

DOWNTOWN NEWS

Including Old Northeast and Snell Isle

Magazine



ST. PETERSBURG'S ONCE GREAT DEPARTMENT STORE

When *Maas Brothers* opened in downtown St. Petersburg, it changed the way people shopped. With over 700 store employees in its heyday, you could find anything and everything you needed in its modern, fashionable environment. Everyone shopped there and had a personal relationship with the store. So how did it all begin and why is it gone?

Maas Brothers was started by two brothers who immigrated from Germany - Abe and Isaac Maas. After the Civil War, they worked with two other brothers in Georgia selling general merchandise, groceries, feed, and dealing in cotton. In 1886, Abe decided to try his luck in Tampa - an up and coming fishing village. There, he opened the *Dry Goods Palace*. Isaac joined him the next year and they renamed the store *Maas Brothers*. They had no idea that one day their small 23 foot by 90 foot dry goods store would grow into a chain of 39 stores across the state of Florida. *Continued on page 6*



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Sunscreens

Read what a local doctor says about our sunscreens effect on the environment
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Tomlinson Adult Learning Center

680 students are currently enrolled, find out more about the school - page 13

Meet Silas Beach

Pinellas County's resident tropical artist whose art features beach and wildlife themes. - page 18

Local Restaurant & Bar News

Find the latest the latest news and all the comings and goings in the busy Downtown Restaurant scene - pages 14 & 15





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ST. PETERSBURG DOWNTOWN NEWSLETTER

Inside, you will find articles and local information about the nearby area. We want it to be a Neighborhood Newsletter primarily about your neighborhood - Downtown, Snell Isle and Old Northeast. That is why when you have news or events, contact us.

This newsletter is printed every other month and mailed to every occupied area house, business & PO Box.

We hope you enjoy our newsletters. We want your news and input.

Did you like this issue? What suggestions do you have for future articles? Call or email us your comments, or take our survey at StPeteDowntownNewsletter.com.

Do you need another copy? Ask for them at the UPS Stores at 2nd St. and 2nd Ave S., 740 4th Street N. or 38th Avenue N. next to Publix.

Thank you for reading,

Bob & Becky Griffin, 727-430-8300
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SEE YOU AGAIN IN JULY!



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WHAT'S HAPPENING WITH THE NEW PIER?

The entire Pier District – 26 acres of downtown waterfront – is now an active construction site, with 175 workers on site each day. Massive cranes, giant drills, tractors and other equipment are seen throughout the project, and buildings are rising, offering a preview of what the vertical pier will look like when complete.

The fourth floor of the Pier Head building has been poured, and the fifth floor will be poured by the end of May. The Discovery Center glass walls are in place and the roof has been poured. The roof of the Pavilion has also been poured, and construction is well underway with Doc Ford's Rum Bar & Grille.

One of the most exciting developments isn't a building at all. It's the planting of what will be over 500 new trees within the Pier District. The Pier will also be adding over 5 acres of green space throughout.

The week of May 13 saw the beginning of the foundation work for the Janet Echelman Sculpture. Giant drills are moving earth to make way for the casings that will hold the massive structure.

In the Pelican Parking lot, construction is underway for support of the solar Solar PV panel covered parking canopies. The entire Pier District will be filled with sustainable measures, including new breakwaters to mitigate erosion and protect seagrass beds, eco trams and electric vehicle charging stations, and all LED lighting, just to name a few.



The Pier Marketplace is an area near the entrance of the Pier that will showcase kiosk and tent vendors and their products and services (rendering shown here). Seven market stalls and up to 20 tents will be available to lease at this location. Recently, three information sessions were held for businesses interested in vending opportunities at the Pier Marketplace. Applications will be available starting in early June and interested parties should visit the Marketplace page on the www.newstpetepier.com website.

The Pier District is a beehive of activity these days, and it won't be long before residents and visitors alike will enjoy all the new Pier has to offer. Keep up with the latest at newstpetepier.com!

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Did You Know



NEW POLICE STATION OPENS The Grand Opening Ceremony of the new St. Petersburg Police Headquarters, at 1301 1st Avenue N., was held March 22. During the ceremony, the U.S. Special Operations Command Parachute Team landed on 1st Avenue N. to deliver the flags to fly over the new building.

The \$78.5 million project, mostly funded by Penny for Pinellas, includes a four-story parking garage, and a state-of-the-art Emergency Communications Center. The building can withstand a Category 5 hurricane.

The building's green features include a water cooling plant for high efficiency air conditioning, sensor-controlled LED lighting, automated water controls, reduced Urban Heat Island Effect through concrete parking and light-colored roof surfaces, and 1450 solar panels on the parking garage roof. The panels generate enough power to run the systems for the garage and one third of the building.

Public art will include Gladiolus at the entrance and Shielded inside the lobby, by local sculptor Mark Aeling. A third piece, Community DNA, by Catherine Woods, will be added on the 13th Street side later this summer.

MORE GREEN There will be a net gain of over 500 new trees throughout the new Pier District. The first of these, Royal and Bismark Palms, were planted earlier this month in the Marketplace near the entrance. Several Oaks were added to the new Dolphin parking lot.

There will be 5 acres of additional green space at the Pier including great lawn, tilted lawn and coastal thicket.

PRINCESS MARTHA Did you get married or spend time at the Princess Martha when it was still a hotel? Let us know. We are preparing a feature story on the Princess Martha and would love to include your memories. If you have a story to tell, please call or send us an e-mail. Bob@GriffinDirectories.com or Call 430-8300.

TAKE YOUR DOG TO WORK DAY Your dog wants to see what you do at work and wants to go to work with you. Monday, June 24th, is Take Your Dog to Work Day. Surprise your boss when you take your buddy to work with you and make him earn his keep.



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PARAMEDIC OF THE YEAR
 Paramedic Maya Daniels, an employee at Sunstar Paramedics, was recognized as Paramedic of the Year by Pinellas County for her service

to the community. Daniels, a St. Petersburg resident, was honored for her commitment to compassion and safety. She began her career after caring for her aging grandmother and joined Sunstar Paramedics in 2012. In addition to being a paramedic, Daniels works as a field training officer training and mentoring new employees by encouraging them to make compassion a top priority while providing top-quality patient care.

Daniels was honored for her exceptional care of a stroke patient who shared a note of appreciation with Sunstar Paramedics for Daniels' professionalism and calming demeanor during a stressful time and for taking time to explain her condition to her very worried husband.

KICK THE PLASTIC HABIT In the U.S., we use 102 billion plastic bags a year. 12 million barrels are required to manufacture them. The bags, which are used to bring purchases home from local stores, have a useful life of about one hour. Unfortunately, they have an actual life of FOREVER. While area grocery stores collect them for "recycling," they just properly disposed of them. No company is recycling the bags - recycling costs more than the cost of making bags from scratch. Bring your reusable bags with you when you shop and think twice before bagging produce. Most of the time it really doesn't need it.

IMPROVING 34TH STREET The city is partnering with residents who live near the 34th Street Corridor between 22nd Avenue N. and 3rd Avenue S. to create an area improvement plan that will enhance 34th St and the surrounding area, create opportunities for development, and facilitate additional investment. A meeting will be held June 4, at 6pm, at Empath Suncoast Hospice, 3050 1st Avenue South. Call 893-7877 for more information.

UPCOMING CENSUS The 2020 Census will be held in one year to count everyone in the United States. It will require counting a growing population



of around 330 million people in more than 140 million housing units. Pinellas County is forming a Census committee to drive local participation. Volunteer to help local efforts by visiting pinellascounty.org/census2020.

OUR NEXT ISSUE IS IN JULY Read this issue, and others, online at StPeteDowntownNewsletter.com.



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THE TRADITION OF MAAS BROTHERS, *continued*

By 1921, *Mass Brothers* was Florida's second largest department store and contained the state's first escalator.

In 1929, the brothers sold their store to Hahn Department stores who owned 28 other stores, but *Mass Brothers* was kept as a separate division with the Maas family continuing to oversee it. Isaac died in 1935 and Abe died in 1941. Their sons and other family members continued to run the business.

In February 1945, *Mass Brothers* announced it would build a St. Petersburg store. Located at the intersection of First Avenue and Third Street North, it opened February 10, 1948. The 167,000 square foot store's modern décor was a sharp contrast to its Tampa counterpart. Though Tampa was still the company headquarters, the St. Petersburg store was much larger, opening with 200 employees.

The modern store dominated the city's downtown, with no real competition. At night the store had distinctive signage and lighting. It had a 55-foot-tall revolving sign looming above it that was visible blocks away. The store was also the first completely air-conditioned department store.

The store's location quickly became known as the "Sunshine Corner" due to a large terrazzo and brass inlaid medallion in the sidewalk at main entrance. The medallion reading "The Sunshine Corner," had a map of Florida and a sun with a long brass ray reaching to touch St. Petersburg.



1953 - The Great Main Floor during a sale

The Great Main Floor, accessible from the street, had a little of everything - women's ready-to-wear, name-brands, men's - they had it all. Plus, any accessory you might need to complete your outfit: jewelry, handbags, cosmetics, men's belts, ties - it was a one stop shop. You could also find stationery, cameras, citrus fruit, candy, books, and records.

When you grew hungry and tired from your shopping, there was The Sunshine Room Restaurant, on the second floor. Able to seat 234 hungry shoppers with views of the first floor, the menu included

lunch, afternoon tea, and dinner, all in a perfectly appointed air-conditioned dining area, a rarity in those days. Many times you could watch fashion shows while you ate. For a quick snack, there was the Fountainette lunch counter on the first floor. Neither restaurant made a profit, but *Mass Brothers* knew not to let customers leave for lunch because they may not come back.

The second level was where you found their line of budget clothing, coats and shoes. It also had a large needlework section with fashion fabrics and a sewing center.

The third floor had everything to make a special event truly special - a designer shop, fur salon and storage, and a beauty salon. It was home to the bridal department, where newly engaged women registered for gifts and shopped for wedding gowns.

The Sunshine Annex showcased electric appliances, TVs, sporting goods, and furniture. While the Harrison Galleries contained the domestics - sheets and towels, fine china, crystal, carpeting, draperies, and household decor.

During the holidays, the entire store was transformed with elaborate decorations, including a talking Christmas tree and a walk through Santa's workshop village. Children had breakfast with Santa, while shoppers listened to Christmas carols playing overhead as they browsed the latest must have gift ideas and holiday sales.

The store's display windows, an attraction of their own, drew shoppers inside. They were frequently changed, based on the season, and required months of planning. The store took an active role in the city and each year sponsored Festival of States window displays and elaborate floats for the Parade.

With the success of the St. Petersburg store, other *Mass Brothers* stores soon followed - Lakeland 1954, Sarasota 1956 and finally Clearwater - 1961.

In 1960, plans were announced to add two new structures to St. Pete's store, enlarging it by 50%. At 267,000 square feet, they promised one of the largest department stores in the state. The building was an entire city block.

The *Mass Brothers* concept proved highly successful. By the mid-1960s, the company was earning in excess of \$50 million in yearly revenue.

Mass Brothers opened their first mall store in Ft Myers in 1965. It was the beginning of the end of free-standing stores. People preferred shopping in conveniently located malls rather than a single store located in a downtown area.

In Pinellas, *Mass Brothers* opened two



Maas Brothers' Sunshine Room

mall stores - Tyrone Square (1972) and Countryside (1975).

In 1986, *Mass Brothers* celebrated its 100th Anniversary. It is also the year Canadian real estate developer Robert Campeau bought the still successful retail chain. A corporate raider, he quickly pulled the company apart, merging and selling assets. Cost cutting and store closures became the norm.

Two years later, Campeau acquired another retail chain - Federated Department Stores, which already owned *Burdines*. Recent competitors, now *Mass Brothers* and *Burdines* were sister stores, but they still competed for shoppers as they were located in the same markets - many times in the same malls. Campeau converted many *Mass Brothers* into *Burdines* stores.

Campeau's firm struggled and was forced to file for bankruptcy in 1990. Within a year, the already under performing standalone *Mass Brothers* stores were closed. That included the flagship Tampa store, downtown Clearwater, and the downtown St. Petersburg store, which after 44 years, closed October 2, 1991.

The building was vacant for a few years before becoming the Florida International Museum. It featured traveling blockbuster exhibitions, like "Treasures of the Czars" in 1995, but after about 10 years, the Museum moved to a smaller space.

The City took possession of the property with a redevelopment plan that included: A new downtown campus for St. Petersburg College in the former *Mass Brothers* furniture store (the north half of the block) which also is home to American Stage; a 16-story operations headquarters for Progress Energy, (now Duke Energy) on the "Sunshine Corner;" and a 29-story hotel and condominium, which never happened (the lot is still vacant).

City officials required the removal of the inlaid medallion at store's original main entrance. When the Progress Energy Tower was completed, the medallion was reinstalled in its original location in the sidewalk where it remains, today.

Photos courtesy of the St. Petersburg Museum of History

ST. PETERSBURG'S PAST MAYOR DON SPICER PASSES



Don Spicer never wanted to be St. Petersburg's Mayor; it was his wife's idea.

Originally from Missouri, Spicer grew to love St. Petersburg when he vacationed here. Graduating from the University of Missouri in 1950, he and his wife moved to St. Petersburg the following year. In 1955, while St. Petersburg was in the post war boom, he opened a construction company.

Around 1968, the garbage men (sanitation workers, today) had a citywide strike. That is something that will always get residents upset. His wife Dottie suggested Spicer run for mayor. He had no government experience and thought he would never win; but he did. This was decades before the city had a strong mayor; the City Manager had all the power.

So, in 1968 he found himself the elected mayor. It was the same year Bette Wimbish was elected—St. Pete's first black city councilwoman.

Spicer was a Republican businessman. Everyone expected him to be all about business, but as it turned out he was a reformer. He aligned himself with Wimbish and another woman on the Council and the three formed a powerful block that got things done.

After only serving one term (1969-71), Spicer moved to Georgia, where he received a Master's Degree in Urban Administration, and worked for the government in Atlanta. Governor Rubin Askew recruited him to head the State Bureau of Intergovernmental Relations and then the State's Commerce Department for two years. Afterwards, he moved to Maryland where he held several different government jobs before retiring in 2002 at the age of 74.

"He could never understand why Democrats and Republicans were so divided," says his daughter Ann Spicer O'Day. "He would say 'we should find a way to stick together and solve problems.' He was always trying to find a way to bring them together."

Don Spicer, died January 29, in Charleston, South Carolina, at the age of 91.

RUN FOR THE ROSES DERBY GALA

The St. Anthony's Hospital Foundation Run for the Roses Derby Gala was held Saturday, May 4 at the Vinoy Renaissance St. Petersburg Resort & Golf Club. A total of 362 guests attended the gala. More than \$100,000 was raised to support cancer services at the hospital.

Shown here are Nancy Safford Westphal, her mother Kitty Safford and Donna Cothron, enjoying the Gala.



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SUMMER FERTILIZER RESTRICTIONS BEGINS JUNE 1

From June 1 - Sept. 30, Pinellas County residents may not apply fertilizers containing nitrogen or phosphorus to lawns and landscape plants. Fertilizer runoff can pollute rivers, lakes, bays and the Gulf of Mexico, cause algae blooms and lead to fish kills. Pinellas County is one of 90 Florida communities that have summertime fertilizer restrictions.

As the rainy season approaches, everyone in Pinellas County is reminded nitrogen and phosphorus fertilizers are prohibited. Phosphorus is restricted year-round without a proper soil test as Florida soils are naturally abundant in phosphorus.

Limiting fertilizer use prevents additional pollutants from entering storm drains and water bodies such as rivers, lakes, Tampa Bay and the Gulf of Mexico. Excess nitrogen and phosphorus can cause harmful algae blooms that can lower oxygen levels and lead to fish kills. Treatment to remove excess nutrients cost taxpayers millions of dollars each year.

Follow these Florida-friendly lawn care practices:

- Look for fertilizers with "0-0" as the first two label numbers.
- Apply iron, to keep lawns green without increasing growth which will lessen the amount of mowing required.
- Use compost to enrich soil.
- Set lawn mower blades between 3.5 to 4 inches for St. Augustine grass for deep roots that resist fungus and pests.
- Buy plants adapted to Florida's hot, humid climate.
- Hire lawn care professionals that display Best Management Practices decals on their vehicles.
- Sweep or blow grass clippings back in your yard. Do not direct them in the road, stormwater system or water bodies.

To learn more, visit, www.befloridian.org. Read the ordinance at: pinellascounty.org/environment/watershed/fertilizer.htm

ST. PETE LIGHTS UP THE DOWNTOWN WATERFRONT JULY 4

Celebrate Independence Day in St. Petersburg's downtown waterfront as part of the Annual 4th of July Celebration on Thursday, July 4. Fireworks are scheduled to start at 9 pm but can start as early as 8:30 pm and as late as 10 pm depending on weather.



This year's celebration has a fun, new feature. Enjoy the fireworks to synchronized music that is accessible through an optional, free phone app called J&M Displays. The app works with iPhone and Android systems. The fireworks can also be enjoyed without music.

View the fireworks along Bayshore Drive from the following parks: Albert Whitted Park, North Straub Park, South Straub Park, North Shore Park, Elva Rouse Park and Flora Wylie Park. Parking garages, city lots and metered parking are available in downtown St. Petersburg. Visit www.stpete.org/parking for more information on available parking.

Admission is free and open to the public. The 4th of July Celebration is hosted by the City of St. Petersburg and the St. Petersburg Parks and Recreation Department. For information, contact the St. Petersburg Parks and Recreation Department at 727-893-7441 or visit www.stpeteparksrec.org/events.

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HURRICANE SEASON, RAINY SEASON, EVERY SEASON BRINGS FLOODING RISK

By Pinellas County Commissioner Karen Seel

We live in a beautiful place, with stunning white beaches and their foam-frosted waves to splash through on an afternoon walk, our sparkling blue lakes to romp and play on, dark and dense hardwood swamps to explore and hidden streams gurgling with the most relaxing sound to listen to from our porches at night. We're surrounded by beautiful water. It's our life blood here in Pinellas County.

Let's face it, though. Because of the beautiful water that surrounds us and the kind that falls from the sky in any season, we also live in a place that's susceptible to most every type of flooding.

There's low-lying area flooding from an afternoon thunderstorm, with its ability to fill your fenced-in backyard with rainwater so quickly you can't believe your eyes. There's riverine flooding, where that serene swamp or quiet trickling stream can fill with an unexpected heavy downpour and become a muddy rush headed straight for your home. And, there's flooding from a hurricane, with its unyielding rainfall and dangerous, powerful storm surge.

Do you think it can't happen to you? It did happen to the residents of the Panhandle last September.

You may not have seen the destruction left behind after Hurricane Michael, but I encourage you to read about the homes and businesses that were completely wiped away in Mexico Beach. It's this kind of devastation that flooding can create and that you need to prepare for.

Many in Mexico Beach now wish they had purchased low-cost, preferred-risk flood insurance policies which are available

to property owners in designated low or moderate-risk flood zones. Homes just two blocks away from the beachfront qualified for these lower rate policies—currently \$480 per year—but, now, the homes are gone and the lives their owners led can never be recaptured. Only a street or the barest outline of a foundation is left to indicate they were ever there.



Could you financially recover from losing your home to storm surge or other flooding? Most can't.

This is why I am urging you to purchase flood insurance. Remember, homeowners insurance does not cover damage from floods. If you have a federally-backed mortgage and live in a high-risk area, known as a Special Flood Hazard Area, then you must carry a flood insurance policy.

Please take advantage of these preferred-rate policies if you live in a designated low or moderate-risk flood zone to protect yourself financially. Also, sign up for flood notifications from Alert Pinellas to protect yourself and your family. For more details, visit: www.pinellascounty.org/alertpinellas.

Don't let a flood change your life here in beautiful Pinellas County.

As always, please send me any of your comments or concerns. You can email me at kseel@pinellascounty.org.

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ST. PETE PRIDE - JUNE 19-23

Pride Week in St. Petersburg begins on Wednesday, June 19 and culminates with a Street Festival on Sunday, June 23. Here is the summary:

- June 14: Pride Night at the Trop with the Tampa Bay Rays
- June 19: Party at the Sirata Beach Resort, St. Pete Beach
- June 20: The Stonewall Reception at Museum of Fine Arts
- June 21: Concert in North Straub Park
- June 22: St. Pete Pride Parade along Bayshore Drive
- June 23: The Pride Street Festival in the Grand Central District on Central between 22nd and 28th Streets.

The celebration starts June 19th with a kick-off party at the renowned Sirata Beach Resort on St. Pete Beach, where all are welcome to join the celebration of the power and beauty of diversity and inclusion. With a little extra emotional value this year, the celebration continues on June 20th at the prestigious Museum of Fine Arts in downtown St. Pete with the Stonewall reception commemorating the 50th Anniversary of the Stonewall Riots. That is followed by an evening of entertainment on June 21st, when St. Pete Pride will present local and national talent at its annual SP2 Concert in North Straub Park.

Featuring over-the-top floats, lavish costumes, unforgettable performances, and spectacular fireworks, catch the Tech Data St. Pete Pride Parade on June 22nd along St. Pete's beautiful downtown waterfront on Bayshore Drive. And last, check out the 240+ vendors at the Street Festival on June 23rd at the Grand Central District between 22nd and 28th Street.

St. Pete Pride's mission is to promote unity, visibility, self-esteem and a positive image of and among the lesbian, gay, bisexual and transgender (LGBT) community of Tampa Bay and throughout the State of Florida by way of cultural and educational programs and activities.

FOUNDATION FOR SUSTAINABLE FAMILIES

A local foundation is helping the community turn compostable trash into fresh vegetables that feed Pinellas County's hungry. The St. Petersburg-based Foundation for Sustainable Families is growing fresh produce for the St. Petersburg Free Clinic's food pantry in exchange for the Free Clinic's scraps.

The Foundation for Sustainable Families delivers fresh produce, like kale, lettuce and beets, to the Free Clinic's food pantry once a month. In exchange, the Free Clinic donates more than 6,000 pounds of food scraps to the Foundation, which is turned into compost to use as fertilizer for the farm.

The Foundation for Sustainable Families' support helps the Free Clinic to provide food assistance to more than 50,000 people in mid-south Pinellas County each month. Local residents who receive food assistance are able to choose the foods that meet their families' needs, and often they don't expect to receive fresh vegetables through assistance programs (but are excited to get them).

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CALENDAR OF UPCOMING LOCAL EVENTS

MAY

Safe Boating Week 18-26
 Florida Orchestra at The Palladium 23
 Movies In The Park N. Straub Park 23
 Florida Orchestra at Mahaffey 25
 Corvette Show North Straub Park 25
 Saturday Morning Market Closes 25
 City Pools Open 25
 Memorial Day Weekend 25-27
 Breaking Bread Together Coliseum 25
 Stars & Stripes USO Show Coliseum 26
 Memorial Day 27
 Mahaffey Hollywood Medium Tyler Henry 29
 Mayor's Dinner Coliseum 29
 Public School Close for Summer 29
 Movies In The Park Straub Park 30
 Fred Astaire Showcase Palladium 31
 Tax Free Days Hurricane Supplies 31-6

JUNE

Hurricane Season Begins 1
 Hurricane Expo Childs Park Rec Ctr 1
 Williams Park Summer Market Opens 1
 AWAPS Pancake Breakfast Albert Whitted 1
 The Evolution Of Drag Palladium 1
 Dio Returns Palladium 2
 Etsy Craft Party Coliseum 6
 Palladium Ignite Tampa Bay 6

Tax Free Days Hurricane Supplies Ends 6
 Nate Najjar: Swings Is The Thing Palladium 7
 First Friday 7
 Ink Mania Tattoo Expo Coliseum 7-9
 Williams Park Summer Market 8
 World Oceans Day Marine Exploration Center 8
 Second Saturday Art Walk 8
 Young Eagles Day Albert Whitted 8
 J3 Vocal Band Palladium 10
 Flag Day 14
 Pride Night at the Trop 14
 Williams Park Summer Market 15
 Father's Day 16
 Oar Summer Tour Am Authors Mahaffey 19
 St. Pete Pride Parade & Festival 19-23
 Todd Rundgren Concert Mahaffey 20
 Summer Begins 21
 Craft Beer Food Truck Rally Whitted 21
 Madama Butterfly Palladium 21-30
 Tampa Bay Home Show Tropicana Field 21-23
 Williams Park Summer Market 22
 Coliseum Lock & Supply Trade Show 22
 Pride Street Festival Grand Central 22
 Take Your Dog To Work Day 24
 Williams Park Summer Market 29
 Wheels Of Soul Tour Concert Al Lang 30

JULY

Independence Day 4
 Fireworks St. Pete Waterfront 4
 First Friday 5
 Rob Thomas Chip Tooth Tour Mahaffey 5
 Side Door Blues Palladium 5
 Williams Park Summer Market 6
 Side Door 60's Rock & Roll Palladium 6
 Proud Families Great Explorations 8
 Happy Hour With A Historian 11
 Side Door Jazz Palladium 12
 Second Saturday Art Walk 13
 Peer Pressure Comedy Palladium 13
 Williams Park Summer Market 13
 Cool Art Show Coliseum 13-14
 Williams Park Summer Market 20
 Williams Park Summer Market 27

AUGUST

First Friday 2
 School Shopping Sales Tax Holiday 2-6
 Williams Park Summer Market 3
 Second Saturday Art Walk 10
 Williams Park Summer Market 10
 Property Tax Trim Notices Mailed 12
 Williams Park Summer Market 17
 Williams Park Summer Market 24
 Primary Elections 27



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EDWIN TOMLINSON'S LEGACY OF LOCAL EDUCATION

By Marilyn Malara

The story of St. Petersburg wouldn't be at all complete without mention of one of its early benefactors, Edwin Tomlinson. The oil mogul-turned-philanthropist began dedicating much of his wealth to the expansion and growth of our beautiful city's education system and architecture through the late 1800s and early 1900s, and his efforts helped bring much of St. Petersburg's iconic buildings into existence. One of those include the current Tomlinson Adult Learning Center overlooking Mirror Lake Park - its second location.

The Tomlinson Adult Learning Center was named in his honor in 1935, highlighting the many generosityes by the "Father of St. Petersburg Public Schools." Tomlinson was a patron of public education and donated money toward the building of such institutions as Florida's First Manual Training School and the Manual Training Annex. His passion for education extended beyond building schools, he also supported the creation of a cadet company and fife and drum corps at St. Petersburg High School. He also held the first ever "George Washington's Birthday Parade," for which he gave children costumes and flags.

When the Tomlinson Adult Learning Center moved from its original location on 2nd Avenue North -- now home to The Greenhouse - it expanded its offerings to include GED classes, English classes for Speakers of Other Languages (ESOL) and vocational subjects popular at the time. Today, it still offers high quality GED and ESOL education for affordable prices, as well as indispensable resources for adults looking to start new careers or build upon their current skills.

The team at Tomlinson Adult Learning Center is more than equipped to assist in helping students achieve their goals and



then some in today's modern world. They help in building computer literacy and English fluency, in helping students discover new career paths, and even building their resume.

"Ninety-eight percent of what I do is help people believe in themselves," Career Counselor Barbara Riddle-Dvorak says of her work at Tomlinson Adult Learning Center. Her students often come from all over the world. Many of the center's 680 currently-enrolled students come from countries such as Brazil, Costa Rica, the Democratic Republic of the Congo, Vietnam, Cambodia, Thailand, Ukraine, Venezuela, and Iraq, among others.

To volunteer at Tomlinson Adult Learning Center, contact Nina Cornelius by phone at 727-893-2723 or e-mail Corneliusn@pcsb.org. To enroll, visit pcsb.org/tomlinson, call 727-893-2723, or e-mail Tomlinsonadult@gmail.com.



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Bar & Restaurant News



LONGEST TABLE ANOTHER SUCCESS Over 1,000 people paid to eat in the street - in the middle of Bayshore Drive - during the 6th Annual Longest Table Epicurean Event on April 16. Diners enjoyed a four-course dinner and wine from several of Tampa Bay's finest restaurants on 400 feet of tables stretching from the Vinoy to 2nd Avenue N.

Downtown's participating restaurants included 400 Beach Seafood, Birch & Vine, Farm Table Cucina, Orange Blossom Catering, Parkshore Grill, Urban Comfort and others.

The WUSF Public Media fund-raiser was once again sold out. Save the date, next year's Longest Table will be April 16th and will probably sell out. Visit www.WUSF.org.

WEBB CITY CELLAR OPENS Green Bench Brewing Company already had a special beer room to drink their locally brewed beer. Now they have a second one - "Webb's City Cellar" dedicated to Belgian-styled beers. Webb City's Cellar is only steps away from the main tasting room in a two-story building which includes Alice, a towering foeder (pronounced food-er) which ages the brewer's mixed-culture sour. Webb's is now the largest beer cellar in Florida.

Open Thursday through Sunday, find Webb City Cellar next to the Green Bench Brewing Company at 1133 Baum Avenue N. Call them at 800-9836.

YEOMAN'S CASK & LION Located at 200 1st Avenue South, this English themed pub closed in mid-May. It's sister restaurant Ford's Garage next door is still open.

THE GALLEY EXPANDS A new room and rum bar, called "The Ship's Hold" has been added to The Galley, a lively tavern on 4th Street N. The word "Hold" in the rooms name refers to the under-deck cargo hold of a rum running pirate ship. The expansion creates more indoor and outdoor seating as well as room for large parties, or even weddings. "We wanted to host bigger events and office parties," says the owners Boland and Taylor. "We leased the 1000 square feet of space to the north, formerly the Shisha Café hookah bar." Visit them at 27 4th St N.

GERMAN KNOODLE OPENS Open for breakfast, lunch and dinner, they serve a variety of good authentic German foods including Schnitzel, homemade sausages, and knoodles - little German dumplings. They are open from 11am until 10pm. Call them at 631-2106.

GRAND HACIENDA CELEBRATES ONE YEAR "We made it," says the owners of Grand Hacienda Bar and Grill. They opened in the old school building on 4th Street N. at 11th Avenue last June. "The residents and businesses in this part of St. Pete seem to like what we are doing here."

To celebrate, they are offering \$4 off any meal over \$25 the month of June. You must MENTION THIS NEWSLETTER. In addition, they are offering all day Happy Hour pricing the whole month.



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Bar & Restaurant News



DATZ OPENING SOON

As St. Pete continues its growth as a foodie destination, it welcomes a local favorite from across the bay - introducing Datz St. Pete! Located at 180 Central Avenue in the heart of Downtown St. Pete, this Tampa hotspot is going to fit right in with the edgy, local-focused vibe of the area. Datz is known for its original spins on classic favorites, and its menu will feature highlights like the Cheesy Todd (a huge, fresh beef patty between two fried mac & cheese "buns"), tempting salads, a variety of vegetarian and vegan options, sammies of all types, crazy cocktails, and craft spirits.

SAKE23 Recently opened in the old Souzou location at 1300 4th Street N., they combine the elegance of Japanese traditions with the energetic vibe of modern Japanese culture. The menu includes 23 of the very best sakés available in the United States, with rolls, ramen and rices made from the freshest ingredients. It is open daily for lunch and dinner plus late-night Thursday through Saturday. www.sake23.com

MINI DOUGHNUT FACTORY CLOSED AGAIN First, they were open - then they closed - then they were open - now they are closed for good. After some legal issues, The Mini Doughnut Factory, located at 730 4th Street North, that reopened in February closed for good in April. Due to problems with the franchise owner over rights and past due money, St. Pete owners Patrick and Zezuara Ruddell, were forced to close.

ACROPOLIS OFFERS LOCALS

CARDS Need another excuse to eat some Greek food? St. Pete's own Acropolis Greek Taverna now offers a 15% discount card for locals called the "St. Pete Downtown Discount Card." The discount is good seven days a week for lunch, dinner and late nights. Go to DineGreek.com for more information. Acropolis Greek Taverna is located at 515 Central Avenue. Stop in on Friday nights for live music and belly dancing. Call 823-1010 for more information and special events.



NITALY'S IS BACK Nitaly's, a Thai Mex restaurant previously located on Central Avenue in the Grand Central area, closed and moved to Gulfport at 6800 Gulfport Blvd South. Now back by popular demand, they are opening a second location closer to downtown at 1163 MLK Jr. Street N. Call them at 290-6166. Find them on Facebook.

CLOSED Bombay Grill, the first Indian Restaurant in St. Petersburg has closed. Located at 409 Central Avenue, the casual Indian restaurant has had some problems through the years with their health inspections.

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NATION'S FIRST UNDERWATER VETERANS DIVE MEMORIAL



The first statues for the nation's first underwater dive memorial honoring our veterans are expected to be lowered into place off the coast of Pinellas County in just a few weeks. Called "Circle of Heroes," the attraction will be located roughly 10-miles off the Pinellas County shore and eventually will include 24 different life-size concrete statues of men and women serving in the United States Air Force, Army, Coast Guard, Marines and Navy.

"This underwater exhibit will honor our nation's heroes, while helping sustain marine life in our precious gulf waters as an artificial reef. Its impact will be everlasting and our county and state are better for it," said former Congressman David Jolly, whose non-profit, Brighter Future Florida, is spearheading the campaign to complete the memorial.

The concrete statues, which stand 6-foot tall, will be placed in a 100-foot circle. A 4-foot high, 5,830-pound monument will be placed at the center of the memorial featuring 5 bronze emblems representing each of the U.S. Armed Forces.

The brainchild of St. Pete College instructor Dr. Heyward Mathews, Circle of Heroes will be located a quarter mile from the popular dive site Veterans Reef, about 40 feet below the surface of the water.

"This underwater memorial will not just honor our veterans, but it will also serve them," U.S. Army Lieutenant Colonel (Ret) Bill Wilson of Clearwater said when the project was announced in 2018. "Diving trips to Circle of Heroes may be used in conjunction with sports therapy programs for disabled veterans struggling with PTSD, depression, trauma and other anxiety disorders."

To date, 12 of the 24 statues for the project have been purchased. Additional money from private and corporate donations and other sources is being sought to complete the underwater memorial.

If you are interested in sponsoring a statue or supporting the project, visit: www.vetmemorial.org

NEW EXECUTIVE DIRECTOR



David Foote is the new Executive Director of the Grand Central Business District. A resident of North Kenwood, he has a strong background in graphic design, website development and social media. Foote works with non-profit organizations and small businesses, consulting on event planning, project management and website design. He recently created the branding for Historic Kenwood's Bungalow Fest, Pinot in the Park, Dining for Art and the Artistic Enclave as well as Central Avenue Solstice. You can reach him at GrandCentralDistrict@Gmail.com.

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HOW SAFE IS OUR SUNSCREEN FOR OUR ENVIRONMENT?



By Kathy L Anderson, DO, FAOCD

All of us living in Florida, know that we must be using a sunscreen to protect ourselves from sunburn. And, we have heard about all the damage that the sun, the UV rays, can cause to our skin from brown spots to premature aging, causing wrinkles and unfortunately to the development of skin cancers.

So, we buy sunscreen for ourselves and our children. We read the SPF labels, the water resistant claims and we purchase a product and apply faithfully. Sounds simple and safe, right? Well, unfortunately, many sunscreens, in fact MOST sunscreens are made with the chemicals oxybenzone (OXY) and octinoxate (OCT) which provide protection from the sun via a chemical reaction that inhibits the penetration of the UV rays. Why did I say 'unfortunately'? Because, these two ingredients are killing the coral reefs! These two ingredients do not dissolve in water and when a swimmer is wearing a sunscreen containing OXY/OCT, the sunscreen that washes off the persons' skin floats in the water and will eventually settle on the coral reef. This film coats the coral reef, essentially preventing the reef from absorbing the sun's rays, pretty much suffocating the reef, causing coral reef 'bleaching', which causes death of the reef. These products are directly affecting

our environment by destroying coral reefs which are necessary to maintain the ecology of our oceans. The living reefs support marine life that is essential for the ocean environment.

Now, Hawaii has banned all sunscreen products containing these two ingredients beginning in 2021. Key West has passed similar bans. Right now, in Tallahassee, there is a bill, that if passed, will ban OXY/OCT in sunscreen products for the entire state of Florida. And, here we are, living on Clearwater Beach, one of the most beautiful beaches in the world.

Oxybenzone and Octinoxate are relatively inexpensive ingredients which is why the manufacturers use them to chemically protect us from sun damage. These ingredients are also found in many cosmetics, as the FDA has claimed they are "safe" for humans. These two chemicals DO get absorbed into the skin and have been shown to affect the endocrine system as they "mimic" hormones in the body, and as some studies have shown can affect testosterone and estrogen. But, putting that aside for now (to be discussed later!), what options do we have that are safe for the environment, safe for our skin, will protect us from getting sun damage while we enjoy the beach, golf, boating, playing sports and basically living our lives in the beautiful state of Florida?

We can use mineral sunscreens!

Sunscreens containing zinc oxide or titanium dioxide. It is that simple! These minerals, come from the earth, they provide a physical block, to actually reflect the sun's rays off our bodies and do not get absorbed into our bodies, because the particle is too large (non-nano) and there is no chemical reaction on our skin. And, guess what? These ingredients DO NOT CAUSE CORAL REEF DEATH! So, why don't all sunscreens contain zinc oxide in enough percentage to provide a broad-spectrum SPF of 30, for instance, without adding the chemicals? Because it is a more expensive ingredient. You will see sunscreens with a low percentage of zinc oxide on the label, but read further...they still throw in the chemicals to achieve the SPF they want to reach, because it is a cheaper way to get the product on the market. Zinc Oxide alone, when used in the proper percentage can give Broad Spectrum protection, which means it protects against both the UVA and UVB rays and is safe for humans of all ages, safe for animals and safe for the coral reefs! The downside of zinc oxide sunscreens is that they can look 'white' on the skin if too much is used, and the sunscreen will cost a little more. So, don't apply too much of your favorite zinc oxide sunscreen and paying a little more just might be cost effective in the big picture! You can enjoy yourself, not get a nasty sunburn while you enjoy golf for 4 hours or ride your jet ski out to the island or watch your son or daughter play soccer. And, avoiding sun damage will reduce the need for doctor visits to treat sun burn and skin lesions that appear as a consequence of too much UVA and UVB.

Using a sunscreen with only Zinc Oxide or a sunscreen with a combination of Zinc Oxide and Titanium Dioxide will provide complete sun protection and WILL NOT HARM THE CORAL REEFS!

A person can choose what product to buy, for whatever personal reason. That is their choice, But, when a product is shown to have a permanent, harmful effect on the environment, there must be awareness and social responsibility. This is why law makers are looking at this seriously and passing laws, to protect the ocean.

Please, the next time you buy your sunscreen before you head to beautiful Clearwater beach, read the label completely. Know that your decision of what to put on to protect yourself will impact the marine life that we cherish and enjoy in many ways. This is a serious issue that will affect the world our children live in years from now. Protect our Coral Reefs and use our knowledge to protect ourselves as we enjoy our beautiful beaches in the State of Florida.

Dr. Anderson has been practicing Dermatology since 1995 and has been in the Tampa Bay area since 1999. Dr. Anderson has been practicing dermatology in downtown Clearwater for 13 years, specializing in Cosmetic and Medical Dermatology.



THE PICASSO OF PINELLAS COUNTY...MEET SILAS BEACH

Story and Photos by Dan L. Hummel

Tucked away in a little art studio in Safety Harbor is one of this area's most talented and beloved artists. Silas Beach, born in 1952 as Silas Gatewood III, has achieved considerable recognition in the Bay Area with his paintings which are notorious for their emotion and vibrant colors. He describes himself as an original tropical artist, creating stunning artwork featuring wildlife and beach themes.

A true gentleman and a delight to visit with, Silas explained why he changed his last name to Beach. "When I started painting many years ago, I used to sign all of my work with my first name. Then, a good friend of mine started referring to me as the 'artist of the beach'. The name has stuck with me, and truly fits the subject matter that I love to paint."

A native of St. Petersburg, Silas spent some time in the north and graduated from Miamisburg High School in Dayton, Ohio. While in the north, he helped operate the family's pet store and managed the exotic pet section of the business. But, painting and the south were his passions, so he eventually returned to Florida and began a colorful and whimsical life in the arts.

Over the years he has left his mark, or should we say artwork, on many businesses. He spent decades working for the Frenchy's Restaurant group where he was instrumental in helping to build their strong, colorful brand. "Frenchy's is actually my legacy", says Silas in a proud, but humble tone. Frenchy's tabletops, walls, interiors, exteriors and signage all have the Silas Beach signature of what he calls his "Floribbean art". When he left Frenchy's in 2012, other restaurants such as the Hog Island Fish Camp and Sea Sea Riders in Dunedin sought out his flamboyant and decorative talents. The Jimmy Guana's Bar in Indian Rocks was actually named by Silas.

One of his most recognizable projects is the artwork associated with the Gulf Boulevard mile marker project. Colorful mile posts brighten the landscape from Pass-A-Grille to Clearwater Beach. The signposts, with their distinctive fish logo, were created by Silas. One of the final prototypes lays near his feet at his work station in the Safety Harbor studio.

Christa Wakayama, who owns the Safety Harbor "n" Such Gallery where Silas works, describes her dear friend this way. "Silas Beach is the real deal. He is a true visionary and eats,

breathes and sleeps art. Some mornings I come into the shop where Silas's studio is, and he is sleeping in the middle of all these sea life masterpieces that he worked on all night with paint brushes and kaleidoscopes of palettes surrounding him."

A two time cancer survivor, Silas has a big heart. Silas has donated his talents to many charitable causes including the Largo Library, Hospice/Empath Health, Children's Home Society of Florida, Big Brothers Big Sisters, Equality Florida Inc., Clearwater Chamber of Commerce, and many others.

A longtime friend of Silas, Kelly Corcoran, commented, "Silas has never considered himself an artist, he is a zoologist at heart, but his artwork reflects an immense love of nature and a very distinct vision of how each creature is unique and beautiful. For example, he has painted literally thousands of dolphins and manatees over the years, but everyone has a different expression, a slightly different movement to it, almost as though he is painting each animal's individual portrait."

Silas is extremely interested in astrology. His depth in the subject matter is shadowed only by his talent with the paintbrush. Because of his love for wildlife, he quipped he should be reincarnated as St. Francis of Assisi, the Patron Saint of animals. Very few of his paintings lack some type of a wildlife presence.

A loyal friend to many, Silas recently lost one of his best buddies. He reflected on their many years of friendship, and was quick to point out the special pair of blue jeans that he painted to wear to the funeral. He choked up as he described their special relationship.

Since I wrote this story, Silas has had a small stroke and is in rehab. He is still painting in rehab. To view some of his colorful, beachy artwork, visit his Facebook page at Silas Beach Inc. There is also a GoFund me page on his Facebook page to raise money for his rehab bills. Silas's work can be viewed at the Safety Harbor "n" Such Gallery at 531 Main Street on Monday through Saturday from 1 to 6 pm. When he is back on his feet, Silas will again live painting on Sundays at the Gazebo on Main Street in Safety Harbor from 10 am to 3 pm. You can purchase one of his existing paintings, or commission him to paint one exclusively for your needs. Corcoran continued, "Each day Silas produces new pieces of brilliance and love on canvas to share with the world!"

Silas can also be reached at (727) 712-6219, or via email at sibeach1952@gmail.com. ■



Art & Museum News

FIRST NIGHT CALL FOR ARTISTS

First Night St. Pete, the largest family friendly New Year's Eve Celebration of the Arts in the State of Florida, is seeking musicians, dancers, jugglers, magicians, crafters, singers, sculptures, creators, aerial performers and more. They are looking for more interactive art exhibitors this year geared towards adults and welcome any and all ideas - everyone is welcomed to apply. All art mediums encouraged to apply. If interested, e-mail jamie.mcwade@firstnightstpete.com. Applications must be received by August 15th at 5 pm.

JAMES MUSEUM OF WESTERN & WILDLIFE ART 892.4200
 150 Central Avenue thejamesmuseum.org

Cultural Connections of Edward S. Curtis April 6 - July 21
 In the first three decades of the 20th century, American photographer Edward S. Curtis traveled the country to document "vanishing" Native American cultures with his cameras, producing thousands of images. Step back in time to explore tribal traditions and early photographic processes through Curtis' lens, with premier images and masterworks on loan from the Robb and Susan Hough collection.

Environmental Impact August 24 - December 1
 This traveling exhibition of dramatic paintings and sculptures heightens public attention about environmental issues and unintended consequences of human interaction with nature. Topics covered include global warming, the Gulf oil spill, unabated logging and mining, loss of bee populations, and more. Discover the fragility and hopeful resiliency of our world through the eyes of over 20 artists.

THE DALI MUSEUM 823-3767
 One Dali Blvd thedali.org

Dali Lives through December 31
 Imagine Salvador Dali welcoming you to the The Dali Museum as if he were alive today, sharing observations on current events and shedding light on the motivations behind his artwork. This spring, that imagined Dali becomes real with the debut of *Dali Lives*, a groundbreaking AI experience exclusively at The Dali.

Using cutting-edge artificial intelligence (AI), *Dali Lives* will provide Museum visitors an opportunity to learn more about Dali's life from the person who knew him best: the artist himself. The experience opened on what would have been Dali's 115th birthday, allowing visitors to interact with an engaging life-like Salvador Dali on a series of screens throughout the Museum.

ST. PETERSBURG SECOND SATURDAY ARTWALK
 Join them as 40 artists' studios and galleries open their doors. Shop local and support our arts community in a fun social setting. Download the map and list of participants to plan your festive art evening at www.stpeteartsalliance.org.

FLORIDA CRAFTART 727-821-7391
 501 Central Ave. FloridaCraftArt.org

June 7-August 10, Florida CraftArt is participating with St. Petersburg's initiative, a national movement "Better Cities for Pets," as a pet-friendly city. In this call-to-artists exhibition, artworks of "all things pets" will include creations such as 3D portraits, artful storytelling, and functional items for pets and their humans. Programming will include artists' demos, workshops, pet meet-and-greets, and partnerships with nonprofits and businesses..



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MEET ISAIAH JOSEPH ONE'S CONCIERGE

By Bob Griffin, Publisher

If you live in One, the new downtown luxury high-rise condo, you already know Isaiah Joseph. He is the 42-story building's concierge. Just like any major hotel concierge, Isaiah is there to help—primarily with information and services.

Twenty-year old Isaiah has been at One since it opened. He works for First Services Residential, a company that provides concierge services in many area buildings including Signature, Ovation and the new Salvador Condo. Before working at One, he worked in Sarasota at The Jewel overlooking Jack's Marina and Sarasota Bay.

Isaiah lives in Tampa and commutes to work Monday through Friday, but tenants have his cellphone number and can call him—day or night. As the concierge of a new building, he finds himself giving lots of referrals for services—subcontractors, interior designers, furniture companies, window treatments, electronic installers and the like.

"I really enjoy the people I have met in the building," Isaiah says. First Services and One started "CLUB ONE" for residents only; they are automatically members upon moving in. Members receive discounts from nearby restaurants and businesses. Only One owners qualify for membership.

It is Isaiah's job to arrange the relationships with businesses who want to participate. In exchange for providing a discount to members, participating businesses benefit from Club One's buying potential. Isaiah offers restaurants, limo companies, and other small downtown companies the opportunity to extend some type of service or discount to Club One members.

One has 253 residences – all of which are now sold and 75% of them are already occupied. About 40% of the owners came from St. Petersburg and the greater Tampa Bay area. The other 60% were bought by people from out of state.

The block on Central Avenue at 1st Street N. used to bring in about \$85,000 in property tax revenue, yearly. Now, the upscale condo contributes over \$7 million to St. Petersburg's tax base.

SULLENBERGER JOINS MONUMENT EFFORT TO HONOR LOCAL FLIGHT

The World's First Airline Monument Project, which will commemorate the historic 1914 flight from St. Petersburg to Tampa and back with a monument in the Pier District, has a new member on its honorary advisory board.

The new member is Capt. Chesley 'Sully' Sullenberger, who successfully landed US Airways Flight 1549 in the Hudson River off Manhattan in 2009 after both engines were disabled.

Will Michaels, president of Flight 2014, the nonprofit group that takes its name from the centennial year of Tony Jannus' historic Tampa Bay flight, said the group welcomes Sullenberger's support and advice as it works to commemorate the world's first commercial airline. It was on New Year's Day in 1914 that Jannus flew a Benoist Airboat across the bay in the inaugural flight of the St. Petersburg-Tampa Airboat Line.

Sullenberger was given the Tony Jannus Award in 2018, for outstanding achievement in commercial aviation.

About \$400,000 has been raised from private donors toward the \$750,000 needed for the monument and surrounding plaza.



Organizational News...

ST. PETERSBURG DOWNTOWN NEIGHBORHOOD ASSN.

Their next Porch Party will be 6 pm, Thursday, May 23 at Dr. BBQ in the Edge District at 1101 1st Avenue South, upstairs. Tickets are \$15 in advance; \$20 at the door, members only.

General meetings are quarterly. The July 10th meeting will be at the Cathedral Church of St. Peter, 140 4th Street N. at 7pm.

The organization, representing residents downtown from 5th Ave. N to 5th Ave. S including the Edge District, aims to build a stronger community by bringing neighbors together and serving as a collective voice for downtown issues.

E-mail President Karen Carmichael, Sunny1015K@Verizon.net. Membership and event tickets are available at stpetedna.org.

ST. PETERSBURG WOMEN'S CHAMBER OF COMMERCE

Their purpose is providing charitable and volunteer assistance to local 501(c)(3) organizations that provide consistent aid to our community and individuals. For more information, visit wccstpete.com or call 727-744-9114.

SUNRISE ROTARY CLUB

They meet every Tuesday at 7:30 am at the St. Petersburg Yacht Club. The club supports Wounded Warriors Meals/St. Pete Free clinic Pac-a-Sac, Disabled Sailors Regatta, Brookwood Home for Girls, plus others. Email stpeterotary@gmail.com, or visit stpeterotary.com and Facebook.com/SunriseRotaryStPete.

EXCHANGE CLUB OF ST. PETERSBURG

They meet for lunch the first and third Thursdays at the St. Pete Yacht Club. To get involved, contact Cathy Duchow, Club Secretary, 727-623-4880 or Cduchow4551@Gmail.com

KIWANIS CLUB OF ST. PETERSBURG

This club meets every Tuesday at Orange Blossom Catering from 12-1:15pm. Email Contact@SPKiwanis.org, call J.C. Russell, Secretary, 821-5518 or visit SPKiwanis.org.

STAMP CLUB

Now in their 95th year, Morgan Fitzgerald has been elected President for the eighth year. Contact Robert Holmes for more information, 744-4106 or e-mail MercyStreet771@Gmail.com

NORTHEAST LITTLE LEAGUE

They recently finished their 60th Anniversary Spring Season and would like to thank all the players, parents, friends and sponsors for making this Little League thrive. Get your kids involved in the next 60 years during Fall Ball. Registration is now open with tryouts set to begin the week of August 27th. For more information, visit www.northeastll.com.

ST. PETERSBURG WOMAN'S CLUB

The St. Petersburg Woman's Club belongs to the worldwide General Federation of Women's Clubs. General meetings are the second Friday of each month, at 1 pm. Evening programs, for working women are the second Tuesday- 7 pm. The Club has been active in the community since 1913 and provides "hands on" volunteer work on many projects & activities. Guests are welcome at all activities. To receive more information about the club or booking our facility, please call (727) 822-4982 or visit www.StPetersburgWomansClub.org.

HISTORIC OLD NORTHEAST NEIGHBORHOOD (HONNA)

Contact President Natalie DeVicente at 409-2891. To host a Porch Party, contact Susan Arsenault, SueAtcp@aol.com. Get more information at www.honna.org.

SNELL ISLE HOMEOWNERS ASSOCIATION

The Snell Isle HOA meets at the Women's Club, 40 Snell Isle Blvd NE. Contact Bonnie Hargrett, BonnieHargrett@Gmail.com or visit www.EnjoySnellisle.com.

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How far in advance do I need to call you?

If you're moving out-of-state, we recommend calling at least a month in advance for the best pricing. If you're moving in-state or locally, it would depend on the size of your home. Larger homes should try to book 3 weeks in advance, this way there is ample room in the schedule. Smaller homes are easier to squeeze in because they don't require as much time.

Do I need to do anything before you arrive?

Though we offer packing services, the best advice we would give: be prepared to move! For example, have your boxes sealed and clearly labeled, the bedding off your bed, and remember where you put the TV remote control! There's a section on our website labeled "tips." We encourage everyone to read it.

What does it cost?

Each move is unique. The fastest way to get an estimate is by completing the free estimate form on Bigmansmoving.com.

For more information, visit Bigmansmoving.com, email us at info@bigmansmoving.com, or call 727-772-3458.

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Families needing clothing can make an appointment to shop at our Tampa, St. Pete, or Clearwater store. Call 727-441-5050.

Donations may be dropped off from 9 am to 4:30 pm Monday through Friday at either of our three stores: Tampa - 5011-H West Hillsborough Avenue, Clearwater - 1059 N. Hercules Avenue and St. Pete - 2168 34th Street South. Cash donations are also needed. Call 441- 5050 or visit clothestokids.org.

DIFFERENT OPTIONS FOR SWIM LESSONS

By Rebecca Geiger

As the cool weather leaves, it is a good time to start thinking about the best way to teach your child to be safe in the water. There are many options available! You can teach them yourself, take a "Mommy/Daddy and Me" course, group lessons, Infant Swimming Resource (ISR), private lessons, or a combination of any of the above. Knowing which you are looking for helps you find locations offering it in your area.

Many parents chose to teach their children themselves. This is wonderful. If you chose to do this, make sure to take advantage of resources that offer tips and guidelines to help speed up the process of getting the child to safety quickly. I have developed a website - TaggedIn.org - that offers step by step instructions for various ages and stages. The Red Cross also has an abundance of information that can be accessed through RedCross.com.

Mommy/Daddy and Me courses are great for parents who want to be in the water but want a little more guidance. The positive aspect of these classes is they allow parents to be in the water with their child, often in groups, which allows social interaction for both the child and the parent. They are also quite affordable. Some of the pitfalls are that when a child can see a parent they tend to progress slower, if you have a disruptive child in the group it can be distracting, or the time coordination is difficult.

Group lessons provide a faster progression in large part due to the fact that the instructor is the one teaching and the parent's anxiety is not transferred to the student. These classes are offered frequently through the summer at Rec Centers and the YMCA. There are some smaller locations that offer similar options at people's homes as well. Group lessons allow children to have limited interaction and they can benefit from seeing more advanced children perform the tasks the instructor

expects of them. It is also a great option if you do not have access to a pool at your home. The negative aspect of this type of class is that there must be enough supervision to ensure safety and unfortunately the most disruptive children often get the most attention. A highly anxious child can also set off a chain reaction.

ISR has become very popular due to its marketing and viral videos of infants floating on their backs unassisted. These courses are highly structured and taught one on one with very regimented programs. The classes are usually run consecutive days at a set location. Lessons run approx. 10 min per session and are offered for children from 6 months to 6 years of age. The largest complaints I hear about this program is the cost and length of the class versus the time it takes to get there and get set up.

Private lessons are done either at your or the instructor's location. Many Rec Centers offer private lessons at their pools. This allows one on one instruction with the child. Parent participation is at the discretion of the instructor so you would need to find out the instructor's policy on your participation. I can tell you that parental participation substantially slows down the child's progression. Private lessons offer a much greater level of flexibility and faster progression. The downside of private lessons is the cost - they are more expensive than group lessons.

I am known as Miss Becca to my students and specialize in Drowning Prevention Education through lessons and group presentations to children and their adults. Please contact me at (813)363-9133.



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