arrived (brought over by barge), a never before encountered scene on the beach strip.

Lizotte goes on to witness the beginnings of St. Petersburg Beach, Treasure Island (first known as Coney Island), and Mitchell's (later Madeira) Beach.

He concludes his eyewitness account of the beaches past at Indian Rocks Beach, where he devotes an entire chapter to "The Rocks" first settlement as "a land of fishing camps." Mr. and Mrs. Stanley, "genial hosts of the Indian Rocks Inn," are lovingly portrayed by their good friend George Lizotte.

I have been privileged, as editor, to work closely with my wife Nancy, and with the University of Tampa Press, to bring George Lizotte's story of Pioneer Life on Tampa Bay's Gulf Beaches to life as a book.

Tampa Bay Magazine termed Lizotte's eyewitness account "a fascinating read." I, and others, have found that to be true. The book is a "one of a kind," said Raymond Hinst of Haslam's Book Store in St. Petersburg. He added, "There's nothing else like it."

"Pioneer Life on Tampa Bay's Gulf Beaches" by George Lizotte. Edited by R. Wayne Ayers. Published by University of Tampa Press. The book is available at Crabby Bill's, Heritage Village, Indian Rocks Museum, Florida Botanical Gardens gift shops, Haslam's Book Store, Barnes & Noble Tyrone, and is also on-line at Amazon.com and UTpress.UT.edu.

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HARVEY & IRMA, CAUSE TO REFLECT

By Tom Smith Owner of GHD Construction Services

Now that our second grandchild has arrived and lives in Belleair, my wife Linda has decided that we need to move closer to the kids. Okay, I'm game, as I enjoy working with Linda designing a new home for us. It's a fun process, so we'll begin searching for another site closer to the kids.

In my MLS search, I came across many existing homes with beautifully remodeled expensive interiors, but unfortunately built on grade, all just three to five feet above sea level. That reminded me of my own advice about considering an existing home at grade level or building new. With the historic flooding from Hurricane Harvey in Houston, and our own Cat 1 Hurricane Irma (with 8 -10' storm surge estimates that could have been a Cat 3 or 4), it was a no-brainer to decide to build to new higher & stronger FEMA standard home.

With global warming and sea levels rising, can we expect to not have a major storm disrupt our lives for the next 30 years? I definitely do not want to be uprooted for a year or two as my home was being re-built. Plus, I firmly believe new energy efficient homes built to FEMA standards will command a large premium. It's the "Supply & Demand" ratio, since there is a very limited supply of new raised homes along our beautiful Pinellas beaches. Decision made, either choose a vacant lot or buy an older home for demo and build a new home.

I anticipate that FEMA will greatly escalate flood insurance rates beginning in January 2018. As I understand the conversation in Washington, the 5 million existing FEMA policies might remain in effect, with large premiums increases each year - but - new policies would not be issued with subsidized rates! FEMA already owes the U.S. Treasury \$25 billion (before Harvey & Irma), and presently pays \$400 million a year in interest. It seems naïve to believe Congress will allow subsidizing additional billions of

dollars of premiums each year. Virtually every home on our beautiful Pinellas barrier islands that is not newly built to FEMA elevation standards, would most likely be much less marketable as home buyers become aware of the extremely high flood insurance rates. Sure, a few might find cash buyers not be required to have flood insurance, however, those homeowners risk losing hundreds of thousands of dollars if their home suffers major storm damage.

Do Linda and I want to throw many thousands of dollars away each year on flood insurance premiums (the grand-kids college funds!), or go uninsured and lay awake every night worrying about losing our investment? That's not for us. We both decided that building a new home, constructed with all new Florida Building Code standards of 150mph storm, above the FEMA required elevation, will allow us to sleep peacefully, and have a very sound investment for ourselves.

I hope I'm not sounding alarmist, or preaching "Chicken Little, the Sky is Falling," I'm just passing along my own beliefs for a peaceful next three decades. Linda and I both agree. As an added benefit, our existing waterfront home is constructed above FEMA standards, so it will command a premium sales price as opposed to grade level homes, no matter how well decorated the existing homes are. Much to think about!

GHD Construction Services, Inc. has constructed 6,000 homes since 1971, and has the new 2018 "Key West" home at 239 144th Ave. N, Madeira Beach. If you have any questions pertaining to new home construction, feel free to email me directly at: tsmith@ghdcsi.com, or request a meeting at our new model.



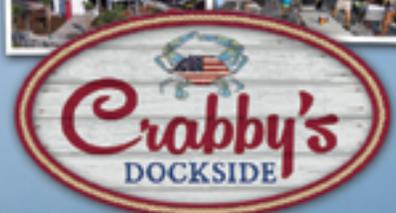
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MORTON PLANT'S DOYLE TOWER OPENS

Mr. Morton Plant would be proud and amazed, to see what they have done with the hospital that has his name on it. Two and a half years ago, they started construction on the new wing of Morton Plant Hospital named after longtime Belleair resident Roz Doyle.



Now finished, the newly opened Doyle Tower, located on the southeast corner of the existing Morton Plant Hospital, is a \$200-million campus transformation that added 200,000 square feet of space. The four-stories are dedicated to patient care and surgery with operation rooms and clinics. The tower features new private patient stay rooms, a surgical center, women's services and orthopedic units. All the new patient rooms are singles—no more sharing rooms with other patients.



Surgery, women's care and orthopedics will be each aligned on their own designated levels for more efficiency, and to improve patient, visitor and physician satisfaction. The hospital has also introduced new

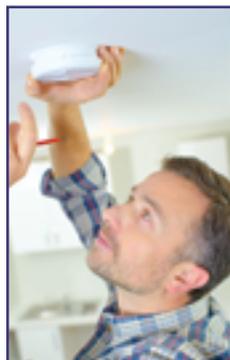
technology with this expansion, including built-in robotics and digitally integrated surgery suites.

In addition to the tower, the project includes a new front door and entranceway to the existing hospital. You can still use the other entrance on the west side. The Emergency Center was also expanded during this project.

Staff began moving into the new building in early October. Some patients were admitted in mid-October, and should be fully operational by the first of November.

Morton Plant Hospital has been serving Clearwater and the surrounding communities since 1916. They are part of the BayCare Hospital Group. Now with this expansion, Morton Plant is proud to offer 687 beds and over 50 specialties of medical service. For information, visit MortonPlantHospital.com, or call 727-953-6877. They are located at 300 Pinellas Street in Clearwater.

HOW OLD IS YOUR SMOKE ALARM?



October is Fire Prevention month, and the Fire Department wants to make sure your smoke alarm is current and functional. It should be replaced every 10 years, and smoke alarm batteries should be changed each time you change your clocks for Daylight Savings Times, which is coming up next month. To find out how old a smoke alarm is, look at the manufacturer's date on the back of the alarm. Smoke alarms provide early warning should a fire break out in your home or business.



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HURRICANE PROTECTION THE ROCK AND THE BLESSING

By Bob Griffin, Publisher

We dodged a big one last month, Hurricane Irma. A Category 4 hurricane slated to hit Tampa Bay. All the weather forecasters showed a line running up the state and going right through Pinellas County. Then, everything changed. Irma's course shifted to the east and traveled through Polk County, Orlando and on to Jacksonville.

What happened? Was it the steering currents? Or something greater?

For over a hundred years, old-timers and local writers have talked about a blessing by a Tocobaga Princess who buried a rock somewhere in Pinellas County. The princess is said to have delivered a prayer and asked the gods to spare the area of hurricanes and other bad weather.

Is this story true? We know, the Tocobaga Indians were in this area from about 600 AD until the Spanish arrived in the mid-1500s. They were a friendly tribe who mostly farmed and fished.

If you look at the history of hurricanes, A major hurricane has hit the Tampa Bay / Pinellas area. Records are sketchy prior to the mid-1800s. We had two big ones in 1848. The last one to hit Pinellas was in 1921 (It came in at Tarpon Springs). Others have passed close enough to create high winds and damage.

Most weathermen say it is all in the statistics. We live on the West coast of Florida, the backside, and most hurricanes form near Africa and move in a westerly direction. They say we are somewhat protected by Florida's land mass. However, hurricanes start in the Western Caribbean in September and October. Those have a tendency to move north and westerly—towards Tampa Bay.

We will never know for sure if the tale is true, but whether or not it is true is not really important. Myths get passed down from generation to generation and like Santa Claus, if you believe, then it is true to you. Folk tales give us comfort, so we don't care if we cannot prove or disprove.

Many people like to believe the blessing protects us. "It's almost like the myth becomes history," says Rui Farias, Executive Director of the St. Petersburg Museum of History. "I was not a believer before—but now I am. Thank goodness for the Tocobagan Indians, is all I have to say."

Was it the blessing—or just good luck? Who knows? Either way, be thankful that Hurricane Irma did not directly hit Pinellas County.

HOLIDAY TOUR TICKETS

The Florida Orchestra Guild will host its sixth annual Holiday Tour of Homes, December 2nd. It is even more special this year as the Florida Orchestra celebrates its 50th Anniversary.

On that date, many downtown St. Petersburg residents in the Northeast area and Snell Isle, will open their homes for the Christmas Holiday tour. Each home will reflect their personal and unique way of holiday decorating based on family and cultural traditions.

Tickets, on sale now at a discount, are \$20 in advance. Order tickets by mail, payable to The Florida Orchestra Guild, and mailed to Holiday Tour of Homes, 1440 52nd Avenue North, St Pete, 33703. Look for their booth at the Saturday Morning Market, too. Call 254-1176 for more information.



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COUNTRY JUBILEE IS A FALL TRADITION AT HERITAGE VILLAGE

The 39th annual Country Jubilee is back again at Pinellas County's Heritage Village, located at 11909 125th St. N. in Largo, on Saturday, Oct. 28, from 10 a.m. to 4 p.m. The event is sponsored by the Pinellas County Historical Society, all proceeds go to support the operation of Heritage Village. The event offers visitors a wide variety of crafts, enjoying live bluegrass, folk, rock and traditional country music along with stepping into the past to enjoy old-timey fun-filled activities for the whole family.

Cornucopia of crafters

More than 80 craft vendors will sell home-created items, including: candles, soap, doll clothing, honey, smoked almonds, paintings, photography, jewelry, stained glass, wooden treasures and handmade holiday decorations.

Fantastic food

Visitors can choose from pulled pork sandwiches smoked in the Village's own smokehouse, hot dogs, chicken platters, pizza, kettle corn and more. For dessert, brownies, pies and cookies will be available along with many other choices.

Musical offerings

Bluegrass, folk and many other styles of musical entertainment will be offered at the bandstand, starting at 10 a.m. Back by popular demand: Charlie Bill, Leigh and Steve Humes, Chant the Trees, Bill & Eli Perras, Charlie Morris, and Crackerbillys will be part of the entertainment at the event.

Entertainment/Demonstrations

For visitors who want to do more than listen, ukulele lessons will be given at the McMullen-Coachman Log Cabin. Instructors will provide beginner and advanced

beginner lessons for children and adults. A number of ukuleles will be available for use and visitors are encouraged to bring their own and participate.

A first time, featured activity for children will be an opportunity to build a wooden Optimist-Pram and sail the boat near the Boat House.

The Largo Historical Society will demonstrate how sugar cane is made into sugar cane syrup. A truck load of raw sugar cane will be ground and pressed, then boiled down to make the syrup.

The Pinellas Genealogy Society will advise visitors about tracing their ancestry. Society members will be on hand in front of the Greenwood House to answer questions and provide information about research techniques.

At the Train Depot, the Morse Telegraph Club Florida Chapter will be demonstrating how people communicated with Morse code. Four Men and Their Trains, a local train enthusiast club, will run "G" scale model trains all day around the Train Depot.

Flea Market

The ever-popular flea market is bigger and better than ever. The Lowe House will display crafts and holiday decorations, while the Harris School will be loaded with books, videos, DVDs and phonograph records. The Safety Harbor Church will have vintage linens, collectibles and antiques and the Pinellas Room will be loaded with a variety of items, from jewelry to sets of dishes, and tools.

Free event parking and a free shuttle are located at 119th Street between Ulmerton and Walsingham Roads. A donation of \$4 for adults, 12 years and older, is suggested for admission. Children under 12 enter free

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GET INFORMED

Before the Nov. 7 Penny for Pinellas renewal vote

By Karen Williams Seel, Pinellas County Commissioner

November 7, our citizens have an important decision to make about our future: the Penny for Pinellas 1-percent sales tax is up for renewal for another 10 years. Since 1990, the Penny has been a crucial source of support for our long-term county and city level infrastructure needs, everything from enhancing our roads and protecting our water quality to expanding parks. Ahead of the vote, Pinellas County and our 24 cities have set future Penny priorities so our citizens know how this funding would be used if the renewal passes. Here are a few projects set by the Board of County Commissioners.

Water Quality, Flood & Sewer Spill Prevention: In an online survey, this was our citizen's number 1 priority for future Penny funds. The county plans to make substantial investments to reduce flooding and prevent sanitary sewer overflows. This would include drainage projects to alleviate street and yard flooding along Indian Rocks Road as well as dozens of other locations around the county.

Roads, Bridges & Trails: Our goal is to provide safe, efficient travel for motorists, pedestrians and cyclists by expanding travel lanes where appropriate, improving intersections, building new sidewalks and resurfacing aging pavement. Sidewalk and road resurfacing projects are planned on Belleair Road alongside other projects, including the Oakwood Drive Bridge, Starkey Road and many more. The county also plans to use Penny funds to close gaps in the Pinellas Trail loop, which would take users around our peninsula. The Town of Belleair is also planning numerous road projects.

Safe, Secure Community: We saw firsthand the importance of Penny investments during Hurricane Irma. Dozens of agencies worked together under one roof at the county Public Safety Complex to coordinate evacuations, shelters and storm recovery. The Penny supported hardening buildings to create more emergency shelter spaces and a renewed Penny would continue expanding our shelters. Public safety vehicles, facilities, equipment and emergency communication radio towers are some of the top projects that would support our first responders.

Preserving Parks & Our Environment: The county would make targeted investments to replace and upgrade facilities, amenities and basic infrastructure throughout our park system.

Community Vitality: A portion of the renewed Penny would continue to be invested in land for affordable housing. The county has purchased numerous properties with Penny funds for development into quality homes through partnerships with local agencies and development companies.

In addition to the county's projects, each city has set its own list of Penny priorities. Visit pinellascounty.org/penny, to see proposed projects on the interactive map. You can also search #PennyforPinellas on Facebook, Twitter and Instagram for updates.

I encourage you to learn about the Penny before you vote. While the referendum is on November 7, you may opt to vote by mail during October. For decades, the Penny has allowed us to make critical investments without relying on property taxes. To fund the same projects without the Penny requires an estimated 2.4 mills of property tax, or about \$314 a year based on the average Pinellas County home value. Since the Penny is a sales tax, our millions of visitors help offset these costs; spending by tourists contributes about one-third of the Penny. Finally, it's important to clear up any confusion: if the Penny is renewed, our sales tax will remain the same as it is now. Pinellas County's 7-percent sales tax is right around the state average in Florida.

You can request a speaker to provide a presentation at your next community meeting by calling (727) 464-4600 or visiting pinellascounty.org/speak. Please feel free to contact me at (727) 464-3278 or kseel@pinellascounty.org. I welcome your input or questions about the future of the Penny.

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ST. PETERSBURG MEMORY CAFÉ

By Jane Ogilvie

Last month, the Memory Café experience was introduced to Downtown St. Petersburg at the Hollander Hotel. St. Pete Memory Café is currently scheduled to meet monthly at Carrabba's Italian Grill, located at 1951 4th St. N. from 11am-1:00pm on every 2nd Monday in the private dining room. The meeting is free. Food and beverages are available for purchase.

Memory Café is a leisurely gathering of people with memory concerns. It's for those who have already received a dementia diagnosis and are still living at home, those with early onset dementia, and those who await more accurate diagnoses. Socialization and the simple act of going out to eat, meeting and talking to others is a key factor in helping to maintain a high quality of life while living with dementia. Memory Café helps to fill this need and decrease feelings of loneliness.

St. Pete Memory Café gets you out of the house to enjoy the company of understanding others together with your full time care partner. This is an opportunity to participate in stimulating conversation, meet new people, share a good joke, offer helpful everyday living tips, boost spirits, lunch, and learn in a non-stressful environment.

Memory Cafes originated in the UK. It's a concrete example of the term, "Necessity is the mother of invention." Dementia information and support resources were lacking. Norman McNamara who had received a Lewy Body Disease dementia diagnosis at age 50 and his wife Eileen weren't ready to give up living their active and fulfilling lives. A disturbing interaction with a shopkeeper one day, unexpectedly inspired the couple to much greater action.

They found other people with memory problems and began getting together with them regularly. This kind of camaraderie became a lifeline to continue living engaged and enriched lives. Since then, Memory Cafes have been started in other countries. As a result of Norm and Eileen's efforts and with help from a few other key people, the Purple Angel Global Dementia Awareness organization was born. This organization exists to help educate the public and the business community about dementia. It seeks to diminish the stigma associated with this incurable brain disease, and strives to make day to day business interactions friendlier and less stressful.

The St. Petersburg Memory Café is the second Memory Cafe created and sponsored by Cate McCarty, PhD, Dr. Cate Dementia Coach, and Jane Ogilvie, LPN and Elder Care Issue Consultant at Senior Solutions of Pinellas County. Their first area Memory Café was started in Gulfport, earlier this year at Neptune Grill Restaurant and has been favorably received. In August, Meridien Research became an active sponsor of these two events.

Together, Cate and Jane share a combined 70+ years of professional skill and experience in helping families with various aging issues including dementia. Both are Purple Angel Global Dementia Awareness Ambassadors, and understand dementia professionally and personally through family experiences.

Please RSVP to attend the St. Petersburg Memory Café at Carrabba's: Jane: 727-327-0167 or sensol@seniorsmile.com or Cate: 813-384-7571 or catemccarty@gmail.com

Dementia directly and indirectly effects every community and business in St. Petersburg. People living with dementia are customers, family members, friends and neighbors.

If your business is interested in helping to raise dementia awareness in St. Pete by becoming Dementia Friendly, or you'd like your business to be considered for sponsorship of the St. Pete Memory Café, please contact Jane or Cate.

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SEARS STORE CLOSES - A SIGN OF THINGS TO COME?



By Bob Griffin, Publisher

The shopping world is changing. If you have not traveled to the northwest side of town, you may not know that the Sears building at Tyrone Square Mall has been razed. It was one of only five left in the Bay Area. Is this an indication of things to come in the retail world?

Everyone can relate to Sears, the company that started in 1888 as a catalog company. My first-ever purchase was an \$8 fishing net from a downtown Jacksonville Sears. The Tyrone Mall Sears, called Sears, Roebuck & Co when the store was built, was within eyesight of where my wife grew up. As a teenager, it was her after school hangout, even before it had a mall attached. Her father and grandfather managed Sears stores in other states, before she was born.

Dwight Holmes, a Tampa architect now living in Indian Rocks Beach, was involved in designing and building that Tyrone Blvd. Sears store.

"In the 1960s, I worked for Herbert H. Johnson, a major architectural firm out of Miami," Holmes told me. "They designed most of the Florida Sears stores. Sears was at the top of the ladder in department stores, and based in Chicago, with

other big guys like J.C. Penney, Macy's and Saks Fifth Avenue."

"From 1966 until it opened in 1968, it was my job to oversee the store's construction," Holmes explains. "I saw the project develop from the ground up. Then, it was the biggest project I had ever done. I can't believe now they are tearing it down."

Many years after it opened, in 1982, while working for the DeBartolo Corporation, I was the Assistant Manager of Tyrone Square Mall, which included that Sears store. At the time the Mall had four large anchor stores, one at each corner: Sears, J.C. Penney, Maas Brothers and Robinsons. Two are long gone, and Sears is following suite.

To get the job at Tyrone, I was interviewed by the Mall's Manager and the heads of the four department stores. The manager of Sears asked me what I was going to do to bring shoppers to the mall. I told them "I am going to hire a Rain Dancer and make it rain a lot." They laughed, said I knew what I was talking about and hired me.

Later, I was transferred to Tampa's University Square Mall—with the same four department stores. That is when I saw the beginnings of Sears problems, when the Sears store dropped out of the Mall's Merchants' Association--something that had never been done in the entire United States. The manager said they were having sales problems (across the country) and he was told to cut costs wherever he could, so he cut us out of his budget. That was in 1984.

That early stumble was probably caused by numerous managerial missteps, which alienated its middle-class customers and new competition. Sears was well-known for its selection of tools and hardware, then along came Home Depot and Lowes. Back to school shoppers moved to the "upscale" Target and then suddenly, rural Wal-Mart moved into urban markets. It all cut into Sears profits, who was unable to correct the problems.

Now, we are seeing many department store chains closing stores in the area and around the country. Sears has announced 62 major store closings, J.C. Penney 130 to 140, and Kmart (owned by Sears) is closing 165 stores, Neiman Marcus and Nordstrom are poised to be next. Wal-Mart and Target are cutting back, as well.

Why the new round of closings? Amazon and online shopping such as eBay, Overstock.com and Zappos.com have all taken their share of the pie. It is now about the convenience, which many times includes reduced prices.

Their remotely located warehouses (E-bay doesn't even need warehouses), fast delivery and razor-thin margins give them a price advantage.

Unfortunately, now we are also seeing small mall-oriented stores closing, too. Payless Shoes is closing 400 stores; BCBG is filing bankruptcy. Charlotte Russe, Gymboree, Nine West and Claire's are closing stores, too. As more mall stores close, you will see more indoor malls close.

The big guys have created an internet presence and are promoting their online sales. You can go to Target.com or WalMart.com, buy the same products as they offer in their stores, and you never have to leave your home.

When you put it all together, people love the convenience of being able to shop when they want, without dealing with crowds, while saving money. Even Black Friday is moving to online shopping. No use in fighting this trend, it looks like it is here to stay.

So what is going to be built on the site of the old Tyrone Sears store? Restaurants, of course! You can't do that online.



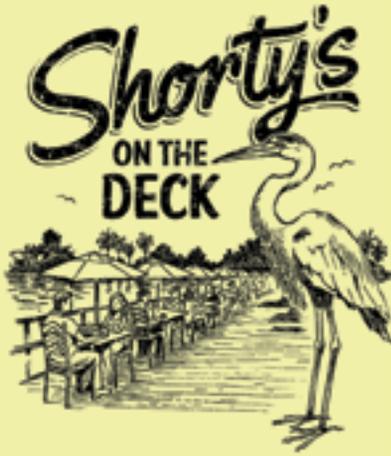
Business Briefs

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DREAM VIEW TO BE

JW MARRIOTT Dream View Hotel is planning to close in April and a JW Marriott will be built in its place. It will be the next in a long line of high-end waterfront hotels on Clearwater Beach. The development will be part hotel and part ownership with short term rental units. In total, there will be 166 one, two and three bedrooms units and 36 penthouses for sale—but you can not live there full-time. Owners can only stay 30 consecutive days at a time. When not owner occupied, units become part of the JW Marriott vacation rental pool.



The new hotel will also include two restaurants. One will be an upscale big name restaurant, and the other more casual. With this new construction, the hotel will also expand its useable beach area.

Units start at \$565,000 up to \$1.365 million. 12 of the 36 penthouses are already under contract. The Dream View's current owner, Uday Lele, is also the developer of this \$120-million project. It is located at 691 South Gulfview Blvd. in South Beach. Call 443-0321 for sales information. See their web site on www.jwmarriott.com.

CLEARWATER GAS SYSTEM NEWS

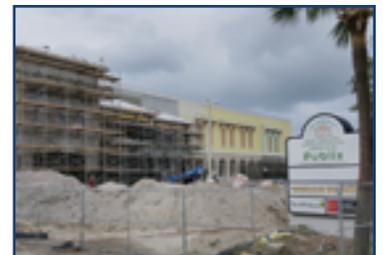
Clearwater Gas, in partnership with Habitat for Humanity of Pinellas County, broke ground on twelve single-family natural gas homes. The homes are located near the northeast corner of North Garden Avenue and Maple Street in Clearwater. To date, Clearwater Gas System has provided gas service to over 50 habitat homes. They also partnered with Pasco County Schools with Pasco's first compressed natural gas facility in Odessa. The facility will fuel 30 new school buses; natural gas will be provided by Clearwater Gas. Their service territory includes 919 total miles of gas main (730 miles in Pinellas County plus 189 miles in Pasco County.) They have added over 1,000 new gas customers within the past 12 months.

BANK OF TAMPA BREAKS GROUND

Soon there will be a new Bank of Tampa branch in Clearwater, near Clearwater Beach. On Friday, September 28, officials of the bank gathered to break ground on the new branch at 900 South Ft. Harrison, near Publix. This is their third location in Pinellas. Craig West, former President of the Clearwater Beach Chamber of Commerce, will be the branch's Marketing Director. It is projected to open in the Spring. Visit BankofTampa.com.

PUBLIX ON THE ISLAND

The plan called for reopening Publix in November, then Hurricane Irma happened. Now it has been pushed back to early December. The store is being completely rebuilt and elevated to FEMA standards. It has not been determined if long time manager Louie Stavropolous will return, or if there will be a new manager. That decisions will be made soon. The Island Estates Shopping Center is also being remodeled at the same time. "It has been a mess," says some of the tenants. "Some people think we are closed, but we are not. It is business as usual." It will be complete when Publix reopens.



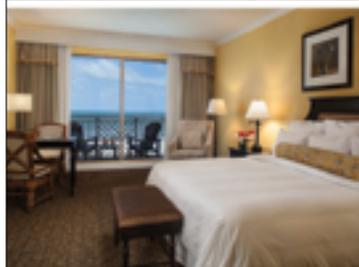
MY RORY BY JOANNE HILLER

Through 32 years of marriage, Rory worked side by side in Real Estate with me, his wife Joanne. His career in commercial real estate excelled, but he was never too busy to unselfishly, mentor many associates in his path. His keen business mind led us to become the top in our field and grow the Company two-fold. He truly was my rock, and the wind beneath my wings. Rory had a full life, and was well traveled. His most favorite trip, I believe, was to France to purchase wine for his wine club. He enjoyed participating in sports - Flying, Golfing, Skiing, Horse Jumping, Sailing, Diving, Motorcycle Riding, Cruising, and he also loved cars. We road motorcycles in South Dakota, dived the Hawaiian Islands, and attended Three Kentucky Derby's. We flew to Rum Cay, a small island in the Bahamas, on a friend's private plane several times. Each experience was unique in itself when shared with him.

Rory was a proud Patriot - a proud Marine Rifleman Sharpshooter. A Marine Honor Guard played Taps at his funeral and presented me with the flag. He was an instrument rated pilot, but his sincere passion was cooking. He was well known for his parties, where he insisted on preparing and cooking everything himself - flying in food from all over the Country. One good friend, a brilliant Chef who coordinated our World Class Dinner Party affectionately called him "The Absolute Foodie Wizard, an undisputed, knowledgeable, passionate culinary mind." Tampa Bay Magazine did an article about Rory's 21 course World Class dinner.

Rory lived life largely. Everything he did was to the nines. If you ran with Rory, you acquired a taste for champagne and caviar, fine cognac and cigars. He had an unapologetic appreciation for the finer things in life, and his was a life fulfilled. He has gone too soon. He had such strength to endure his long struggle, until the final day when he made his decision to go to God in Heaven, and sweetly apologized for leaving me. A strong, caring man, a valiant fight, an outcome never expected. I will miss him deeply, but shall take solace in knowing he is in a better place now, and that I was able to tell him everything he has meant to me before he left.

I have gained an angel to walk beside me the rest of my life, and the joy of our memories together shall sustain me until we meet again my love.



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Business Briefs



SANDPEARL CELEBRATES 10 YEARS The Sandpearl opened on August 27, 2007. It was the first new hotel construction on Clearwater Beach in 25 years. The Sandpearl was built from the vision of Mike Cheezem, owner of JMC Communities. He wanted it to continue the tradition of creating special family memories, as did its predecessor the Clearwater Beach Hotel, while being a friend to the environment and the local community. "Most of the decisions we make today are a result of Mr. Cheezem's vision and what he wanted the Sandpearl to be. We are thrilled to be a part of this great community and look forward to many more great years developing the vision and building our relationship with this community," says General Manager Eric WaltZ.

The Sandpearl has 350 employees. It is currently ranked #7 on Conde Nast Traveler Magazine "Best Resorts in Florida" as well as #7 on Travel and Leisure Magazine "Best Resorts in Florida." The hotel is a LEED Certified hotel (Leadership in Energy and Environmental Design) and has been voted one of Tampa Bay's Top Workplaces for five of the past six years. The Sandpearl Spa is regularly recognized as one of the best Spas in the county by Conde Nast and Travel and Leisure. Caretta on the Gulf is Clearwater's only 4-Diamond restaurant.

IT'S BEAUJOLAIS NOUVEAU TIME Just past midnight on the third Thursday of November, over a million cases of Beaujolais Nouveau begin their journey to Restaurants and Wine Stores throughout the world. This year, that day is November 16th. Beaujolais [BOE-zjoh-lay] Nouveau is a light, simple, grapey, red wine produced from the Gamay grape that is meant to be consumed within six months of release. Beaujolais Nouveau is a wine that you should drink slightly chilled and enjoy as a quaffing wine or with lighter cuisine. It is very popular on the Thanksgiving table, in part due to the release date, but also because it pairs well with turkey or even ham. Beginning November 16th, look for the 2017 selections at Bella Vino Wine & Cheese Market, located at The Plaza 100 Shopping Center at 100 Indian Rocks Road North, next to E & E Stakeout Grill

KAHWA COFFEE'S IRMA RELIEF Tampa Bay Ray's Player Evan Longoria has partnered with area coffee roaster Kahwa Coffee to create the "Signature Series No. 3," a blend of three different coffee beans. The proceeds of the sales go to local charities helping with Irma relief efforts. Through this venture, Kahwa and Longoria hope to raise over \$10,000 in the first phase of their collaboration.

Longoria described it as "something a little sweet, a little nutty, with full bodied flavor." You can buy a bag at the Kahwa Coffee in Belleair Bluffs' Bonfish Plaza or at any Kawha location.

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Business Briefs



FILTHY RICH Owned by Shaun and Julie Bradbury, this store specializes in one of a kind inspired jewelry worn by many of the most iconic celebrities from past to present. They have collections inspired by some of Hollywood greats including Audrey Hepburn and Marilyn Monroe, as well as modern day trends

inspired by Kate Middleton, Charlize Theron, Taylor Swift and others. The collections are updated weekly, alongside their local handcrafted items, all are unique and exclusive to the Mandalay Avenue store. This family run business, has been their dream and they are enjoying the privilege of meeting their many customers, who are now friends.

SOUTH BEACH CONCIERGE Bernard DiRuzza and Lorraine LaGuardia offer a home inspection service for snowbirds or those that travel frequently. They will monitor your home while you are gone to make sure you do not return to a surprise.

As they provided storm preparation and damage assessment, Hurricane Irma certainly kept them busy. They were inundated with requests for all kinds of storm related issues, including moving cars to higher ground, damage assessment and repairs. They take care of their members needs first and there are only limited slots available for a monthly and bi-monthly packages. Bernard DiRuzza and Lorraine LaGuardia can be reached at (727) 260-2611 or sbconcierge1211@gmail.com.

MARINE MAX HAS NEW GM Marine Max, a Clearwater based boat sales company, recently announced that Collin Heimensen has been promoted to General Manager of the Clearwater facility. Collin is active in the Clearwater Beach Community and is Vice-Commodore of the Clearwater Yacht Club. Congratulations Collin.

NEW UPSCALE NAIL SALON Oscar NailBar, sets the highest standards in all the services they offer including nails, pedicures, facials, waxing, eyelash extension, and massages. They use only the highest quality, natural products and disposable manicure kits. Owner lai Ngo has 13 years experience and opened this shop three months ago because she saw too many salons that are use chemical products that not good for customers, workers, or our environment. "We only use organic products in our shop," Lai says. "We want to protect the health of our customers and our workers." She even installed a special air filtering system to refresh the air and remove the chemical smell. They offer a money back warranty. Stop in; all new customers receive 25% off all services. They are located at 1233 Cleveland Street, Clearwater, next to Nature's Food Patch.



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Organizational News...

SAND KEY CIVIC ASSOCIATION

The Sand Key Civic Association is a non-partisan, Not-For-Profit organization of residents and businesses dedicated to improving the quality of life on Sand Key by researching issues, distributing information and representing our members' views and positions

They participate in The Barrier Island Government Council, The Florida Shore and Beach Preservation Association and maintain contact with the city and state departments that impact Sand Key. Meetings are held on the first Wednesday of the month at 7 pm, in The Sailing Center on Gulf Boulevard, and are open to all residents of member condominiums and businesses. Interested individuals are welcome to attend and observe. The September meeting was canceled due to Hurricane Irma. The next meetings will be November 1 and December 6. E-mail new President Holly Gyles at skcainc@aol.com.

ISLAND ESTATES CIVIC ASSOCIATION

Members are Island Estates residents and business owners, with a mission to promote the safety, welfare, spirit, and unique lifestyle of the Island Estates community. They meet monthly on the second Monday. They no longer meet at CMA. See their web site for the locations.

They are conducting an October Clean Up on the Memorial Causeway, Saturday, October 28 (weather permitting). Show up at the entrance to Island Way at 9am.

Membership is \$50 per year. Businesses are \$60. Contact President Mike Anderson at Tide-Fan@BellSouth.net 777-2787, or visit myislandestates.org.

CLEARWATER COMMUNITY WOMAN'S CLUB

The Clearwater Woman's Club is part of the General Federation of Women's Clubs. The volunteer service club was established more than 40 years ago. Their motto is *Making A Difference*. General Meetings are held the third Tuesdays of each month, at 11am, at the Clearwater Downtown Library. Lucile Casey is the 2017 President.

For more information, contact Martha Hickey at 813-765-6219 or visit ClearwaterCWC.org

CLEARWATER BEACH ASSOCIATION

They meet the first Tuesday of each month at the Chapel By-The-Sea. The next meeting will be November 7th. The Annual Meeting will be combined with their Holiday Party, December 9th. All members, or those wishing to join, are welcome to attend. Visit clearwaterFLBeachAssoc.com.

The Chili Cookoff, scheduled for November 4, has been cancelled and will be rescheduled in February.

This neighborhood association promotes projects of a civic, recreational and entertainment nature. Membership is \$25/ household and checks can be made payable to CBA and mailed to 294 Windward Passage, Suite 408, Clearwater, FL 33767. Contact Beth Prast at esphome@yahoo.com or David MacNamee DMacNav@TampaBay.RR.com, or visit clearwaterFLBeachAssoc.com for more information.

CLEARWATER HISTORICAL SOCIETY

Their Thursday Tours continue on the first and third Thursdays (all year) from 9am to noon. They are still working to open their new museum in the old South Ward School. Volunteers are doing much of the work and many local businesses have donated services. If you want to be on one of many committees, please call Bill Wallace 446-2676. Visit ClearwaterHistoricalSociety.org, for information.

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Organizational News...

DAUGHTERS OF AMERICAN REVOLUTION

The Clearwater Chapter meets monthly on varying dates at the Belleair Country Club. Social hour begins at 11am followed by lunch at 11:30am. Everyone is invited to join.

The next meetings and topics are:

Oct. 21: Wounded Warrior Abilities Ranch

Nov. 18: Meet the Sea Cadets

Dec. 15: The 14th Colony and Women in the American Revolution.

RSVP Meetings with Diane Richardson at 871-9773 or BradSkate@AOL.com. Call Cathy Athanson at 510-7135 or email her at Dubinwv41@Gmail.com for information.

ISLAND ESTATES YACHT CLUB

This social club began as a small club for the Island Estates neighborhood, now it has many members who live off the Island, too. They enjoy social events almost every month and welcome new members. They sponsor of the Island Estates Holiday Lighted Boat Parade held on December 9th, this year.

Mary O'Connor has moved out of the area and is no longer the President. For membership e-mail Jean Sanders emmajean.sanders@Gmail.com

CLEARWATER YACHT CLUB

Chartered in 1911, this is one of the oldest Yacht Clubs and is known as the most fun, family friendly Yacht Club in the area. You do not need to own a boat to join. Half of their members don't have one. Most social activities center around parties in their own restaurant or at their waterfront Tiki-Bar. Visit Clwyc.org, e-mail Office@CLWYC.org or call 447-6000.

ISLAND ESTATES WOMAN'S CLUB

Their 10th Annual Pink is Beautiful fund-raiser, is October 17th at the Island Way Grill. Lunch and social hour begins at 11am. Sherry Fry from the Mammography Voucher Program is the guest speaker. RSVP required - call Wendy at 441-8211.

The Club is open to all women in all communities, which includes residents, visitors and snowbirds - welcome one and all. Dues are \$20. For membership information, please see their website at islandstateswomensclub.org/ and or call the Membership Chairperson, Joan Landreth, at 812-8078. For additional information and questions, please feel free to call the Club's president, Lynne McCaskill, at 430-1911.

DEMOCRATIC CLUB

They meet on the third Monday of every month at Acropol Restaurant, 1170 Starkey Road in Largo at 7pm. Meetings feature guest speakers and candidates. Call Mary Lou Ambrose at 433-4045 or visit www.LargoDemocrats.com

CLEARWATER SAIL AND POWER SQUADRON

This all volunteer non-profit organization teaches boating safety skill courses. One of the best ways to have a fun boating experience is to "know before you go." If you are a new boater or an experienced boater in need of a refresher course, consider taking a boating course or attending a seminar. Email Peter Losi, Education Officer, LOSEAS13@Gmail.com.

CLEARWATER GARDEN CLUB

This is the beginning of their Gardens' third year. The Gardens are flourishing with 36 families enjoying friendship, food and fun. It is funded by donations.

The Club meets twice a month (October through May) in Clearwater at 405 Seminole Street. They also hold demonstrations on the third Saturdays of the month. Garden Club members get in free at the Francis Wilson Playhouse on final rehearsal nights. Call 316-5504, email ClearwaterGardenClub@Gmail.com or visit ClearwaterGardenClub.org.

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Organizational News...

FRIENDS OF THE BEACH REC CENTER & LIBRARY

They meet monthly to plan new activities for Clearwater Beach. Anyone who enjoys working with people to put together special events and programs is invited to join.

They are sponsoring a free lecture series on the History of Clearwater Beach, including:

October 11: Mr Clifford McKay, author, "Growing Up Wet"
November 8: Anne Garris, the Memorial Bridge, Island

Estates, Sand Key and the Soldier and Sailor Memorials.

December 13: Terry Fortner, Granddaughter of Myrtle Sheere, author of "Yesteryear, I lived in Paradise."

The next meetings will be at noon, October 17 and November 21 at the Clearwater Beach Rec Center. Call Anne Garris at 727-446-4410.

SONS OF THE AMERICAN REVOLUTION

The Clearwater Chapter meets monthly on the third Wednesday at the Dunedin Golf Club, 1050 Palm Avenue at 11:30 to socialize. Lunch begins at noon. Their programs normally pertain to the Constitution or Revolutionary history. New members and guests are always welcome. Call Jim Phillips at 447-1616 or email to JPhillips1936@icloud.com.

MILITARY ORDER OF THE WORLD WARS

The Clearwater Chapter of the Military Order of the World Wars meets for lunch on the first Tuesday of each month at the Belleair Country Club. Social hour begins at 11:30am followed by lunch and a short program. Members are retired active duty Military Officers and their spouses or widows. To RSVP for lunch, or to consider joining, call LTC. George Smith at 786-5578.

CLEARWATER BEACH ROTARY

Lunch meetings are the second and fourth Thursdays at Carlouel Yacht Club. There are also additional monthly social and community events. Alexandra Everist, President, can be reached at 237-8037. ClearwaterBeachRotary.com.

WOMEN'S GOLF ASSN. OF BELLEAIR

They welcome members who wish to join the 18-hole group. They are excited about the upcoming golf season. Packed with plenty of friendship, fun, and tournaments! Opening Day is October 24th. Please contact the Belleair CC Pro Shop to sign up and join the fun 727-442-0229.

CARLOUEL HOMEOWNERS ASSOCIATION

They welcome new neighbors to join the group as they move into the Carlouel neighborhood. Call Sue Williams at 446-4471 or visit MyCarlouel.com.

BELLEAIR WOMEN'S REPUBLICAN CLUB

They meet monthly on the first Friday, with issue appropriate speakers. Meetings are for lunch at 11:30am at the Belleair Country Club, and normally cost \$22 (pay at the door; no credit cards). RSVP for meetings to Mary Miskin at 453-2630 or Renatta Cochran at 595-6678. Get information at BelleairWomensRepublicanClub.com

BELLEAIR BEACH ISLAND GARDEN CLUB

They are gearing up for their 2017-18 season and have a new President, Mary Carey. They normally meet the third Wednesday of the month (October thru April) at the Belleair Beach Community Center, 10:30am. Future meetings include: October 18: Garden Tour and lunch at the Columbia and November 15: Presentation by Michelle Orvis, owner of Belle's Olive Branch in Belleair Bluffs, followed by a catered lunch.

Membership is \$20 per year and guests are welcome. Contact Mary Carey at 596-5981 or MLCKC@aol.com.

CLEARWATER BEACH

Chalk Art Festival

6th Annual Chalk Art Festival at Beach Walk

October 20th-22nd 2017

Presented by:

OPAL SANDS
RESORT, CLEARWATER BEACH FL

727-447-7600 www.ClearwaterBeachChalkWalk.com

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