

NEIGHBORHOOD



Griffin Productions, Inc. / 727.517.1997

Newsletter

16-18

Our First Hotels



Photos courtesy of Indian Rocks Beach Historical Museum

This is The Indian Beach Hotel, the area's first. The early tourists, mostly from Tampa, were drawn here because of our beaches. Indian Rocks became known as "the playground of Tampa's rich." This photo was probably taken close to the hotel's opening in 1911. The inset photo is the "Tug and Grunt" train bringing the visitors from Tampa.

By Wayne Ayers
Indian Rocks
Historical Society

The Tampa and Gulf Coast Railroad's 1914 arrival in Indian Rocks Beach was the first mainland connection to the barrier island.

The primitive line (open cars, hard benches for seats, a rough and tumble ride) was often referred to as the Tug and Grunt by complaining patrons. But it brought over hordes of Tampans, who headed for the beach after alighting in the vicinity of Kolb Park.

Soon the day-trippers were demanding a place to sleep over. The only accommodations at the time were at the Indian Rocks Inn, some two miles south at the ferry crossing, and the smaller Knox Hotel, even further away.

In stepped Samuel L. Pattison, a former Indiana State Treasurer, who constructed the Indian Beach Hotel. Pattison's hostelry was located right on the beach in the vicinity of today's 15th Avenue. A classy wooden sidewalk across the sandy terrain provided easy access from the rail terminus. The Indian Beach bathhouse, called the APMAT Club (Tampa spelled backwards), was located right next door. The rail patrons were delighted.

Completion of the auto "swing bridge" in 1916 in the Narrows gave the Indian Rocks Inn new prominence.

The Inn had been built in 1911 by Horace Hamlin, son of pioneer settler L. W. Hamlin, on the beach side of the bridge. It originally had ten bedrooms. Seven more were added during renovations in the '20s. An extensive porch area doubled as a dining room, famous for "All you can eat for 50 cents" dinner specials. The

adjacent Brandon's Pavilion offered snacks and sundries for beachgoers, along with rented bathing suits.

Another early hostelry was the Bluebird Inn, later called the Haven Beach Hotel, which sat at the north end of the Yacht Basin. Originally constructed around 1914 as a yacht club and administration building for the Haven Beach Development Company, the structure became a hotel when sold to a Chicago syndicate in 1923. The Bellevue Biltmore operated a supper club there during the mid-1920s.

The hotel had an obvious appeal to boaters. Civic leader Edwin Whitel took over its operation in 1939 and leased it to his sisters, Marian Ray and Helen Muir. Room rents of \$12 a week included meals in the hotel dining room, famous for its fried chicken dinners.

On the mainland near the old bridge was the Gulf View Hotel, run by Dr. Max Friedlander. The doctor had his medical offices next door, in the rear of a building that served as general store, post office, and real estate office.

The old hotels have suffered various fates over the years. The longest survivor was the Haven Beach Hotel, which was torn down in 1990. The Indian Rocks Inn went through several changes of ownership before being acquired by a group of women in the 1950s. It was destroyed by a spectacular blaze in 1963. The Indian Beach Hotel also burned, in 1924.



Pictures from *Indian Rocks As It Was*, : A Pictorial History available at the Historical Museum, 203 4th Avenue, \$20 each, proceeds benefit the Historical Society.

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This newsletter is published by GRIFFIN PRODUCTIONS, Inc. and is mailed to every occupied residence and business in Indian Rocks Beach. We are not officially associated with the City of Indian Rocks Beach.

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Bob & Becky Griffin
Residents of Indian Rocks Beach

ART DIRECTION

Becky Griffin

SALES

727-517-1997

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IRBNewsletter.com

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

bob@griffindirectories.com

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CITY NUMBERS

CITY HALL 595-2517
1507 Bay Palm Blvd
www.Indian-Rocks-Beach.com

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

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

City Manager, 595-2517
Chuck Coward
Building Department: 517-0404
John Mortellite, Dir
Planning & Zoning: 517-0404
Danny Taylor, Dir
Public Services: 595-6889
Dean Scharmen, Dir.

IRB LIBRARY 596-1822
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M-F 10-4pm, Tu-Th 7-8:30pm, Sat 10-1pm
IRB HISTORICAL MUSEUM . . . 593-3861
Across from the Post Office

IRB HOMEOWNER ASSOC. . . . 517-0525
Phil Wrobel, President - IRBHome.com

Bob Griffin - Boat Club 517-1997
BEACH ART CENTER 596-4331

Next to City Hall, 1515 Bay Palm Blvd
POST OFFICE / IRB. 596-2894

204 4th Avenue 33785, Near Crabby Bill's
Mon-Fri 8:30A-4:30P; Sat 9A-12:00P

IRB ROTARY
www.Indian-Rocks-Rotary.org
Meets at Jimmy Guana's every Wed. 7:15AM
David Kline, Past President 593-2605

ACTION 2000
John Todia. 595-2369
Meets 2nd Monday Each Month Beach Art Ctr

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1615 First St. M-W-F 10 am-12 pm

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SHERIFF DISPATCH 582-6177
IRB FIRE STATION 595-1117
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LITTLE LEAGUE 434-0511

CHAMBER OF COMMERCE
Gulf Beaches 360-6957
Clearwater Beach 447-7600

AA & AL-ANON MEETINGS . . 595-1038
ELECTRICITY 443-2641

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PHONE (Business) 800-483-5000

WATER 464-4000
CABLE (Bright House) 329-5020

SEWER / IRB 595-6889
TRASH / IRB / Pick Up 595-6889

COUNTY INFORMATION 464-3000
COMMISSION OFFICES 464-3377

Karen Seel 464-3278

STATE:
Senator Dennis Jones 727-549-6411

Republican, District 13
8940 Seminole Blvd, Seminole 33772

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 Charlie Crist

Charlie.Crist@myflorida.com

FLORIDA UNITED STATES SENATORS:
Mel Martinez 202-224-3041

www.Martinez.Senate.gov
Bill Nelson 202-224-5274

www.BillNelson.Senate.gov
AREA UNITED STATES REPRESENTATIVE:

Rep Bill Young 727-394-6950
9210 113th St, Seminole, FL 33772

www.house.gov/young

2009 CALENDAR OF LOCAL EVENTS

SEPTEMBER

Largo Chemical Cleanup 6
Grandparents Day 6
Labor Day 7
Homeowners Happy Hour 10
Patriot Day (US) 11
Household Chemical Cleanup Largo . 12
Buc's First Real Game 13
Action 2000 Monthly Meeting . . . 14
Boat Club Meeting 17
Boat Club Island Party 19
Autumn Begins 22
Historical Society/ Fall Luncheon . 26
HOA Poker Run Bar Crawl 26
Yom Kippur (Mon) 28

OCTOBER

City Occupational Licenses Due . . 1
Clearwater Offshore Racing 2-4
Blessing of the Animals 3
Homeowners Happy Hour 8
Commitment to Excellence Awards . 9
Boat Club Intracoastal Clean Up . . 10
Columbus Day / Holiday 12
Action 2000 Monthly Meeting . . . 12
Stone Crab Season Starts 15
Boat Club Meeting 15

Clearwater Jazz Festival 15-18
Arts Festival Beach Art Center . . 17
OktoberFest 17
Pinellas Coastal Clean Up 17
Country Jubilee / Heritage Village . 24
John's Pass Seafood Festival 23-25
Pumpkin Carving 24
IRB Haunted House 24
IRB HOA Fall Golf Tournament . . 31

NOVEMBER

Property Tax Bills Mailed 1
Loggerhead Turtle Season Ends . . 1
Daylight Savings Time Ends 1
Taste of IRB 7
Veterans Boat Parade (Mad. Beach) . 7
Market in the Park opens 7
Action 2000 Monthly Meeting 9
Veteran's Day (Wednesday) 11
Homeowners Happy Hour 12
Iron Man / Clearwater Beach 14
IRB Community Clean Up 16-18
Homeowners Quarterly Meeting . . 18
Boat Club Meeting / Marlin Times . 19
Blood Drive at the IRB Post Office . 20
Thanksgiving 26
IRB Garage Sale Sat / Sun 28-29
Hurricane Season Ends 30

NEXT ISSUE IS NOVEMBER

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 and Downtown St. Petersburg.

Call me to advertise in the next issue. For more information, or to read our other issues online, visit BeachNewsletters.com

THOSE WERE THE DAYS

by Bob Griffin, Publisher

This issue is about the old hotels that were in Indian Rocks Beach. The cover story describes the early ones, dating back to 1911. Inside, we have a display of old postcards from some of the ma-and-pa motels. These motels, many of which have been torn down over the years, used to dot our shoreline. Motels printed postcards and gave them to their guests, in hopes that those receiving the cards would want a beach vacation, too. It gave visitors a chance to brag about their fabulous vacation, while advertising the motel. These postcards are now collectors items. Looking through the postcards, made me remember my early beach days.



I grew up in Jacksonville. Many times our summer vacations involved a trip to a nearby beach. I remember visiting Jekyll Island and Daytona Beach. Twice though, we came to Indian Rocks Beach. The first time was 1956, when I was only three years old. My dad invited his brothers and sisters, who drove from North Carolina and Virginia. We had a big family reunion.



We rented some classic beach cottages with large screened porches, and a sidewalk that ran through the middle of the cottages, from the highway to the beach. At that time, beach cottages and hotels were only on the Gulf side of the road. The east side of Gulf Boulevard was nothing but mangroves and marsh.



During the day, we swam, made sand castles, and fished a little. In the evening we cooked out, right on the beach. The mosquitoes and no-see-ums were terrible.

Oddly enough, while others are gone, those cottages are still standing at 19506 Gulf Blvd.

Now though, it is part of Indian Shores, not Indian Rocks. They sure look different today with the tall condos standing on either side. Not at all how I remember them.

We were part of the tourism boom, or so they called it, and did not even know it. To us it just family fun on the beach, and we came back again the next year.

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Did You Know....

ZOOM, ZOOM - TICKET, TICKET The Pinellas County Sheriff's Office wants you to know the new Belleair Bridge is not a race track. The speed limit on the bridge and the approach to the bridge is still 30 MPH. From June 1 to August 6 over 215 citations were given to drivers coming or going over the bridge.



Most were for speeds more than 50 MPH. 85% of all tickets are written in Belleair Bluffs to cars going east in the morning hours.

MARKET IN THE PARK MOVING The Market, now sponsored by the Pinellas County Historical Society, is moving to Heritage Village, in the area north of the Mercantile Store. Parking will be in the Extension lot. Opening November 7th, it is more than just a farmer's market. They bring together farm fresh local produce, delicious gourmet foods, beautiful plants and much more. This event will be every Saturday 8am -1pm through April.

DAN SMITH HONORED He recently won Second Place in the 2008 Florida Press Association contest for Best Original Local Editorial Cartoon. This is his sixth award in six years. Dan is the artist who sometimes draws for this newsletter. He drew the Bert Valery Golf Cart drawing in our May issue and the R.B. Johnson pumpkin in last November's issue. His cartoons are also featured in the Beach Bee.



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MOBILE COLLECTION EVENT The next Pinellas County Utilities Mobile Collection event close to IRB is September 12th. It will be held at the Largo Solid Waste Facility, 1551 Starkey Road, from 9am to 4pm. Recycle your chemicals, leftover paint, fertilizer, fluorescent lights, computer parts and more. For the complete list, visit www.PinellasCounty.org/utilities. or call 464-7500.

CLEARWATER OFFSHORE RACES The First Annual Clearwater Super Boat Offshore National Championships will be held October 2-4. This a new event to our area, held off Clearwater Beach.

LITTLE LEAGUE'S FALL BALL STARTS SEPTEMBER 12TH. Registration was in August, but you can still register by calling Mike Kelley, 735-4574. IRB residents play in the West Pinellas Little League. Children 5-16 are eligible. Costs are, T-Ball \$90, AA to Majors \$100, and Juniors to Seniors \$125. All players, except T-Ball, must have a Largo Rec Card that is valid through the end of the year. Our Little League needs money, coaches, volunteers and sponsors. If you can help, call Mike Kelley 735-4574 or Jackie 434-0511.

NO OVERNIGHTS ON THE BEACH Canopies and beach equipment may not be on the beach between the hours of 10pm and 6am. It may be confiscated.

NOISY RIDERS Since in July 1st, the Pinellas Sheriff's office has issued 10 citations citywide to motorcyclists with their exhaust pipes altered. Called straight-piping, the modification causes the motorcycle to make more noise. The existing statewide statute (316.272) forbidding this alterations, was brought to the City Commission's attention by IRB resident and innkeeper Jim Labadie. The Commission has asked the sheriff to enforce the existing ordinance. The fine for each ticket? \$116. Other cities have expressed an interest in having it enforced in their area too.



JOHN'S PASS SEAFOOD FESTIVAL The annual John's Pass Seafood Festival is October 23-25. There will be many arts and crafts on display and lots of seafood to eat. While there, check out the new Bubba Gump Shrimp Company and their Tiki Bar overlooking John's Pass.

STONE CRAB SEASON IS APPROACHING! October 15th is the beginning. Residents can have up to 5 traps on their property with a fishing license. You can put the traps in the water as early as October 5th but you can not pull them out until the 15th. Here's hoping for another great season.

BEACH PARKING DECALS ORANGE decals are required for 2009-2010. If you have a GREEN one, you are out of date, and could be ticketed if you park in a beach access's resident parking space. Get a new sticker at City Hall by showing proof of residency. They are free.

POKER RUN SEPT. 26th
Sponsored by the IRB HOA. Visit the ten participating IRB bars and restaurants from 12-8pm where you will receive a playing card. Make your best poker hand at the end of the run party at Crabby Bill's Loading Dock. \$5 in advance or \$10 day of. Visit IRBhome.com to register online, or register that day at Kolb Park 12-2pm. We encourage everyone not to DRINK & DRIVE! Take the trolley or since everything is in IRB walk the route!



NEW PLAYGROUND
Did you notice the new playground equipment installed in Kolb Park? Installation of the new equipment was completed July 31st. The systems are specifically designed for children 2-5 and 5-12 and include swing sets (plus those for toddlers), slides, rock climbing walls, a merry-go-round, interactive game devices, impact surfacing and are handicap accessible. The systems were purchased under the US Communities Contract at a cost of \$99,400.



ONLINE: Read this issue (as well as others) online at www.IRBNewsletter.com.

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MY COMPUTER IS SOOO SLOOOOW!



One of the most common complaints with Windows® is your computer gets slower as it gets older. While there are many causes, two possibilities are not enough memory (RAM) and start-up programs. **How do I know if I have enough memory?** A very quick way to tell if you have enough

memory, is if your computer seems to pause for several (or more!) seconds and/or the hard drive LED is on almost constantly. This usually indicates too little memory. The absolute minimum needed to run XP or Vista operating systems is 1 gigabyte (GB), but in reality, due to the way Windows and various programs use memory, you should have at least 2 GB. With today's memory prices under \$50.00 for 2 GB, adding memory is an inexpensive way to speed up your computer. You may be able to perform this upgrade yourself, if you have even minimal technical skills.

What is a start-up program? Start-up programs are files that programs run in the background. At best, many of these files may be unnecessary, and at worst, can be harmful. Viruses, key stroke loggers and other malicious programs can also be running. A thorough analysis and modification of your computer's start-up files may result in a large increase in speed.

Need some computer help? Bruce Sobut has over 30 years computer consulting experience and has been an IRB resident for over 17 years. He is also a member of the Rotary Club of Indian Rocks Beach. If he can't help, there is no charge! He offers service plans to keep your computer running at its peak or one time service. In home and business service is available. His business is located at 12525 (old) Walsingham Rd., Largo, FL. Call (727) 517-2449 to schedule an appointment or stop by between 10 AM and 4 PM.

\$9 FISHING LICENSE Warning Fishermen: You now need a salt-water fishing license to fish from shore in the intracoastal or in the Gulf. The license is \$9 a year, to do what used to be free. Get your license at Indian Rocks Bait and Tackle, most other bait and tackle shops, on line at MyFWC.com or by calling 1-888-347-4356. The web site gives detailed info about the license and who qualifies for exemptions

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FLORIDA COASTAL CLEANUP 2009

Volunteers Wanted

This year the Countywide Florida Coastal Cleanup will be held in Indian Rocks Beach on October 17th 8 a.m. to Noon. Lunch will be served afterwards.

Please meet at the 18th Avenue Beach IRB Count Park for assignments.

For information, contact Randy Schwab 727-595-6889 or Randyschwab@irbcity.com. Websites: www.indian-rocks-beach.com and www.KeepPinellasBeautiful.org

MIKE ALSTOTT TO BE HONORED BY INDIAN ROCKS VOLUNTEER FIREMEN'S ASSOCIATION

The fall of the year elicits all sorts of thoughts and memories for many people; but for the Indian Rocks Volunteer Firemen's Association, it's time for spit shining their dress uniforms for the annual "Commitment to



Excellence in Leadership Awards Dinner" on October 9th. This year's honoree is Mike Alstott, former fullback of the Tampa Bay Buccaneers and now the driving force of the Mike Alstott Family Foundation. "Mike was chosen due to his commitment to giving back to the community that has supported him for many years," stated Marshall Eiss, President of the Indian Rocks Volunteer Firemen's Association. The dinner will be held at the Holiday Inn Harbourside and will feature a silent auction of donated items as well as a wheelbarrow filled with adult recreational beverages.

The Volunteers have served the community since 1951 and receive no monetary support from Pinellas Suncoast Fire & Rescue District. The money received from this evening will be used to buy protective fire equipment and additional training for the organization. The organization is made up of people who have day jobs and enjoy giving back to the community through firefighting and people who attended the fire academy and are looking for employment with many different departments in the county. "We have folks who were volunteers here that now serve in most of the fire departments in Pinellas County in a variety of roles," stated Eiss. "Not only that, but a large percentage of the present staff of Pinellas Suncoast Fire & Rescue were volunteers before becoming employed," he added.

This will be the organization's sixth annual dinner. In the past former Indian Rocks Beach Mayor Bob DiNicola, IRB Commissioner Joanna "Cookie" Kennedy, former PSFRD Fire Chief John R. Leahy, Jr., George Feaster, IRB Realtor Pat Plumlee, and former Morton Plant CEO, Phillip Beauchamp have been honored.

For reservations, contact Fr. Bob Wagenseil, 1615 First Street, Indian Rocks Beach, FL 33785 or by email at frbob.wagenseil@gmail.com.

ATTENTION GHOSTS AND GOBLINS

The Annual City of Indian Rocks Beach Haunted House and Pumpkin Carving is October 24

PUMPKIN CARVING - Ages 4-12
Saturday October 24, 11 AM - 12:30 PM

COSTUME PARTY & HAUNTED HOUSE
Saturday, October 24, 7 PM
Ages Infant-12, Games - Costume Parade and Judging

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IRB Real Estate Market Report

for January 1-May 31, 2009



by **Gordon Obarski**
 Broker Associate
(727) 480-4665
 gordo@candlinc.net



Since Jan 1, 18% of listed residential properties in IRB sold (182 listings/33 sales). Non-waterfront single-family homes had the highest sales to listings (23.5%) with Intracoastal condos/ townhouses showing the poorest (11.1%). Gulf front condos sold more often than their intracoastal and non-waterfront counterparts; however, selling prices were further below asking. In general, condos sold closer to asking price than single-family homes, but were on the market longer. (Condos were listed an average of 226 days; single-family homes 152 days.) **DISTRESSED PROPERTIES IN 33785:** 140 in lis pendens (pre-foreclosure/liens) and 30 in foreclosure or bank-owned.

Single-Family Homes

	Avg. List	Avg. Sale	% of List
Gulf Front	\$2,975,000	\$2,500,000	84.0%
Intracoastal	\$480,908	\$436,083	90.7%
Non-Wtrfrt	\$214,850	\$197,225	91.8%

Condos/Townhouses

	Avg. List	Avg. Sale	% of List
Gulf Front	\$502,488	\$445,277	88.6%
Intracoastal	\$253,750	\$230,000	90.6%
Non-Wtrfrt	\$147,400	\$143,950	97.7%

Source: Single-family/condo sales Pinellas County Multiple Listing Service (MLS).

IRB RESIDENT SWIMS AROUND KEY WEST

In June, Pat Marzulli, IRB resident, placed first in the 60-64 age group swim in the Annual Swim-Around Key West. It is a 12.5 mile course swimming clockwise around the island. It took Pat six and a half hours.



Pat and his paddle board escort

"The first 6 miles only took two hours, 35 minutes. The second half took four hours because of the currents and waves," says Marzulli. He swam with a paddle board escort who guided him, and gave him water and food every 20-30 minutes.

How do you train for such a thing? "I mix my training between pool workouts, for speed, and long 8-to-9 mile swims in the Gulf of Mexico along our beach," Marzulli says. "I live on 12th Avenue, and usually start at sunrise the on the wind and tides determine if I go north or south. I swim against the current in the initially and hope it does not change."

Pat started swimming competitively about 25 years ago when he joined a masters swim team in Clearwater. "I've trained all over the county, and in literally every pool there is. Currently, I swim for the St Petersburg Masters team, but train with the West Florida Lightning Masters at the Southwest Aquatic Center on Vonn Road. I have participated in 3 Masters National Championships, the World Masters Championship in Munich, Germany and numerous YMCA National Championship meets."

"My open water swims have taken me to Bonair twice, St Croix, where I got engaged to my wife, Martyne, Ft Myers and over a dozen times to Key West. I did my first solo swim in Key West in 1999."

"My longest swim, was in the 2003, 24 mile Tampa Bay Marathon, which goes from the Sunshine Skyway to Ben T. Davis Beach. At the time, I was the oldest person to compete in that swim."

Pat Marzulli is a commercial real estate broker with Colliers, Arnold Commercial Real Estate Services in Clearwater and lives on 12th Avenue.

If you are up at sunrise, and see a person swimming along our coast line, feel free to join him. Maybe you will end up swimming the next Key West Island Swim too.

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 727-398-7470 - www.snugharborboatyard.com



What's new with the Pleinaire Cottage Artists? They have been commissioned by Gary and Dot Ennis, owners of Scruggs' cottages, the beach cottages between 7th and 8th Ave., to paint their four historic cottages. Known to IRB residents as the gumdrop cottages because of their radiant colors, these cottages were the first IRB seaside cottages the Pleinaire cottage artists ever painted. They were slated to be torn down the week they painted them, years ago. A failed condo project was planned for the whole block, which included the Sandy Shores cottages, which were torn down. We have

included an old postcard showing the cottages in the early 1960s. The Artists "Indian Rocks Beach Series 5 Limited Edition" 2010 Calendars will be on sale in October. Created by the Plein Aire Cottage Artists: Mary Rose Holmes, Violetta Shtumeyzen and Helen Tilston, each month features a painting of our beautiful seaside town. The calendars will be available for purchase at the Library and the History Museum. Proceeds benefit those two local facilities. Original art by the Plein Aire Cottage Artists can be seen at Guppy's Restaurant and their web site, www.PleinAireCottageArtists.com



INDIAN ROCKS HOMEOWNERS ASSOCIATION NEWS



2009 HAPPY HOURS

Homeowners Happy Hours continue at the following restaurants:

Sept 10: Guppy's, Oct 8: Jimmy Guana's
 These FREE Happy Hours are 6-7:30 pm the second Thursday of the month. Visit IRBhome.com for info.

CHRISTMAS TREE The Homeowners Association recently donated \$3200 to the city, to buy a new artificial Christmas Tree. The 19 foot tall tree is has a 3 foot star on top and comes pre-lit with 250 C-9 bulbs. It should last for at least 8 to 10 years.



BOWLING NIGHT

Thirty-five people showed up to throw some balls and have some fun at our first Bowling Night, held at Twedt's Bowling Alley across from Largo Mall. Everyone agreed we will do this again soon.

POKER RUN September 26th. Once again, we have 10 IRB bars and restaurants participating. Look for an application in this newsletter. You can download more, or register online at IRBhome.com. Proceeds will be used to buy bike racks for participating area businesses.

THIRD ANNUAL TASTE OF IRB is November 7th. We already have 20 restaurants participating. If you are interested in volunteering to help that evening, please send an e-mail to info@irbhome.com

OUR FALL NEIGHBORHOOD GOLF TOURNAMENT will be October 31st at the Largo Golf Course at Noon. The cost to play is the normal rate of golf - \$30/ person. Wear your halloween costume! Get info at IRBhome.com or call Bob Griffin at 517-1997.

IRB HOMEOWNERS BOAT CLUB

JULY 4TH About 25 members started the evening with an island happy hour on "One Tree Island", just south of the Clearwater Memorial Bridge. At dusk they moved closer to the fireworks show by the the Clearwater Causeway.



SECOND ANNUAL END OF SUMMER ISLAND PARTY is September 19th. This will be a repeat of the very popular evening island party. Last year over 100 people gathered on the island at the north end of IRB. Everyone should plan to bring their own meat for the grill, drinks and a dish to share. Join us from 5pm on.

INTRACOASTAL CLEAN UP Saturday October 10th
 The boat club will help clean the Intracoastal islands and shoreline. Meet at the 15th Avenue Boat Ramp at 8am. Please bring gloves, we will supply the trash bags. There will be food and drinks when we are finished.

MEETINGS - third Thursday each month, at Marlin Time Sports Bar (inside Brewmasters), 6pm for happy hour and 7pm for the meeting. Visit IRBhome.com for info.

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Indian Rocks Beach Motel Postcards



Beautiful Indian Rocks Beach, Fla. "On the Gulf of Mexico"



30 - Gulfside Cottages, now closed Sunset Inn



68 - Alpaugh South, today the Great Heron



404 - Gulf Towers, still here today



940 - Anchor Court, now the unfinished Da Vinci Condos



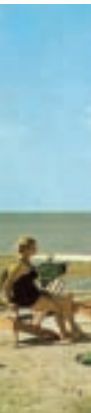
990 - Rainbow Cottages, still there as Blue Heron Cottages



1751 - Twin Arch Apts., still here just north of Guppy's



2200 - Holiday Isles Apts., today it is Scopello Condos



604



1



2502 - C

s from Years Past



60 - Indian Rocks Inn, where The Fiddler is today



604 - Whispering Waters, now the new Bella Capri Condos



1310 - Sea Horse Ranch, today the Sea Horse Condos



1312 - Glen Haven Homes, Dolphin Reef Condos, but part is still there



412 & 430 - Sea Star Motel, now residences & Pier House Condos



1712 - Comet Apts., today it is the site of the IRB County Park



2740 - Holiday Villas, today condos are standing on the site

The number in the caption is the Gulf Blvd. address. Thank you Chuck and Jennifer Foertmeyer, long time visitors from Cincinnati Ohio, for collecting and saving most of these postcards, and to Jim Labadie, owner of Colonial Court Inn, for forwarding them on to us. In addition, thank you Shera Bie and Joe Knight for supplying others.

SIGNS OF THE TIMES

Take a look down Gulf Boulevard and you will see something has changed. Most business signs are lower, have been replaced, or are missing. An ordinance, passed seven years ago, went into effect in July. Most people like them, but merchants complained it was a large expense in today's economy. To prevent fines, some signs have just been removed. Of the four remaining signs not in compliance, two should be finished soon. The other two? They are racking up daily fines.



AS I REMEMBER IT, An Interview With Augie Mai



Augie Mai died July 14, at the age of 78. He was a friend of the Indian Rocks Historical Society and spoke at their annual meeting November, 2008. This interview was conducted a few months before he died.

August Mai was born March 11, 1931 He lived next door to Capt. Lowe's family, just off Indian Rocks Road, in a small house that overlooking the Bay.

His father, Gus Mai, moved here from Germany in 1910. Gus and his third wife, Edith Reynolds, had 6 children. Augie was their fifth child.

Their house was small (48' x 24') and once stood on wooden posts over the intracoastal water. Before Augie was born, the big hurricane of 1921, caused the water to rise so rapidly the family was trapped inside. One of the Lowe sons rescued them in a boat. They moved the house, 100 yards east, closer to Indian Rocks Road.

Gus Mai was a fisherman. He had a fish camp, with a smoke house, on the east shore of the bay. He smoked the mullet caught in the bay. "The bay was full of mullet, before they started filling in the fingers of Indian Rocks Beach" said Augie. "Dad would smoke the mullet on our property. People would drive from Tampa to get his mullet. Sometimes we would be sleeping, and people would knock on the door wanting Dad's smoked fish."

SCHOOL Augie attended Anona Elementary when they had just two class rooms. He was friends with the Meares, Hammocks, Hendricks, Wilcox's, Ulmers and Walsingham's, all of whom are area founders.

THE BAY "We used to call the Intracoastal the Bay. We used to fish around islands off Indian Rocks Beach, when there were no fingers over there, in 'skip boats'. We used a net with a cork line and a lead line. When we were finished, we hung them on 'net racks' and sprinkled them with lime to get the slime off. Then, we dunked them in the water again to get the lime off."

LOWES LANDING "Dad had a big ice chest box at Lowes Landing, where Randolph Farms is today, to hold his fish. When it was full, he would sell it at Clearwater's Martin's Fish Camp on Seminole Street."

THE OLD BRIDGE "I remember the Indian Rocks Bridge operated by Capt. Bill Ramson. He had a fish camp on the northeast side of the bridge. Ross Johns had a fish camp on the south side. The bridge was barely wide enough for two cars to cross at the same time. When a boat approached, they blew their horn, and Ramson would go to the middle of the bridge and turn a big key which rotated the bridge. People waiting in cars would get out and help. It was fun to help him turn the crank."

THE RAILROAD "The railroad ran from Danville, now called Ridgecrest, across the bay, over to Indian Rocks near Kolb Park. Part of the railroad used to come down Railroad Road, now called Wilcox Road, and then Siesta Road next to our house. They used to park 'box cars' on the north side of Siesta Road and we played in them. When the railroad stopped running, my dad used the railroad ties to smoke the mullet. They did not have creosote in the wood then."

POPULAR REMODEL PROJECTS THAT PAY OFF!

by Eric Meyer



KITCHENS AND BATHS still top the list for most requested interior remodel projects. With a recapture rate of nearly 80%, according to Remodeling Magazine's recent article entitled "Remodeling Cost VS Value," it will not only increase the value of your home, but creates a new living environment adding greatly to the quality of life spent in your home. Most realtors agree that updated kitchens and baths help homes sell quicker.

A qualified, licensed contractor will coordinate your complete remodel including design, permitting, product selections, hiring competent subcontractors, inspections, and certificate of completion. This saves homeowners time and the anguish of trying to undertake a project like this themselves. It is important to know if upgrades to electrical, plumbing, air conditioning, and ceiling height are necessary before undertaking any project.

POPULAR KITCHEN MAKE-OVER

- Redesign space, open walls when possible, redefine ceiling height and retexture.
- New custom cabinetry, full extension drawers, lazy susan, pot pull-outs, and pantry space. Built-in entertainment bars or center islands are in demand, providing great areas for everyone to gather and enjoy.
- New countertops - granite, stone, or new stone look products, with decorative edges.
- New flooring - wood, tile or vinyl.
- Re-vamp lighting - make it bright and cheery; add solar tube or windows to bring in natural lighting. Small windows over cabinetry, when possible, is a great look.
- Install new Energy Star appliances; very popular are double ovens, warming drawer, wine coolers, water purification systems, and separate bar sink.
- Tile backsplash, with decorative design behind the range completes the total look.

POPULAR BATHROOM MAKE-OVER

- Redesign space and ceiling, retexture and add storage when possible.
- New custom cabinetry, incorporate built-ins, drawers, and additional shelving.
- Double sinks in the master bath, vessel sinks, new countertops in granite, stone or stone look products.
- Revamp lighting, especially around mirrors, add natural light when possible.
- Convert tub to a frameless glass enclosed walk-in shower.
- In the shower, add new moisture and mold resistant backer board, new tile and decorative trim. Install a tiled insert box for toiletries and soap area.
- New plumbing fixtures; most popular requested are hand held personal shower attachments and rainheads.

THINKING ABOUT REMODELING?

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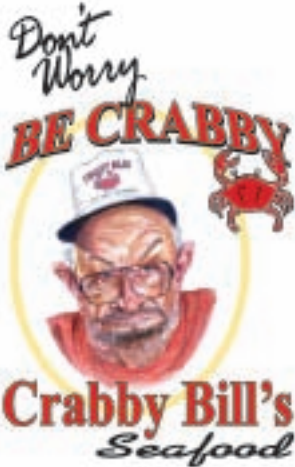
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equipped kitchens, therefore the guests can save money by eating. They offer more room than a traditional hotel room for allowing larger groups to stay in one place. The amenities are plentiful and the atmosphere is relaxed. If you would like to get information about how you can enjoy a Three Palms Vacation Rental, call 596-0109 or visit www.3palmspmg.com.



THE IRB LIBRARY NEEDS VOLUNTEER STAFF

Friends of the Library is seeking volunteers to fill substitute and permanent winter library staff positions. Volunteers work 2-4 hour shifts regularly during library hours. Usually two volunteers are on duty during a shift. Come for a training session and see how easy it is to be a library staffer. Primary duties include checking books in and out, and shelving books. Providing library staff is one of the key missions of The Friends of the Library. Call Jean Scott for more information at 595-1531 or come to the library and sign up.

The Indian Rocks Beach Evening Book Club will resume activities with its September 28th meeting. The first book for discussion is *Family Linen* by Lee Smith. The meeting begins at 7 pm. The book selection for the October 19 meeting is *The Maytrees* by Annie Dillard, and for November 16 it will be *Peace Like a River* by Leif Enger.

The Library is seeking donations of original DVDs. Clean out your shelves and give new life to your entertainment media for another resident to enjoy.

CHURCH OF THE ISLES NEWS, 595-1038

Mary Martha Sewing Group – will begin Tuesdays at 9am, Sept. 15th. If you like to sew please bring a sandwich and join us. Materials & instruction provided.

COTI Book Group is beginning at 4pm on the third Sunday each month. They have great discussions and fellowship with each new and exciting book.

COTI Choir rehearsals Thursday evenings, begin Sept. 3rd at 7pm All are welcome to join.

Save Your Seconds Thrift Store is open Tues. & Sat. 10am - 2pm at 210 25th Avenue. Save Your Seconds is a ministry of Church of the Isles, UCC.

AA/AI-Non meets every Thursday at 8pm.

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ROTARY NEWS



FOOTBALL IS IN THE AIR

Fall is looming ahead of us and that means only one thing--Football season is here!

By the time you read this, the NFL preseason will be nearing an end and the eagerly awaited regular season will be ready to kickoff.

The Indian Rocks Beach Rotary Club is proud, once again, to announce the seventh annual S**** B*** Grand Prize Drawing to be held on December 6, 2009 at the Marlin Time Sports Bar, next to the Holiday Inn Hamlin's landing. For the seventh straight year our Grand prize winner will have the opportunity to attend the NFL's biggest game of the year, S****B*** XLIV, being held in Miami's Dolphin's Stadium on February 7, 2010.

This years Grand Prize includes two tickets to the BIG GAME, four nights lodging at the Sheraton Inn Cypress Creek and \$1000.00! From the pregame hype, to the huge week-long party atmosphere, there is no greater way to enjoy a major sports championship.

IRB Rotary will be selling chances to win this sought-after package. The most popular chance package is the "5 for \$20" option, which gives 5 chances for the price of 4. Individual chances can also be obtained for \$5 each.

How do you get them? Visit www.irbrc.com or www.indian-rocks-rotary.org, or you can contact Rotarian Milt Johnson at 727-517-3435 or any IRB Rotarian.

When requesting chances on-line, click the 'NFL Drawing' tab. You can buy them directly with your PayPal account, or if you are local, we can deliver the tickets personally.

All proceeds of this, our biggest fund-raiser, go directly to

support the local and international good works of the IRB Rotary. We sincerely appreciate your support!

IRB ROTARY ELECTS 2009-2010 OFFICERS

The IRB Rotary Club has elected new officers and Board members for the July 2009-June 2010 Rotary year.

We wish to express our appreciation to our outgoing President Tom Hafner and his officers and board members for leading our club to another great year. Success starts at the top. Thank you, Tom and staff for your leadership and service this last year!

We are pleased to announce the installation of Bruce Sobut as 2009-2010 IRB Rotary Club President. Bruce has been an IRB resident for many years and has served the community in many ways. He came to our club after reading articles similar to this. He decided he had to find out what this Rotary 'thing' was all about and attended one of our weekly breakfast meetings. He caught the Rotary spirit. He has been a welcome addition to our club since mid-2007. Bruce will be assisted by the following Officers and Directors: President-Elect-Cindy Hoover, VP-Brittany Smaridge, Treasurer-Lynn Johler, Secretary-Paul Burns, Directors-Michael Schulz, Claire English, Bill Drugash, Dan OrRico, and Bill Atkinson

If you would like to know more about that Rotary 'thing', we welcome you to follow in Bruce's footsteps and sample one of our breakfast meetings at 7:15 every Wednesday morning at Jimmy Guana's. No commitments, just fellowship, fun and the chance to make a difference in the world. Is it time for you to "Pass it Forward"?

David Kline, Past President,
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Business Briefs....

HOLIDAY INN

HARBORSIDE will soon begin their long awaited hotel expansion. They are adding 100 rooms along Second Street in the lot across from the History Museum. All rooms will have 2 bedrooms and 2 baths. The swimming pool will also be enhanced. The design is similar, but not identical, to the existing hotel with seven stories and parking. Ground breaking may be the end of the year.



CITY OCCUPATIONAL LICENSES DUE Do you have a business in Indian Rocks or work out of your home? If so, you are required to have a City License. They must be renewed by October 1st. If you already have one, the renewal notice has already been mailed to you. If you need one, please go to City Hall and fill out an application. Call Joan Johnston at 517-0404 for info.

WAL-MART NEIGHBORHOOD STORE OPEN The new store, on Walsingham, opened July 22. The store, different from a normal Wal-Mart, is mostly food and a pharmacy. It is open 24 hours a day, 7 days a week.

NEW OWNERS Dean and Nancy Harlan now own of the Shell Station at 501 Gulf Blvd. Things got off to a shaky start when her landscape crew cut down some mangrove trees, along their north border. They were supposed to only cut the Brazilian Pepper trees. Dean visited City Hall and attended a Commission meeting he publicly apologized for the incident.

STEPHANO'S RESTAURANT OPENS

A new Italian restaurant opened at 2699 Gulf Blvd., where Al & Stella's was. The new owners are Stefan and Evelyn Stryzinski. They are open for dinner. Their phone number is 595-8444.



JD'S RESTAURANT IS 24. Tom and Jackie Downing opened the restaurant in 1985. Tom passed away in 2007, so today the restaurant is run by mom Jackie and kids Kip, Leslie and Jay. They added the new outside bar and deck in 2008. The Homeowners monthly Happy Hour is there November 12th.

KEEGAN'S PLAZA Who's in the old Traveling Turtle spot now? Suntrade Media, publisher of the Sand Key Sun newspaper. They have rented that area temporarily until a different space is available. Once they move out, it will become a cigar store called Smoke and Brew. Expect them to open in November or December.

CLOSED / OUT OF BUSINESS:

COOKIES BY DESIGN, Largo (Next to Publix)
GEO PAPAS RESTAURANT, Largo
MARIA'S RESTAURANT, Largo (Next to Publix)
CABANA CLUB, Sand Key

LIGHTHOUSE HERO In June, Jason McGarry was at My Place Restaurant, when a 70 year old man at the next table began turning blue. He was not breathing. Jason jumped in and performed CPR until EMS arrived. "Five minutes never seemed so long," he said. The man was taken to the hospital, where he recovered. Jason and two others were given plaques of appreciation by Chief Livernois and the PSF&RD Fire Department. Jason learned CPR while life guarding at Largo's SW Rec Center. Jason works at Lighthouse Donuts, which is owned by his parents, Janice and Matt McGarry,



HOLIDAY LIGHTS The Holiday Garden Lights, at the Florida Botanical Gardens usually lasts from Thanksgiving until the New Year. This year the County has cut funding for the display. They want to continue the tradition, but need your help. They are looking for business sponsorships, and will ask for a \$2 donation at the entrance. If you would like to volunteer or be a business sponsor, please call 582-2100 and ask for the Volunteer Office for the Botanical Gardens.

HISTORICAL MUSEUM is reopening September 3rd, after being closed for most of the summer. Their Fall Luncheon is noon, September 26. It is potluck, so please bring a dish. The guest speaker will be Mac Perry, speaking on the early history of our area. Their project for this year, is working with the city to build an addition on to the museum, and restrooms what will be used by both the museum and visitors to Chic-A-Si Park.

RECYCLE CARDBOARD The City developing a commercial cardboard recycling program. They are helping businesses link with an outside recycling vendor to provide containers on their sites. As more businesses participate in the program, the vendor will be able to lower the monthly rate. Most of our businesses are throwing an extremely high volume of cardboard into their dumpsters. Participating in the program would be good for the environment, and could reduce a business's garbage rates. Call Dean A. Scharmen, Public Services Director and/or Calvin Warren, Community Services Supervisor at 595-6889 for information.

WINNING PLAYER Aaron Deegan, of IRB, and his team won the 6 year old All Star District competition in the Fossil Park Dizzy Dean Pony League. In addition, Aaron was named the outstanding offensive player of the tournament. The team went on to win the Florida State Championship. They were scheduled to go to their World Series, but some families could not be away from work, and the team was unable to go. Aaron and his parents, Carmel and Steve Deegan live on Harbor Dr. He and his dad practice regularly at Kolb Park.

SAILING CAMP AT CALVARY The Calvary Episcopal Church completed it's 8th Annual two-week sailing camp offering basic sailing instruction and dinghy racing. Fifty-six children, ages 7-16 graduated June 19. Many of the boats were donated by local businesses and community groups. Instructors are all community, church and Pinellas Suncoast Fire & Rescue volunteers. The Fall / Winter program will begin in September. Call 510-6153.



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**ACTION
2000 NEWS**



**SIGNS-SIGNS-
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Action 2000 has set aside funds raised by their non-profit organization to assist Gulf Blvd businesses with their new signage costs, up to \$1,000 in matching funds, to those businesses qualifying for the A2K program. Businesses approved for funding includes Surf Shop, Wabi Sabi, and Sara's Seaside. Five other submitted business applications are being reviewed.



A2K CONTINUES CLEAN UP EFFORTS by purchasing Cigarette Receptacles to be located at Beach Accesses and public rest areas. Installation of the receptacles will begin shortly, and hopefully create an "Awareness" that we care about keeping our City Clean. If you see vandalism to receptacles, trash containers, shelters etc., please contact the Sheriff Department.

GULF BLVD BANNER BRACKETS COMING SOON Since we can no longer attach event and holiday banners to Gulf Blvd's Progress Energy poles, we need an alternative method that creates an attractive street as well as provides durability. With the assistance of Dean Scharmen, IRB Public Services Director, we have found heavy duty, rust resistant, aluminum brackets that will display street banners 24"-30" wide x 60"-96" long. Action 2000 has committed funds to pay for these brackets. We are asking all of the IRB Civic Groups to contribute and use the brackets for their events. Each organization will be responsible for their own banners. The Rotary has approved a \$500 contribution for this project, and along with A2K, will be designing Oktoberfest banners for their annual October event. For info: Contact Eric Meyer, Pres. Action 2000 at 727-744-0123 or e-mail at findericmeyer@tampabay.rr.com.

A2K MEMBERS VOLUNTEER THEIR TIME A2K members Eric Meyer, Jim Labadie, and John Todia volunteered their time by painting and restoring the Pedestrian shelter, in front of the CVS Pharmacy, on Gulf Blvd, that was originally built by Action 2000. A grateful resident, Chris Phillips, stopped by and rewarded them with donuts from the Lighthouse! Perfect reward for a job well done!



A SPECIAL THANK YOU to the residents and businesses who are cleaning trash from our beach and public accesses. Your unselfish efforts improve our quality of life on Indian Rocks Beach!!! **THANK YOU**

BRATS—BEER AND OKTOBERFEST COMING SOON October 17th, Kolb Park 11am - 7pm **We need your help:** Vendors, Sponsors, Volunteers and Silent Auction items are needed! Residents and businesses, it's time to get involved. Monies raised by this event are used to benefit all of us that live and work in IRB! Contact Diane Flagg, 727-612-9454, flaggmeyer@yahoo.com. Visit oktoberfestonthebeach.com for more information.

IRB BUDGET EXPENSES

Indian Rock Beach's City Administration and its Commissioners are finalizing the 2009-2010 budget. Tentatively, the millage rate has been left at last year's rate, 2.0 mills. It is still subject to change at the final budget meeting on September 24. No millage increase sounds good, but actually it will result in a significant reduction in revenue because so much of our real estate values have decreased.

In the last issue we reviewed the sources of city income, or revenues. This issue will review the expenses, which is where the money goes. There are many expense categories, but we will try to keep it simple.

Presently, the city plans to spend \$2,988,000, from the General Fund, to manage our city. This does not include the Sewer and Solid Waste Enterprise Funds. Those funds are run separately, and have their own budgets.

The City spends 30% of its funds (\$910,625) on people, and the things they need, to do their jobs. The cost of an employee is much more than wages or salaries. It also includes their FICA contribution, health and life insurance, and retirement contributions. In addition, each employee needs equipment and or supplies to perform their job. These office supplies, computers, training, postage, travel, professional dues and other things are included in this number. It covers the City Commission, City Manager, Finance Director, City Attorney, Planning and Zoning, the City Clerk and their support staffs.

To break it down, the City Commission is allocated \$36,000 but the Mayor only earns \$438 a month and Commissioners \$323 a month. The rest of the funds are for supplies to do their job. The City Manager's office is allocated \$178,000. \$126,667 of that amount covers salaries.

At 28%, law enforcement is the second largest chunk of the budget. We contract for this service from the Pinellas Sheriff's Office. This year it is budgeted at \$832,600, an increase of 2.8% over last year. It breaks down to be about \$2,365, for 5 to 6 officers per 24 hour period.

Public Services plans to spend 25.5% (\$ 763,825) of next year's overall budget. This covers personnel wages and salaries, equipment and all the supplies needed to maintain our streets, drainage, buildings and parks, plus the mowing of all the public areas. The public works department employs about 20 people, which is about two-thirds of the total city staff.

At \$253,311, Central Services is 8.4% of the budget. This covers our insurance, all the utilities, including cell phones, computer support and some equipment leases.

Some other amounts include: \$150,000 (5%) goes to Permits, Inspections and Code Enforcement. \$68,200 is paid to the City Attorney. \$17,730 is allocated for Leisure Services, which funds the Halloween and holiday events, Beauty and the Beach, Easter Egg Hunt, Flag Retirement, and others events. The library receives \$77,500, most of which goes to the salary of our librarian, Jane Mitchell.

All this adds up to a well run city. These numbers are still interim, and probably will change. If you have questions or thoughts about any of the budget items, attend one of the two scheduled budget public hearings on September 10th and 24th. The final budget will be adopted September 24th, and take effect October 1st.



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