

# NEIGHBORHOOD

Griffin Productions, Inc. / 727.517.1997

*Newsletter*



## INDIAN ROCKS WATERFRONT WAS CREATED "FROM THE DREDGES"

*Story by Wayne Ayers, Indian Rocks Historical Society*

A tsunami wave of development swept over the barrier islands during the real estate boom beginning in the early 1940s.

When the surge in demand for land accelerated following World War II, real estate agents were faced with a stark reality. Most of the prime waterfront property had been spoken for. Little, if any, was left to develop.

Ingenuity on the part of local developers came to the rescue. Where land was not available, it could be created.

Plenty of undeveloped land existed – as sediment on the bottom of the Intracoastal. Newly developed dredging technology could bring it to the surface, and make thousands of acres of waterfront property available for eager buyers.

From St. Petersburg Beach to Clearwater Beach, round the clock dredge and fill operations went on throughout the 1940s and '50s.

The land created was for real – prime property on the water, not the swampland hoax peddled by some unscrupulous real estate "binder boys" during the 1920s.

In Indian Rocks Beach, realtor Robert M. Brown and his wife Laura were well positioned to profit when the post-war boom era hit.

During the depression, the Browns acquired land east of Gulf Boulevard from 10th Avenue north to 28th. In the

late 1930s, they began dredging operations that filled in the mangrove swamps and created "fingers" of land jutting out into the Intracoastal. The land was subdivided into hundreds of waterfront lots.

The dredges probed the depths of the bay, their cutter wheels dislocating and loosening centuries of oyster deposits. Suction from a big pump carried the material through a 16-inch pipe, throwing it out through a discharge line at its destination, sometimes several thousand feet away.

In 1938, Mrs. Brown's sister Gladys and brother-in-law Joe Prichard formed Prichard Realty to promote land sales. The dredging operation advanced northward from 10th Avenue, ending in 1951 at Harbor Drive.

The Browns created thousands of acres of waterfront property during this period, and the land found a ready market with the influx of would-be new residents who flooded the area looking for housing. Unlike the 1920s boom that featured large second homes on the beach built by wealthy Tampa residents, these new homes would be the full time residence of middle class Americans who dreamed of living on a plat of waterfront land in tropical Florida.

Much of the residential character of today's Indian Rocks Beach was established by the Browns and their mid-20th century dredging operations.

The large spreading live oak standing today in the middle of 18th Avenue is a tribute to the Browns' ability to reshape the community. Laura demanded the tree be spared when the street was developed. So the road was constructed to run on either side, as she wished.



"Indian Rocks Beach", a new book from Arcadia Publishing, is available at the Historical Museum, 203 4th Avenue, Indian Rocks Beach  
 Photos courtesy of the Indian Rocks Historical Society



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**PUBLISHERS**

Bob & Becky Griffin  
Residents of Indian Rocks Beach

**ART DIRECTION**

Becky Griffin

**SALES**

727-517-1997

**CONTACT INFO**

P.O. BOX 1314  
Indian Rocks Beach, FL 33785  
517-1997 ~ 517-1998 FAX  
IRBNewsletter.com

Is there something you would like to see included in this newsletter? Please send all comments to

[bob@griffindirectories.com](mailto:bob@griffindirectories.com)

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**CITY NUMBERS**

**CITY HALL** . . . . . 595-2517  
1507 Bay Palm Blvd  
[www.Indian-Rocks-Beach.com](http://www.Indian-Rocks-Beach.com)

**CITY MANAGER** - Chuck Coward  
**MAYOR/CITY COMMISSION** . 517-0204

**MAYOR** - R.B. Johnson  
**COMMISSIONERS** —  
Daniel Torres Vice Mayor • Cookie Kennedy  
Terry Wollin • Phil Hanna

City Manager, . . . . . 595-2517  
Chuck Coward

Building Department: . . . . . 517-0404  
Don Weigner

Planning & Zoning: . . . . . 517-0404  
Danny Taylor, Dir.

Public Services: . . . . . 595-6889  
Dean Scharmen, Dir.

**IRB LIBRARY** . . . . . 596-1822  
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M-F 10-5pm, Tu-Th 7-8:30pm, Sat 10-1pm

**IRB HISTORICAL MUSEUM** . . . 593-3861  
Across from the Post Office

**IRB HOMEOWNER ASSOC.** . . . 517-3131  
Becky Griffin, President - IRBHome.com

Bob Griffin - Boat Club . . . . . 517-1997

**BEACH ART CENTER** . . . . . 596-4331  
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[www.Indian-Rocks-Rotary.org](http://www.Indian-Rocks-Rotary.org)

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Bruce Sobut, Past President . . . 403-4060

**ACTION 2000**  
John Todia . . . . . 595-2369

Meets 2nd Monday Each Month Beach Art Ctr

**BEACH FOOD PANTRY** . . . . . 517-2534  
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Clearwater Beach . . . . . 447-7600

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**PHONE** (Business). . . . . 800-483-5000  
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**SHERIFF DISPATCH** . . . . . 582-6177  
**IRB FIRE STATION** . . . . . 595-1117

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Karen Seel . . . . . 464-3278

**STATE:**  
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Jones.Dennis.web@flsenate.gov  
Representative Jim Frishe . 727-518-3902

Republican, District 54  
125 Indian Rocks Rd, Belleair Bluffs

Jim.Frishe@MyFloridaHouse.gov  
Governor Rick Scott

Rick.Scott@myflorida.com

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Bill Nelson . . . . . 202-224-5274

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Rep Bill Young . . . . . 727-394-6950

9210 113th St, Seminole, FL 33772  
[www.house.gov/young](http://www.house.gov/young)

**2011 CALENDAR OF LOCAL EVENTS**

**NEXT ISSUE IS JANUARY**

Do you need another copy of this newsletter? Ask for them at USA Grocers or any IRB realtor's office.

This newsletter is printed every other month and survives on local advertising. Please support the people advertising here. If you are an IRB resident wanting to advertise, you get a discount. We also offer discounts for advertising in our other issues, Madeira Beach, Belleair Area Downtown St. Petersburg and our Clearwater Beach.

Call me to advertise in the next issue. For more information, or to read our other issues online, visit [BeachNewsletters.com](http://BeachNewsletters.com)

**JANUARY**

- Public School Starts 3
- Qualifying Begins - March Elections 3
- Qualifying Ends- March Elections 7
- Beach Art Ctr Welcome Back Show 11
- Homeowner's Happy Hour 13
- Martin Luther King Day 17
- Boat Club Meeting 20
- Beach Art Center-Monte Carlo Night 22
- Boat Club to The Pub 29

**FEBRUARY**

- Beach Art Center Watercolors 5-6
- Super Bowl (Sunday) 6
- Final Day to Register to Vote 7
- Homeowner's Happy Hour 10
- Blood Drive - IRB Post Office 11
- Valentine's Dance by A2K 12
- Little League Begins 12
- Valentine's Day 14
- Presidents Day 14
- Community Clean Up 14-16
- Boat Club Meeting 17

- Art Center Fac & Students Show 18
- Winterfest on the Rocks 19
- Boat Club Island Way Grill Brunch 20
- Presidents Day 21
- Art Center Watermedia Show 25-27

**MARCH:**

- Spring Luncheon Historical Society 5
- Beach Art Center Watercolor 4-6
- Election Day 8
- Homeowner's Happy Hour 10
- Beach Art Center Still Life 11-13
- Boat Club Island Clean Up 12
- Daylight Savings Time Begins 13
- St Patrick's Day 17
- IRB Boat Club Meeting 17
- Green Fest at COTI 19
- Heritage Village Quilting Day 19
- Great America Clean Up 19
- Spring Begins 20
- Beach Art Center Collecting Craft 25
- Spring Break at the Art Center 28-1

## AS I REMEMBER IT - WHEN THEY DREDGED

by Bill Brandon

During most of my childhood, where you live was called "Broken Islands," a series of mangrove islands, which were destroyed by the filling and development that went on after W.W.II but was begun in the late 30s. The islands and shallows provided excellent fishing for sea trout (weak fish), red fish and snook.

The grass bottomed shallows at Broken Islands were splendid for scalloping. You could slip overboard into warm, clear, bay water and walk slowly along dragging a washtub and in fifteen minutes have a tub of scallops.

All that vanished with the dredging and filling. Most of the islands were destroyed. The bay water, roiled with mud and sand, was never as clear again. After suffering through the Depression, my dad and other residents were glad to see development after years in the doldrums of the 30s. Still, it was sad to see the old bay change.

I grew up around the old bridge. One source of excitement was when Brown's dredge passed through the span. There probably was no more than thirty feet of passing space when the spring bridge opened fully to let a vessel through. Brown's dredge had about a fifteen-foot beam, maybe more. Nearly a quarter-mile of pontoon barges with pipe stretched out behind the dredge, which was pulled by a tugboat. Sometimes a smaller tugboat darted about, nudging the pontoons into line to keep them from knocking down the old bridge. It was a marvelous feat of piloting and seamanship to behold.

One time, as the dredge approached the bridge, the two large masts on the dredge reached too high to get under the high-tension power lines which crossed the bay at that point, even though the tide was low. The lines brought electric power to the entire island. The masts needed only a few more inches of clearance to make it under the wires. The power company dispatched a hero employee who scaled the masts to lift the wires over the masts one at a time. There were perhaps four wires two feet apart which had to be raised to allow the dredge to pass through.

A large crowd gathered to watch the drama. The little bit of traffic on each side was held up about half an hour while the tug nudged the dredge and pontoons away from the bridge and waited. The wait was necessary because the water at the Narrows where the bridge was located ran one way when the tide was coming in and another when going out. Just as the tide changed, there was a brief time of slack water, and the dredge pilot waited for that as the best and only time to get the dredge through without knocking down the power lines, electrocuting the power company hero and perhaps setting off a holocaust.

We all waited and watched the drama build. At last the pilot signaled the guy atop the masts that he was going through. The power man with gloved hands stood ready and the tug inched forward, slacked off and reversed engine to slow the inertia. The mast drifted toward the wire. The power man grasped the first wire and raised it over the masts, but the dredge seem to drift back toward the wire. The tug gave a slight burst forward. The power man grabbed the second wire, and similarly a third and fourth until the masts were free.

The tug sped forward dragging the vessel out of danger, The crowd breathed for the first time in about five minutes, then cheered the man from the power company, who nonchalantly descended the masts, climbed into a skiff and came ashore as if it were all in a day's work. We never even knew his name.




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## Did You Know....

### MEET THE NEW CHIEF

With the retirement of Chief Russell Livernois, the Pinellas Suncoast Fire and Rescue District hired Robert Polk to replace him as chief. Polk began his fire fighting career in the St Petersburg in 1972. In 1996 he became the Fire Chief in Moline, Illinois. Our District is a mixture of paid and volunteer firemen. "My first priority is to evaluate and prioritize," said Polk of his new position. The PSF&R services Indian Rocks Beach. He can be reached at 595-1117.



**OLD LEAGUE SOFTBALL GAME** There is a group playing softball every Tuesday at 4pm on the Little League field in front of City Hall. Bert Valery organized the group. If you are over 50 and want to play, just show up at 4pm. Bring your own glove. Call Bert at 517-8888 for more information.

**PLAY BALL!** West Pinellas Little League is holding open registration for Little League Spring Baseball at Largo South West Rec Center on Vonn Rd. Tryouts and the draft for kids 9 - 12 is the first of February at Campalong Field on Indian Rocks Beach. You must register before the tryouts. Opening day is February 19. Exact dates, times, and registration fees are posted on their website, [www.eteamz.com/westpinellas](http://www.eteamz.com/westpinellas). WPLL ages are 4 yrs (T-Ball) through 16 (senior teams). Visit their website, or call Mike Kelley at 727-735-4574.

**UPCOMING ISLAND CONCERT** Thursday, January 20 at 6 pm will be Island Night at Calvary Episcopal Church. Enjoy Caribbean food and live music performed by the SPC Steel Drum Band. Visit the Calvary website for ticket information: [www.calvaryirb.org](http://www.calvaryirb.org).

**BERT VALLERY HONORED** The Pinellas Trail used by bikers, walkers and joggers opened 20 years ago, thanks in part to the efforts of Indian Rocks resident and former City Commissioner Bert Valery. In the mid-'80s, Bert was part of a Bicycle Advisory Committee who proposed converting a 34-mile corridor of abandoned railroad track in the middle of Pinellas County into a bicycle trail. In 1989, the Pinellas County Commission approved the Pinellas Trail Project and allocated \$1.5 million dollars for the first 15-mile segment. At the anniversary celebration, County Commissioner Karen Seel recognized Bert and others for their efforts and commitment to the Trail Project.

### DALI OPENING

The new Salvador Dali Museum, in downtown St Petersburg, officially opens on 1/11/11 at 11:11am. The building is next to the Mahaffey Theatre, facing the water. Get info at [SalvadorDaliMuseum.org](http://SalvadorDaliMuseum.org).



**ANGEL BOXES AT INDIAN ROCKS CHRISTIAN SCHOOL**

Members of the Honor Society and Interact Clubs at school created 132 "Angel Boxes" to collect holiday gifts to give to teens in Pinellas County's long term Foster Care program. IRCS has been working with this program for 12 years making sure the boxes are put into the hands of foster care teens who otherwise would not have Christmas presents. Each box contains a teen Bible, gift cards, restaurant gift certificates, movie passes, school supplies, Christmas candy and encouraging notes for the teenagers. The IRB Rotary also assisted in this program by donating money to buy gifts.



**FRIENDS OF THE LIBRARY DONATION** In the spirit of they holidays they donated \$200 worth of books to the Homeowner's Toy Drive. Also, on December 11th, the Friends held their annual holiday luncheon at On The Rocks honoring the volunteers who are so vital to the operation of the Indian Rocks Beach Library. If you would like to be a volunteer, stop by the Library on January 26th and sign up at their open house.

**FIREMEN'S TOY DRIVE** The annual toy drive held by the Indian Rocks Volunteer Firemen's Association of Pinellas Suncoast Fire and Rescue District was again a great success. According to toy drive chairman Tom Leyman, "Even as bad as the economy is, we are still fortunate to receive the support of the local community in this yearly endeavor." The drive was held at the Publix superstore on the corner of Walsingham and Vonn Road Saturday December 18th. The toys were distributed to local families in need and to several agencies including the Greater Ridgecrest Area Youth Development Initiative, Suncoast Center, and the Pinellas County Sheriffs Office.

**NEW PARK LIGHTING** Have you noticed the new lighting along the walk ways in Chic-A-Si park, across from the post office? After approved by the city, it was paid for by the Homeowners Association at an expense of over \$19,000. IRB resident Lance Slotnick, owner of Wired Island, installed the new LED lights. They were put into use just prior to the Taste of IRB, when several thousand people visited the park.

**REPRESENTATIVE PROMOTED** State Representative Jim Frishe, (R) has become the Florida House of Representative Majority Whip. Frishe, elected in 2006, was re-elected in 2008 and 2010. He served as Deputy Majority Whip from 2008 - 2010. Rep. Frishe represents Indian Rocks Beach and most of the Pinellas Beaches.

**GRAND MARSHAL** Lilian Johnston was selected Grand Marshall of December's Annual Holiday Street Parade. Lilian is a member of Action 2000, member of the City Parks Rec and Beautification board, plus volunteers regularly with beach cleanups, Homeowners Events, the tree lighting, and Halloween events. She participated in the recent 12th Avenue tree planting by serving hot dogs. Lilian can often be seen picking up trash and debris along Gulf Blvd.



Photo by Nancy Ayers

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The following story appeared in The St. Petersburg Evening Independent newspaper on October 13, 1947

**FINE HOMES PUT GULF BEACHES AMONG BEAUTY SPOTS OF WEST COAST**

**Shacks, Shanties Giving Away to Attractive Houses  
Realtor Attributes Change to High Cost of Land**

By FRANK T. WHITE

This story should start "once upon a time" since it deals largely with changing conditions which are making the Gulf Beaches along the keys off St. Petersburg the outstanding beauty spot of the Florida West coast.

Where, in yesteryears, there were arising a colony of flimsy, inflammable and nondescript shacks, or at least jerry build frame cottages and even commercial structures, such as there were, today the beaches from Indian Rocks to Pass-a-Grille sr stuck as full of fine homes and store buildings as a baking ham is full of cloves.

The answer to the metamorphosis of the beach communities is not difficult to find. Principally it can be expressed by the stated of one Beach Realtor, Larry Long, who says: "You wouldn't mount a beautiful pearl in a brass ring. Neither will owners of valuable beach property today build ramshackle residences on valuable land, or scar a beautiful setting be an unsightly building."

Was a day, and that day not far gone, when one could drive for miles he beaches without seeing a house. At that time beach property could be had for a song in comparison with current values, and the property along the Gulf was used largely for summer "fish camps" and vacation spots. With development of the towns and full length of the keys, with setting up of building restrictions and the creation of year around living facilities there, the present change go under way.

In the earlier days no water was available. Electricity was to be had in a few sections. Fire and police protection were almost unknowns, and there was nothing north of Pass-a-Grille to Indian Rocks in the way of community pride. Further, Tampa bay beach property began to grow scarce. Many thousands of additional people came to make this part of Florida their homes. They recognized the beauty of the Beaches and sought property there.

New Beach areas were created by dredging and seawall construction. Facilities were made available in ever increasing amounts. Old and unsightly buildings were torn down and replaced by fireproof, tile roofed buildings. Low spots were filled, modern home, designed for the subtropical climate and setting begun to arise where only stretches of barren sand had been.

Landscape specialists experimented and found the types of palms, shrubbery, grass and other decorative plants which would best grow there. Architects were engaged to design homes suitable for the sites selected and for gracious year-around living. As better homes went up, demand for sites for still more such building sites mounted; business men moved in to serve the growing community, and they built buildings with the thought of being as attractive as the homes in the vicinity.

The result is that, for some 20 miles or more there are almost unbroken lines of such residences as those shown above, homes which would not be out of place in any of the better mainland communities in Florida and more attractive than many. Each new addition meant increased values, each new building meant one more piece of the limited beach line gone. This too, meant higher values, and the day has come when land prices are such that masonry construction and good design virtually are guaranteed because shacks do not go up on the valuable.

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## RULES OF THE ROAD

*Bicycles, Walkers and Drivers, this means you!*

This topic was suggested by IRB's newest Sheriff's Deputy, Kelly Ford. "The main violation I see in Indian Rocks Beach is people on bicycles and motorcycles while wearing **headphones**," says Deputy Ford. "It is not only against the law, it is so **dangerous**. You cannot hear cars, bicycles coming up behind you, sirens or even horns."



There are many other rules of the road for bicycles, pedestrians and cars. Here are just a few.

**CYCLISTS** - A bicycle is considered a vehicle. Therefore, a bicyclist has the same rights and responsibilities as motorized vehicles, and can also receive traffic tickets. That means cyclists must slow down at yellow lights and stop at ALL red lights and stop signs. Cyclists are allowed on sidewalks, except in designated areas where they may pose a risk to pedestrians, such as in a busy downtown area. While on a sidewalk, cyclists must yield to pedestrians. They also need to make sure they look for turning motorists, stop at driveways, all intersections and parking lots.

Bicyclists should travel on the right side of the street, and if there is a designated bike lane, they should use it. A cyclist traveling slower than the normal speed should ride close to the right curb area.

In a group, cyclists should ride in a single file, unless the bike lane or roadway is significantly wide enough to ride side by side. Cyclists should never ride more than two abreast except on paths and roadways designed for that. This applies even to the early morning hours when there may be less cars to compete with.

For riders 16 years and under, helmets are required by law. For those over 16, helmets are highly recommended.

**PEDESTRIANS** - Pedestrians - walkers, joggers and runners - have rights too, and in most cases be given the right of way. But pedestrians must understand that they have responsibilities, too.

If there is no sidewalk, pedestrians must be on the left side of the road, facing into oncoming traffic. When on a sidewalk, it is OK to walk on either side of the road. If a sidewalk is available, pedestrians must use it, and are not permitted to walk in the street. This includes runners.

Pedestrians may cross the street mid-block, unless there are traffic signals at each end of the block. If they are crossing mid-block, the pedestrian must yield to oncoming vehicles, whether they are motorized or non-motorized. If there is a crosswalk, they must use it.

**MOTORISTS** - At crosswalks, motorists must STOP if a pedestrian has signaled an intent to cross, whether there is a blinking light or not. Everyone must stop, as soon as the person steps one foot off the curb. Motorists emerging from an alley or driveway that crosses a sidewalk are required to yield to pedestrians.

If the road is too narrow to share, drivers must give cyclists the right of way. When a road narrows, cyclist must be given the time and space to merge left and get in front of the driver. Florida law requires that a when a motorist keep a safe distance when passing a cyclist. This means at least 3 feet of clearance. Drivers may cross the center line in a no-passing zone to pass a cyclist.

For more information, see [www.dot.state.FL.us/Safety](http://www.dot.state.FL.us/Safety).

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## WHERE IN THE WORLD IS THE MOLLY BLOOM?

by Marie Shine

She has been docked in Indian Rocks Beach for years, and looked so pretty dressed up for the Madeira Beach Veterans Day Parade. Now, she has left and begun the trip of a lifetime for points south with Capt. Ron and his first mate, Marie.



Sailing Vessel Molly Bloom (a beautiful 37' Lagoon Catamaran) departed with all her owners worldly possessions, or perhaps "worthy" possessions would be more accurate, as there is little room on this trip – or vessel- for frivolous items we somehow can't live without when living on terra firma. After a brief stop at the Vinoy Marina in downtown St. Petersburg they are heading for the Bahamas and beyond.

Preparing to leave on the trip of a lifetime (that could potentially last a lifetime) is a daunting but exciting undertaking. How does one (or in this case, two) decide what to bring, what to keep elsewhere and what to discard? A lifetime of "stuff" we all seem to accumulate had to be given away, sold or stored. There is no room for unimportant items onboard (well, not much anyway). The Molly Bloom has been refurbished and updated with the equipment required to keep her owners safe and comfortable. The list is long and ongoing; here are just a few items:

**Water desalinator** - only salt water is available in our oceans, and the Molly Bloom will not often be tied to a dock where clean water will be readily available.

**Special antennae and electronic equipment** - for communication and weather. While on land we all take for granted our internet and cell service – that is not the case on the open water.

**Solar, wind and diesel powered generators** – after all, EVERYTHING electric on the boat has to be run by batteries - there isn't an electrical cord long enough to reach shore when in the middle of the oceans.

**Charts, guidebooks, and electronic plotters, GPS and radar** to find her way.


**Refrigeration and freezers** that can be powered by wind, solar or gasoline generator

**Food Provisions** – enough of ALL the good stuff to last, while we may complain here about the price of food, it is much more expensive abroad, and some things are just unavailable in the remote locations.

**Other provisions** - everyday things we take for granted, but not readily available (soap, paper towels, baggies, shampoo, clothing, deodorant, toilet paper, etc)

Then there is the thought of what to do with all the free time on board! Well, of course there will be cocktail hour (it will be 5 o'clock somewhere after all), as well as many hours fixing, tinkering, exploring, reading, cooking (Marie loves to cook), getting to know fellow cruisers, learning, and planning for the trip's next leg.

Capt. Ron and Marie have done much to prepare for this trip and are excited to be embarking upon the Molly Bloom for the Bahamas and Beyond, while sad to leave the many friends they have made here in Indian Rocks Beach. Follow this exciting adventure on [www.svMollyBloom.com](http://www.svMollyBloom.com). Visit often, and share a little of what life at sea is like, for a couple of landlubbers from Indian Rocks Beach.



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 MAKING SENSE OF INVESTING

**FROM THE DESK OF SHERIFF JIM COATS**  
 Kicking off the New Year – safely!

We've all heard the heroes' stories on the news about folks who have taken the initiative to intervene in crimes; fight for their personal items during a robbery; or even chase down and catch a bad guy. While in some instances it has been a case of "all's well that ends well", taking the law into your own hands is not the answer. A situation can change in an instant, a perpetrator may produce a weapon that perhaps you had not previously seen and the situation can quickly turn violent or even deadly.



So what would you do if you are unexpectedly approached by someone who attempts to snatch your purse away from your arm? Our Crime Prevention experts recommend letting go of your personal items immediately. Your safety is more important than any valuable in your purse or wallet. Remember drivers licenses can be re-issued, credit cards cancelled and most material items can be replaced. While cash may be lost – nothing can replace you or your well being.

How about if you witness a crime? What should you do if you see a burglar trying to get into your next door neighbor's home or worse yet, already loading up stolen items into a vehicle? Should you go out and ask them what they are doing; or try to scare them away in an attempt to protect your neighbor's property? The best response is to pick up the phone and dial 911. Tell the operator it is a crime in progress, provide the address, and if you are able, provide the best possible description of the person and/or the vehicle in use.

Conversely, what would you do if a crime is being committed on your own property? While the Florida 'stand your ground' law allows you to protect and defend yourself from any imminent attacks or threats, - analyze the situation and weigh your options. If the perpetrator is committing the crime on your property just outside your home or business, do not go out to confront them. Be prudent and call 911. If the perpetrator has already made a forcible entry into your home or business while you are present – then you may be forced to confront the situation. However, if you have the time or the opportunity to get out, – use it, then get to a phone and call for help.

Now, let's say you become a victim of a road rage incident and the aggressor has begun to follow you or is trying to get you to pull over. This can no doubt be a frightening experience. You don't know if the subject is armed or what his/her intentions are. Do not open yourself up to that unknown. Use your cell phone to call for help. Stay on the phone with police until you are safe. Do not stop. Do not allow the subject to engage you in yelling match from the vehicle. Try to get yourself to the nearest police station if you can.

The key in these cases is avoiding a confrontation which can escalate into a dangerous situation. Eliminate that potential by calling law enforcement to assist you. When every second counts, allow the professionals to do the work they have been trained to do and help you and your loved ones stay safe in 2011.

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## Restaurant News....

### MCDONALDS REMODELING

Just Lovin' It. The McDonalds' Restaurant on Walsingham has completed their facelift, inside and out. Look at it now.



**RESTAURANTEUR RECOGNIZED** Frank Chivas, one of the owners of Baystar Restaurants, which includes Salt Rock, was featured in the magazine "Cooking for Profit" as one of area's top restauranteurs. The magazine, a leading national food service periodical, highlighted the successful business mix Chivas has incorporated within his Pinellas beach-themed restaurants. Which includes Island Way Grill, Rumba Island Grill, Salt Rock Grill, and Marlin Darlin Grill.

**NOW OPEN!** Mike's Pizza opened in November. Not only is it a great place for pizza (with delivery), but inside is a non-smoking area with 5 TVs, and outside is a smoking dining area. Call them at 724-4100.

**MORE DONUTS!** Gram's Old Fashioned Donuts opened off the beach at 11987 Indian Rocks Road, near the Pizza Shack. Gram's also offers sandwiches for lunch. It is owned by Howard Robinson.

**LOCALS SPECIAL!** Tapas Garden's is offering \$10 early bird specials from 4-6pm every day (except Monday). The special includes a salad, entree and dessert. Mention this newsletter or that you are a resident to qualify.

**EXPANSION** Now that they get to stay, Cafe de Paris Bakery is planning to expand into the space to the south of their store. Plans are still being drawn, but they don't have an opening date yet.

**UNDER CONSTRUCTION** Mako's On the Rocks' construction is on going with plans to open by Super Bowl. This will be a non-smoking bar with emphasis on music and dancing. This isn't a restaurant, but they do plan to have a limited menu. They will have plenty of TVs to watch sports too! Owned by IRB resident Robert Harris, it is located at 14450 Walsingham. MakosOnTheRocks.com.

**ROCKY'S OPEN** Rocky's opened in December. They serve breakfast, lunch and dinner and are located at 14400 Walsingham Road.

**FREE APPETIZER OR DESSERTS** Mario's Pizza Trattoria is offering IRB Newsletter readers a FREE appetizer or 2 desserts with any order delivered in IRB. See their ad on this page for more info.

**MORE CONSTRUCTION** Beef-O-Brady's construction is scheduled to begin January 1st. This new located on Walsingham is near the new Wal-Mart Neighborhood store, next to the Chinese restaurant. They hope to open in March.

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## BEACH COMMUNITY FOOD PANTRY

by Anny Tarrant, Public Awareness & Response

Recently I was listening to the radio and one of those nostalgic moments seeped into my memory. Remembering my youth and how hopes for the future were limitless. I had a warm house, loving parents, and always plenty of good food to eat. Never can I remember a moment that did not include those three components. However, as I sit and review the recent figures of our Beach Community Food Pantry (BCFP) I am amazed at how many families are missing at least 1 if not all three components that I so easily assumed were part of everyone's life: food, shelter, love.

November brought 277 patrons to our door feeding 741 family members and welcomed 20 new patrons and their families. Those numbers represent children, the sick and the elderly. They represent the unemployed or the barely employed. Those numbers represent a crisis situation that forecasts to get even worse. Staggering numbers considering that our budget is not limitless. We rely on the charity of others. The assistance from our community is CRITICAL to assuring at least one of the components : FOOD

Organizations like our local Rotary, Indian Rocks Beach Homeowners Association and the Fire Department are the lifesavers literally as well as figuratively. They sustain our cupboards with financial assistance. Chuck Pond, who manages the BCFP stated we go through \$1400 a month in spite of donated food. We could not stay open without continued financial support from our community.

Volunteers Gail Webster-Macfarlane and Lee Tong are there distributing food weekly as well as using their own resources to help the families that visit our BCFP. Gail has donated countless children's books that parents take home to read to their children. Lee brings in 6 to 10 bags of food through out the month loaded with chicken, flour and butter. We need it all.

We need it all. The large financial donations, the individual donations, and all the energy one can offer to help those that struggle with day to day needs. Please remember your local Food Pantry. We are in critical times which requires critical response.

In closing I will quote the lyrics that brought me to this moment in hopes that it will inspire all of us to feel that hope is still alive, well and in all of us. " What the world needs now is love, sweet love. No not just for some but for everyone."

For more information or to make a donation you can call Annie at 813.245.6758

## CURBSIDE RECYCLING IS HERE!

The City Commission negotiated with several companies for a curbside recycling contract before selecting Waste Services Incorporated (WSI) to serve Indian Rocks Beach.

By now, you should have received an 18 gallon blue tub to hold your recyclables. Inside were instructions detailing how the program works and what to recycle. Pick up is Wednesday mornings.

They will accept plastics (1-7 grade), aluminum cans, steel cans, glass (all colors), paper (newspapers, magazines, newsletters, junk mail, and cardboard. Please rinse containers containing food, such as catsup and peanut butter. Contaminated containers will be taken to the dump, and will not be recycled.



**Leaving Town?**  
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 1615 1st Street South, Inside the Calvary Episcopal Church, (Turn East at 17th Avenue)  
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 1507 Bay Palm Blvd, Turn East at 15th Avenue  
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**For more information call Annie at 813-245-6758**

The Beaches Food Pantry is a non-profit service run totally by beach residents and volunteers.



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Phase 1 begins January 5th and includes houses and condos of 10 units or less. Phase 2 will include the remaining condos and be coordinated by the Public Works Dept.

Residents in other cities, sign up and pay for this additional service, so they do not get 100% participation. This service is being paid for out of the Solid Waste Enterprise fund and covers 100% of the houses and condos in IRB. So your existing fees are paying for this service, at no additional charge. Call IRB Public Works at 595-6889 with any questions.



## PAJANO'S PIZZA & SUBS OWNERS CELEBRATE FORTY YEARS!

Pajano's Pizza & Subs is Indian Rocks Beach's oldest operating restaurant. Its history covers over four decades. Nick, the restaurant's owner, began operating Pajano's in February 1971, 40 years ago next month. Contrary to what people may think, Nick's last name is not Pajano, its Faraone.

Nick grew up in a western suburb of Chicago and worked at his dad's restaurant called The Cubby Bear Lounge, located across the street from Wrigley Field. There he learned to make real Chicago Italian Beef and his famous Steak-n-Cheese Hogies.

One day while visiting Indian Rocks with his dad, Nick saw a small pizza shop available for lease at 15th Avenue in the building where the Red Lion Pub is today. Forty years ago that building was divided into 3 different storefronts and included a clock repair shop and a meat market with the available Pajano's pizza business between them. The pizza shop owners were named Paul and Jan. When opening their store, they combined their names, added an 'o' and called it Pajano's.

Nick bought the business for \$5,000, leaving Chicago for our beach in February 1971. He operated out of the 15th Avenue location for 3 years.

In 1974, Jimmy Frank decided to sell his building at 1305 Gulf Blvd. It housed a barbershop and hair salon, and someone lived in the space upstairs. Nick decided to buy the building and move Pajano's there, a block to the south. "I liked the location because it was close to the Indian Rocks Beach Pier," Nick says. "I used to get lots of business from the people fishing there. "Of course, the pier blew down in 1985. But by then Pajano's was well established in IRB, to both the residents and the tourists.

Nick met his wife, Monica, when she applied for a job while still at the 15th Ave. location. Of course he hired her. They started dating and soon were married. They held their wedding reception in the VFW building, which is now our City Hall. Nick and Monica have four children, Tracy (32), Tara (30), Nick Jr (28) and Mike (26). While growing up, all the kids worked at Pajano's. Tracy still works on Saturdays. Mike manages the restaurant now.

Nick has seen many Indian Rocks children, now adults, come through his door. He remembers a young Dean Scharmen (City of Indian Rocks Public Works Director), Cookie Kennedy (owner of Cookie Cutter and a City Commissioner), R B Johnson (Mayor of IRB), Randy Schwabb (City Employee), Steve Miller (owner of Indian Rocks Heating and Cooling), Jimmy Palamara (Prior City Commissioner), Russell Liverios (Retired Fire Chief), Patricia Slaughter (owner of Slaughter Plumbing), Eddie Pinerio (previous Mayor, City Commissioner and Fire Commissioner), Bob DiNicola (prior Mayor), Corey Lopez (surfer) and thousands more.

"My first memory of Pajano's was in 1979. I bought pizza for a party for some of my High School friends. It was at my



grandparent's cottage, which was at 12th Avenue (now the History Museum.) We stopped at the convenience store (now USA Grocers) and got some beer, too. Good times, good party and good pizza."

**R B Johnson, Mayor of Indian Rocks Beach**

"When I was a youngster, Pajano's was located in the The Red Lion building. Nick had a small place with only 2 tables and a soda machine. You ordered through a cut out in the wall and could get an order of fries and a grape soda for 50¢. My mother, Nicki, worked there for many years."

**Dean Scharmen, Public Works Director Indian Rocks Beach**

"In the mid '70s, before I lived in IRB, I was working on a condo project at 10th Ave. I went to Pajanos's for lunch and was surprise the pizza was so good. I asked if they had someone in the kitchen from Brooklyn making their great pizza. Nick said "Don't insult me like that. I'm from Chicago, we know how to make the best pizza." After that, my crew and I ate lunch there everyday for the next eight months, and Nick and I became life long friends."

**Jim Palamara contractor and previous City Commissioner.**

"The first time I stopped into Pajano's was over 25 years ago. I thought his pizza was the best I had ever tasted in Florida. We had an immediate connection due to our common Italian background and family Chicago roots. For me, Nick, Monica and their kids represent the best of the "old school" IRB family." **Cookie Kennedy, Business Owner and City Commissioner**

"I remember Pajano's and the friendly greeting I always got from Nick. I also remember the \$2 steak sandwich. A friend got very upset when the price went up to \$2.25. But I kept going there." **Pete Lopez owner of Nekton Surf Shop**



Menu board in 1978 - Today they are \$7.95

"When we moved to IRB in 1978, we went looking for some good Italian food. One of the first places we tried was Pajano's. While we were there, we noticed some customers bringing in beer in with them. Nick said it was okay. He had tried but could not get a license to sell beer because he was too close to another place already selling beer. I started attending commission meetings because of that night which led to a 30 year career in Indian Rocks politics. Nick and his family are some of the nicest people I have ever met and I was happy to help him eventually obtain that license. I only wish he delivered to The Villages where we live now."

**Bob DiNicola, Former Mayor of Indian Rocks Beach**

"I moved to Indian Rocks in 1973 and discovered Pajano's immediately. We ate there when he was in the Red Lion building. We became close friends with Nick and Monica. I went to his two daughters' weddings. I have fixed his air conditioners many times."

**Steve Miller, Indian Rocks Heating and Air Conditioning.**

Editor's Note: Pajano's Pizza has won the Indian Rocks Beach Neighborhood Newsletter's People's Choice Award for Best Pizza on the Beach three years in a row.





## LEAVING A LEGACY: ED PINIERO

by Nancy Obarski

Indian Rocks Beach lost a respected community leader and true friend on November 18; Ed Piniero. Piniero, 69, served a total of sixteen years on the IRB City Commission, including two years as mayor in the late 80s. In addition to

occupying seats on the Planning & Zoning Board, Charter Review Committee and numerous other city boards and committees, he was also a fire commissioner for the Pinellas Suncoast Fire District. Ed battled cancer in the same way he fought for limited government and the property rights of the "little guy"--with grace, determination and resolve.

Edward Piniero was born and raised in Manhattan but his heart and soul was in IRB, where he relocated in the early 1970s. He leaves an indelible mark on the community and a legacy that few can claim. Ed was a founding member of the Indian Rocks Beach Homeowners Association and also championed many city charter amendments that continue to protect our small-town atmosphere to this very day. He was instrumental in adding an amendment to our city charter requiring a supermajority vote of the commission to increase property taxes above a certain percentage of the millage rollback rate. Before a city function can be relocated outside the city limits, there must be a referendum vote of the citizens, thanks to another charter amendment Ed spearheaded.

Whether in office or as John Q. Citizen, Ed attended the majority of city commission meetings. He was legendary for passionately but politely arguing his point, supported by a dearth of facts and past history—often times well after the crack of the gavel marked the end of his three-minute limit. His knowledge of city governmental procedures was legendary: If Ed didn't know the answer...no one did. He spent countless hours researching important community issues. Marcella, Ed's wife of 43 years, admits to once refusing to cook him dinner until he cleared the kitchen countertops of his "findings."

Ed Piniero's exemplary life was one of public service and devotion to community, family and country. He served in the Navy Reserves and in the Army during the Korean War. His son, Navy First Class Petty Officer Darren, followed his father's lead and has served two tours of duty in Iraq. Ed is also survived by his daughter, Kerri Ann, and son, John, five grandchildren, seven siblings, and his parents, Tony and Gloria. This great man will be missed by his friends and the countless individuals to whom he quietly extended a helping hand. He will long be remembered for his unwavering efforts to make IRB the great community it is today.

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## USE CAUTION WHEN APPLYING FOR JOBS ONLINE

By State Representative Jim Frishe, District 54,



After a discussion with the Florida Attorney General's office, State Representative Jim Frishe is issuing a consumer alert to job seekers using job placement websites to find employment. Applicants who utilize these online services should never give certain personal information such as Social Security numbers to unsecure sites, Frishe cautions.

"With so many Floridians out of work, people are turning to the internet to find their next job," Frishe said. "While many of these sites are legitimate job placement businesses, a job seeker should never provide his or her Social Security number in the process of looking for work. I encourage all Floridians who use these valuable online services to be aware and active in protecting themselves."

Several weeks ago, the New York Labor Department warned job seekers of a new type of scam where sites are promising high paying salaries for very little work. To avoid these types of scams, they warned job seekers to not open any emails or attachments that appear to be suspicious or unexpected, to be wary of any unsolicited job offers and to never give out personal or financial information to an unknown or unsecure website. Here in Florida, the Attorney General's office has received over 125 complaints this year regarding similar scams.

If you believe you are a victim of identity theft, report this to the police and then request that the national credit bureaus place a fraud alert on your credit report. Notify banks and creditors involved of questionable charges or accounts. Keep records of all telephone calls and follow up in writing with credit bureaus, banks and creditors. Victims may call the Florida Attorney General's Fraud Hotline at 1-866-9-NO-SCAM (1-866-966-7226). They may also visit the Florida Attorney General's website at <http://myfloridalegal.com>.

### BEACH ART CENTER'S MONTE CARLO NIGHT

This popular fundraiser is January 22 from 7 – 11pm. Tickets are a tax deductible \$30, and each buys you great hors d' oeuvres, Texas Hold 'Em poker, Black Jack, Roulette, Horse Racing and live jazz entertainment. Call 596-4331 for tickets.

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## HISTORICAL MUSEUM NEWS

**New addition moves forward** - The historical society board of directors met with Dwight and Scott Holmes of Holmes Architects to discuss design concepts for the 1,000 sq. ft. museum addition. The added space will benefit the museum in many ways – providing a greater area for exhibits and displays as well as much-needed storage space. The addition will be in character with the historic beach cottage that is the museum's home. It is scheduled to be completed this year.

**Home tour candidates needed** - The historical society has sponsored a home tour of historic IRB every two years, and this year's event is tentatively scheduled for Saturday, April 9, 11 am to 4 pm. However, it can happen only if we get residents' participation! **WE NEED HOMES FOR THE TOUR.** We are looking for houses that

would qualify as "historic," i.e. 1950s vintage or earlier, or a remodeled home with an original core. What makes our tour so appealing is the homes represent the "Old Florida" character of Indian Rocks Beach. Please consider putting your home on the tour. For more information, call Donna Valery at 517-0517. Participating homeowners will be given a plaque identifying their home as a 2011 Home Tour of Historic Indian Rocks Beach participant.

**New IRB book on sale now** - A new pictorial history on Indian Rocks Beach is selling well. The book is part of Arcadia Publishing's renowned Images of America series, and was authored by museum board members Jan Ockunzzi and Wayne and Nancy Ayers. Many of the historic IRB photos included in the book have never been published before. The book is available locally at the museum, library, and Crabby Bill's.

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**CAPTAIN MIKE COLBY PRESENTS  
 FISHING INFO TO IRB BOAT CLUB**

The scheduled November meeting for the IRB Boat Club included a presentation by Captain Mike Colby, President of the Clearwater Commercial Marine Association and operator of the charter boat Double Hook in Clearwater. The presentation gave club members an update on the Deepwater Horizon oil spill, an overview of federal fisheries management and changes in the recreational fishery.

Captain Colby presented current National Oceanic and Atmospheric Administration (NOAA) data showing the small remainder of the federal fisheries closure zone. In addition, NOAA data on fish tissue sampling and results gave club members the assurance that fish caught in Federal waters are safe for consumption. Upwards of 30,000 tissue samples have been examined by NOAA, with no evidence to date of the presence of hydrocarbons. NOAA sampling of fish tissue will continue along with careful scrutiny of any reproductive, migratory or behavioral changes.

The presentation also included a description of how federal fishery management plans are designed. Captain Colby explained how the Gulf of Mexico Fishery Management Council uses fishery dependent and independent data, committee reports and public input to build and implement fishery management plans. Captain Colby's overview of the council process gave club members much needed insight into how recreational fisheries are managed.

Captain Colby also gave the club information on changes in the recreational fishery. The change in the fishery that will have the greatest impact on fishermen will be the Gag grouper closure that will begin January 1, 2011. This closure will affect Gag grouper only, and will continue until June 1, 2011. The closure is written as an interim rule and can be changed by NOAA when future Gag stock assessments become available. Recreational anglers will continue to have a full closure (all shallow water groupers) during February and March 2011. On April 1, 2011 the limited fishery will reopen with the exception of Gag grouper. Gag grouper will remain closed until June 1, 2011 unless otherwise directed by NOAA fisheries. Captain Colby explained that the Gulf Council took this action as recent stock assessments indicate Gag grouper numbers to be in decline. Captain Colby told club members "we are entering uncharted territory, our for-hire operators and recreational fishermen have never experienced a closure of this length."

For information about the IRB Boat club call 727.517.1997 or e-mail [boatclub@IRBhome.com](mailto:boatclub@IRBhome.com)

**MARCHING IN THE  
 MACY'S DAY PARADE**

by Bryttani Schwab, Senior  
 Color Guard Captain

Five days of 160 kids - 23 chaperones, 11 instructors, counting, hurry up and wait, cold, wind, sun, rain, buses, wearing layers of clothing, removing layers of clothing, hand warmers, toe warmers, gloves, walking, ten students sick, four students too sick to march, minimal sleep in five days, sightseeing, food, pictures, parade marching, flying .... and the memories = PRICELESS!!!!!!

Marching in the Macy's Thanksgiving Day parade was the most incredible experience. The Seminole Warhawk Band worked long and hard for 18 months, and many times I



wondered what all the hype was about. Mr. Wood, the band director, had applied several times and finally the time came and the Seminole High School was accepted. Our parents and boosters began fundraising over a year ago with a goal of \$350,000. It was not an easy task.

Although we had a very busy schedule with practices, and a 1am wake-up call to practice in Herald Square Thursday morning, it was all worth it. I loved looking up at the buildings and seeing all the people hanging out their balconies, windows and parties inside many buildings. I did not realize how many families and friends came to the Big Apple to watch us, until we heard them yelling from every corner it seemed. That was exciting and gave us the energy to perform for the 2.5 mile parade. I am so proud to have been a part of this trip. New York City is full of energy, history, Broadway shows, dining experiences and cultures. I am grateful to our community for supporting our experience.

## ACTION 2000 NEWS



This year's holiday street parade was sporting the "Mytic Crew of IRB Action 2000" on a pirate float decorated by spirited volunteers. The crew wore great costumes and distributed beads and candy on the parade route. It was great seeing the excitement and the smiles of the children seeing our pirate ship making its way through the community.



'Tis the season to be able to help those in our community, in doing so, IRB Acton 2000 presented the Calvary food pantry with a donation of \$1,000.



Our valentine committee started preparations for the annual dinner dance when once again city hall is transformed into a magical banquet hall for an evening of dinner, great entertainment, dancing, and door prizes. Our theme this year is the "sea of love." Once again our Plein Aire Cottage Artists are donating a painting entitled "The Sea Of Love" for a live auction that evening. We thank them very much for their continued support.



Valentine dance: February 12, 2011

Time: 7:00 pm- 11:00 pm

This is a BYOB event. Mixers will be available

Cost: \$ 40.00 per person

Tickets do sell out quickly so be sure to get them as soon as possible!! They will be available for sale at City Hall, please see Joan Johnstone, or you can contact Diane Flagg, at [flaggmeyer@yahoo.com](mailto:flaggmeyer@yahoo.com) or call 727-612-9454 for reservations or information.

As the New Year rolls in IRB, Action 2000 will begin new beautification projects and fund raising events. We encourage and welcome community members to join us and become involved. It is very rewarding experience to see things being done in the community that make a difference! A very special thank you goes to all the volunteers that made our past year a great success.

Wishing all a very happy and healthy New Year on behalf of the spirited volunteers of IRB Action 2000. "Where action is the attraction."

Thank You,  
Eric Meyer, President of Action 2000  
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**Terry Coyle**  
Florida LIC#FB0009716

**INDIAN ROCKS BEACH  
HOMEOWNERS  
ASSOCIATION NEWS**



**2011 HAPPY HOURS**

Homeowners Happy Hours continue at the following restaurants:

January 13: Crabby Bills's Loading Dock

February 10: The Pub

These FREE Happy Hours are 6-7:30 pm the second Thursday of the month. Visit IRBHome.com for info.

**HOLIDAY STREET PARADE**

Over 60 people decorated their bicycles and joined in the fun as we road in the Indian Rocks Holiday Street parade. Some people road the entire course, while others road a mile or two. The Homeowners provided beads for everyone to throw to the crowd.



**HAPPY HOUR TOY DRIVE** - Thank you for your generosity! The toys you donated and the \$500 in Walmart gift cards, courtesy of the Homeowners Association, were divided between Grace House and Help A Child. They helped to bring a smile to a child's face this holiday season, and Impressive Designs' hospitality brought a smile to ours.

**FOURTH ANNUAL TASTE OF IRB** Over 5,000 people attended our event and enjoyed a wonderful evening of great food, music and fun even with the cold weather. We appreciate the volunteers who sold drink and raffle tickets, served beer and wine, and helped set-up, breakdown and clean-up. We want to thank all the event sponsors - Century 21 Beggins who was our main sponsor, USA Grocers for donating and sponsoring the wine, and Crabby Bill's for once again sponsoring the beer truck.

**CHANGES IN THE BOARD** - At the end of the year, Phil Wrobel stepped down as president of the IRB Homeowners Association. There is no way possible to thank Phil, our President since 2006, for the quantity and quality of time he has given to our organization over the years. Wrobel, who remains on the Board of Directors, was replaced by Homeowners Association Treasurer Becky Griffin. Board Member Wendi Carmody stepped up to become Treasurer.

**HOME AWARD** Congratulations to Stanley and Gail McFarland, at 212 20th Avenue for winning the HOA's fourth quarter Home of Excellence Award. Great job!

**IRB BOAT CLUB NEWS**

**UPCOMING EVENTS:**

*Lunch at the Pub*

*Saturday, January 29,*

*Brunch at Island Way Grill*

*Sunday, February 20*

The Club recently participated in the Madeira Beach Veteran's Day boat parade. Ron Zellmer and Marie Shine's Molly Bloom and Karen & George Laufenburger's deck boat both won honorable mention.



**MEETINGS** - Join them at Jimmy Guana's, the third Thursday each month. Happy Hour starts at 6pm and the meeting starts at 7. Everyone is welcome and there are no dues. Next meetings: January 20th and February 17th.



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## ANOTHER COLD WINTER?

Do you remember last year's winter? Most of us have dead or damaged palm trees to remind us. The fish kill in the Gulf of Mexico and the Intracoastal was worse than one of our summer red tides. Hundreds of sea turtles found stunned and almost dead were rushed to the Clearwater Marine Aquarium to be rehabilitated. Manatees across the state died in record numbers. Even some dolphins struggled.

Records show that of the 700 manatees who died in 2010, 244 died from cold water stress. The previous year, only 56 died from the cold. That is an increase of over 300%.

In January, the below normal cold air lasted 13 days, without a break, with Pinellas temperatures regularly reaching as low as 33 degrees. From January 2 to 14, we had consecutive lows at or below 45 degrees. January 9 to 12, the lows were at or below 37. On January 11th, the low in St Petersburg registered 33. Temperatures are collected at the St Petersburg station. We don't have an official recording station in Indian Rocks Beach, so we don't know exactly how cold our temperatures were.

According to the National Weather Service's Tampa office, last year's winter season (December 22, 2009 to March 19, 2010), was the coldest on record. They have been keeping records since 1890.

The average in Brooksville was 55.3 degrees, which broke a record set in 1920. In Plant City, the average



was 56.1, which is the lowest ever. In Tampa, it was 55.6 which was the second lowest since 1979. In St Petersburg, the average was 56.9, also the lowest ever, beating a mark going back to 1940.

Pinellas temperatures are always higher than the rest of the Tampa Bay area, due the surrounding water and luckily Indian Rocks Beach's temperatures are usually some of the county's highest.

These cold readings have been attributed to the 'Arctic Oscillation'. When this happens, the cold arctic air tends to plunge further south, which is why we had a seemingly unending train of cold fronts sweeping through the state every few days. They say this weather pattern will not continue through this winter, but December 2010 seems to have picked up where last winter left off. Let's hope we don't have a repeat performance!

Information supplied to us by the National Weather Service

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## Business Briefs....

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### ANNIVERSARIES

**THE BEACH WELCOME CENTER** originally opened 51 years ago on January 11, 1960. It is now operated by Plumlee Realty. Jerri Rose has managed it since Plumlee reopened it in March of 2006



**IMPERIAL REAL ESTATE** has been open 19 years. They opened in February of 1991. Their owner, Sandy Bartelmay, passed away in October of this year

**RADIANCE MEDSPA** is celebrating their Fifth Anniversary. It is a significant accomplishment for the area's leading Medspa. Radiance has established a reputation in the community as the first class provider of all the latest non-surgical medical technologies and services including BOTOX, Juvederm, Fraxel Laser Treatments, Thermage Skin Tightening, Laser Hair Removal, and SlimLipo Laser Liposuction. Radiance Medspa holds numerous titles and awards - it holds the Black Diamond Award for Fraxel and Thermage treatments, is the #1 injector of Juvederm in the State of Florida and is a platinum plus provider of BOTOX. Radiance Medspa's Medical Director, Dr. Erika Francis, is a national trainer for the SlimLipo Laser procedure and performs this state of the art service right in Belleair Bluffs at Radiance Medspa. To celebrate this Anniversary they are offering some great packages and specials. Find out more on at [radiancetampabay.com](http://radiancetampabay.com) or call 727-518-7100.

**GULF SHORE TRADING COMPANY** This new store in Redington Shores offers nautical antiques and maritime salvage, along with tropical and tiki bar decor. They specialize in nostalgic and whimsical accents. Their freestanding building at 17465 Gulf Blvd is easy to spot. Just look for the big hibiscus flower and the bright tropical adirondack chairs in the front. Stop by and browse the gardens for outdoor furniture, enjoy great local artwork and sculpture, or take home an unusual gift. Call them at 520-6609.

**GOT NEWS?** If you have news or suggestions for this newsletter, e-mail [Bob@GriffinDirectories.com](mailto:Bob@GriffinDirectories.com) or call us at 517-1997.

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**ROTARY NEWS**  
 "SERVICE ON THE ROCKS"



The Rotary Club of Indian Rocks Beach recently received three prestigious awards. Two awards were for donations by club members under the Every Rotarian Every Year (EREY) program. The \$100 Per Capita award (received for averaging \$100 per member) and the 100% Sustaining Member award (received for a minimum donation of \$100 from every member) are given to clubs based on members' personal donations. Out of over 32,000 clubs worldwide, approximately 1200 clubs received the Per Capita award and only 660 received the 100% Sustaining award. Finally the club received the Presidential Citation for meeting criteria set yearly by the President of Rotary International.

The Club donated over 700 dictionaries, one to every 3rd grade student at Anona, Bauder, Oakhurst, Ridgecrest, Indian Rocks Christian, St. Patrick's, Blessed Sacrament, and Pinellas Preparatory Academy (5th Grade) as part of the Dictionary Project.

Nationwide, through the Dictionary Project, over 14.4 million children have received a dictionary since the project began with over 2.5 million dictionaries distributed to students in 2009.

One question members are often is asked at our events is "Where does the money go?" The answer is everywhere. Last year the club donated over \$33,000 to community, state, national and international programs and organizations. The list below does not include all of our donations.

American Cancer Society	\$ 500
Anona Elementary Class Sponsorship	\$ 200
Anona Elementary Teacher Breakfast	\$ 75
Anona Elementary Art and Music	\$ 400
Bardmore Elementary Leadership Program	\$2,500
Bauder Elementary Art and Music	\$ 400
Beach Art Center Chalk Walk	\$ 100
Beach Community Food Pantry	\$4,000
Beach Community Food Pantry Pancake Breakfast	\$2,500
CASA	\$1,000
Indian Rocks Beach Boat Parade	\$ 100
Indian Rocks Volunteer Fire Assoc Dinner	\$1,000
Lupus Foundation Walk	\$500
Military Families Christmas	\$1,600
Oakhurst Elementary Art and Music	\$500
Pinellas Education Foundation Scholarship	\$3,000
Ridgecrest Elementary Art and Music	\$400
West Pinellas Little League	\$300
Rotary Camp Florida	\$1,000
Rotary International Foundation	\$7,200
Rotary Youth Exchange	\$2,000
Rotocleft Project	\$500
Bahamas Premature Baby Ventilator	\$500
Thanksgiving Dinners for the Needy	\$300
The Haven	\$1,000
Third Grade Dictionaries – Local Schools	\$1,500
Tutterow Star Program	\$150
West Coast Aquatics	\$100

The Rotary Club of Indian Rocks Beach invites you to visit any Wednesday morning at 7:15 AM. Meetings are held at Jimmy Guana's inside Holiday Inn Harbourside. Call (727) 403-4060 or visit [www.irbrc.com](http://www.irbrc.com) for information, and "Your first breakfast is on us!"

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## FINAL ACT OF LOVE For our Golden Retriever Tomba

by Linda Gowen Indian Rocks Beach Resident

Recently we had to say good bye to our beloved Golden Retriever, Tomba. He was almost 15 years old. The employees at our Vet's office especially, Angie, April, and of course Dr. Matt Facarazzo, took their time in helping us make the decision. Talking about it was impossible without breaking down. We had to decide what was good for Tomba and not what we wanted. He was tired, didn't want to get up anymore, he had severe arthritis, even with all the medication and care, he was in pain, it was time.



The last thing we wanted to do for his end of Life was to take him to Dr. Matt's office, which always made him quite nervous. We didn't want to disturb Tomba. We didn't want to change his surroundings we wanted him to remain comfortable. So Dr. Matt came to our home; this is a service he offers.

From the moment Dr. Matt walked into our home he didn't act like the Dr. we were used to seeing during office visits. He was now a caretaker of our Tomba and us. He sat with us told us what was going to happen in a very gentle way. First he administered the relaxing medication to Tomba, he told us he can hear so talk to him. Tomba slept and listened, he rested peacefully, his head in my arms, breathing nice and relaxed no labored breathing, which he had been doing for quite a few weeks, he seemed so comfortable, we stayed that way for about 20 minutes just talking and rubbing him. After the second medication was administered, Tomba just quietly and peacefully slipped away with dignity. Dr. Matt and April, his assistant, then told us to take all the time we needed to be with Tomba. They went outside, so we could be alone with him. After about 20 minutes they came back in and told us how to handle having our other dog say good bye. Kodi, came over, sniffed him sat next to him put her paws on his, then, put her paws on me as if to say she understood. Dr. Matt then said take her out back so she wouldn't see Tomba leaving the house, that way she wouldn't wait for him or look for him to come back. It made so much sense. After we came back inside we went to the Vehicle where Tomba was peacefully laid. He looked so beautiful and comfortable, no more stress or pain in his face. It was the best thing we could have done for our Tomba. Dr. Matt also made all arrangements for us with Pet Angel for his ashes. Today, Kodi is doing fine, his recommendation worked. Dr. Matt seems to really know what your animals need, what they think, how they feel. So if anyone who reads this is wondering how they should say good bye to their pets, think of doing the procedure in your home. This is the best, Final Act of Love you can do for your beloved pet and friend. Thank you so much Dr. Matt, Angie, and April. Our appreciation can never be expressed enough for what you did for our family, Kodi and Tomba.

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**WELCOME TO INDIAN ROCKS BEACH**

This letter was received by Pleinaire Cottage Artist Mary Rose Holmes

Dear Mary Rose,  
My husband, Alex Blanton & I recently purchased a painting from you. The title of it is "Indian Rocks



Beach Welcomes You". We are really delighted with our purchase. There is an interesting story that goes with the purchase of that painting that I thought you might enjoy.

Alex & I had been looking to purchase a second home in Florida for several years. We currently live in the Washington, DC area, more specifically Northern Virginia (Fairfax). We finally decided on the Indian Rocks Beach area. The weekend of our settlement, the end of April/beginning of May, we were busy purchasing items for our new home. We decided to stop at Guppy's for something to eat. It was a late lunch and when we walked into the restaurant right away I noticed the painting hanging on the wall. It really captured me and after we were seated and ordered our food I went back to look at the painting again. There was something about it that really enveloped me. I felt as if I could walk right into the scene. I called Alex to come look at it with me. When he did, I told him that I thought that painting would look good hanging on the wall in our dining room.

Obviously, having just purchased a Townhome in the area, Alex wasn't interested in shelling out more money for anything at the moment. When we returned to our northern home we resumed a discussion about the painting. He had agreed it would look terrific hanging where I suggested, so we decided when we returned to our townhome in Indian Rocks Beach we would go to Guppy's and see if it was still hanging there.

We were both delighted, more specifically me, that it was still there! Alex bought the painting. It is my birthday, anniversary & Christmas present - each panel for each event. What I also found wonderful, and so appropriate, is the painting's title, "Welcome to Indian Rocks Beach."

All in all I guess you could say it was "meant to be"! And, I was right! It looks absolutely wonderful hanging on our dining room wall!

We look forward to meeting all of you someday when in Indian Rocks Beach, Robin Franco.

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**WINTERFEST FEBRUARY 19**

A full day of family fun is set at Winterfest on the Rocks, Saturday, Feb. 19th, from 10am to 4pm at Calvary Episcopal Church. Winterfest will include patriotic parades, arts and crafts vendors, elaborate silent auction, a street party with a live entertainment, bounce houses and crafts for children, bake sale, hot dogs, hamburgers, beer and soft drinks.

The day will begin with a Patriotic Children's Parade starting at Campalong Field at 10 a.m. Kids can dress up in patriotic attire and parade in a wagon, on foot or on a bike. Also participating in the Patriotic Children's Parade will be members of VFW Post 10094 and Pinellas Suncoast Fire and Rescue.

The popular Patriotic Pet Parade and Contest will begin at noon. Pet owners are invited to dress their pets in patriotic attire and there will be contest prizes for that noontime strut. Registration begins at 11 a.m. There is no entry fee.

There will be arts and crafts for children and two bounce houses in a play area.

Beneficiaries from Winterfest proceeds include, Episcopal Relief and Development in the Dominican Republic and outreach ministries of Calvary Episcopal Church.

For more information about Winterfest on the Rocks or to inquire about vendor space, call 595-2374.

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