

# SHORE LINES

DANA SHORES

PELICAN ISLAND

JUNE 2016

**Just build your brand from day one, man. Your brand is your name, basically. A lot of people don't know that they need to build their brand, your brand is what keeps you moving. - Meek Mill**

These days, in an effort to keep up with the fast pace that society is moving, branding, or finding a way to make yourself, your business, your neighborhood stand out and be noticed, has become an effective and important concept. Today, our Dana Shores community feels the need to strengthen our identity not only in our little area of Hillsborough County but across the county too.

Most people associate Dana Shores, Pelican Island and Sweetwater as part of the Town 'N Country community. Geographically speaking, however, we are much closer to Rocky Point and last year we began the process of identifying ourselves as part of the Rocky Point community. If you have one of our community window clings, you know that the big "DS" letters and pineapple are in the middle and at the bottom it reads, "at Rocky Point, FL". With David Weekley Homes moving forward with their due diligence in purchasing the Shriner's property between Pelican Island and Sweetwater Apartments, we could ultimately gain another residential partner in our branding efforts. Businesses and homeowners on Rocky Point continue to support all the efforts of the Dana Shores community particularly with respect to creating and maintaining a safe and enjoyable environment along the Courtney Campbell Causeway and Trail. With this highway literally in our back yard, the concept of being a part of Rocky Point is easy to understand.

Our neighboring communities, Pelican Island and Sweetwater, are eager to join us in directing our focus towards branding Rocky Point. Our working together will

result in a much greater level of accomplishment in our endeavors to make Dana Shores at Rocky Point one of the most highly regarded waterfront communities in the Tampa Bay area.



## MARK YOUR CALENDARS CASINO NIGHT!!

The first annual Rocky Point neighborhood gathering will take place on **Friday, August 5 from 7-11 at the Rocky Point Golf Course (RPGC)**. The Dana Shores Civic Association assisted Sweetwater last year in applying for and receiving a \$2,500 grant for the purpose of bringing the three local neighborhoods together in a joint celebration of our common brand.

We will have several different types of casino games available including black jack, roulette, and possibly a craps table. Details for the actual games are still being worked out and the summer editions of the Shore Lines will provide updates as we get closer to the date. A silent auction of a variety of gift baskets is also planned for the night as a fund raiser to offset the cost of future branding efforts. *We are currently seeking donations for these baskets.* If you have a service you would like to donate, a vacation home for a weekend getaway, tickets to a sports game, restaurant gift cards, alcohol, spa items, sports items..... You get the idea! Please contact Julie Bowers at 813/389-2847 or LeAnn Anseeuw at 813/727-5524 regarding your donations.


## UPCOMING HAPPY HOURS

Regular monthly happy hours will be held on **Friday, June 17** and **Friday, July 15** from 6-9 at the RPGC. E-vites will be sent out with more information, but you can also help spread the word. These are great casual get-togethers and, for these two summer events, families are welcome.

## RECAPPING LAST MONTH

The "spring into summer" TGIF at Jeff and Debbie Coleman's home on May 20 was so much fun. Two bands, Wish Factor and Bobby and the Rockets, provided live music for our entertainment. Funds raised from this event will be used toward improving the entryways. Also the Dana Shores Women's Club (DSWC) held their annual luncheon on May 19 at the Rusty Pelican. Over 25 people attended and enjoyed a great lunch, a recap of accomplishments over the past year and a sneak peak at plans for the coming year.

*Continued on page 2*



**Happy Hours:**

**June 17, 6pm to 9pm**  
at Rocky point golf course clubhouse

**July 15, 6pm to 9pm**  
at Rocky point golf course clubhouse

**Casino Night**  
**August 5, 7:00pm to 11:00pm**  
at Rocky Point golf course clubhouse

Dana Shores Women's Club (DSWC)

President:	Julie Bowers	389-2847
Vice President:	LeAnn Anseeuw	888-6510
Treasurer:	Tina Mawn	884-5132
Recording Secretary:	Kim Hajastron	882-0651
Corresponding Secretary:	VeeAnn Mahdieh	889-0445
Past President	Marynell Palmer	886-3193

Newsletter:	VeeAnn Mahdieh	889-0445
Newsletter Advertising:	IKare Publishing	991-7843
Auditor:	Mary Chiricos	886-3849
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Membership Contact:	Kim Hajastron	882-0651
Garden/ Entries:	Anne Tate	493-9980
Historian:	Debbie Trujillo	966-2520
Hospitality:	LeAnn Anseeuw	888-6510
Directory:	Amy Veith	887-5868
Holiday Boutique:	Jeffy Beaver	885-3300
Sunshine:	Mary Chiricos	886-3849
Street Rep. Coordinator:	Julie Bowers	
Welcoming Committee:	Sabrina Martin	886-5758

Dana Shores Civic Association (DSCA)

President:	Allison Roberts
Vice President :	Danny Anseeuw
Treasurer:	LeAnn Anseeuw
Communication Director/Secty:	Holly Simmons
Govt. Liaison/Special Projects:	Nick Nichols
Pelican Island Liaison:	Gail Fabrega, Jacque Reina, Middy Veal

Dana Shores Street Representatives

Americana	Greg Dorion, Toni Jabaay
Dana Shores Drive	Ooneen McGettigan, Rita Munaker, Holly Simmons
Doral Drive	Callie Almond, Susan Huston, Amy Veith, Maria Petterson
Eden Roc East	Chantel & Brian Heitler, Karin Miller
Eden Roc West	Julie & Jim Bowers
Fontainebleau Drive	Pat Bailey, Mary Chiricos, Rita Munaker
Pelican Island	Debbie Trujillo
Versailles Drive	Jonathan Kaplan, Tiki Kirk, Tina Mawn
Venetian Way	Pamela Adkins, Ginger Wayne

Neighborhood Watch	Cheri Bett	887-4939
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THE OFFICIAL Newsletter OF Dana Shores

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SECURITY REMINDER

If you have summer plans that involve travel away from home (even for a weekend), we ask that you let your immediate neighbors or someone in the neighborhood know of your plans so that your home can be checked on while you are gone. Experience shows that an active neighborhood watch reduces crime. This newsletter contains a list of responsible neighborhood teenagers who are willing to check on pets (feed and walk), collect mail, turn lights off and on, and water plants while you are away.

TEENS CAN EARN SERVICE HOURS IN THE SUMMER!!

As I mentioned last month, Skyway Park is operating at 140% capacity on the weekends with the majority of the teams coming from outside the area. If you are available early in the week, there is always plenty of trash to be picked up around the park. Please be sure that your planned volunteer service hours have been approved by your school and contact me beforehand for local approval.

Until next time,  
Julie Bowers  
President, Dana Shores Women's Club



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**60 SECOND UPDATE**

**Neighborhood Conference**



Would you like to gain a better understanding of local resources that can be used to help promote and support our neighborhood? Each year, a few of our community board members attend Hillsborough County’s Annual Neighborhood Conference, and we would love to have some additional residents join us. If you are interested in doing so, please write to us at [dana.shores.tampa@gmail.com](mailto:dana.shores.tampa@gmail.com) and set aside the Saturday, July 23, from 8 a.m. to 2:30 p.m.

**Improvements at Skyway Park:**

Over the past few months, we’ve shared some of the incremental improvements at Skyway Park including locked gates south of the tennis courts, dead trees removed from the playground, and removal of the large piles of dirt near the bike trail. Two long-standing needs should be addressed soon. One is replacement of the older chain link fence along George Road that fronts the children’s play area. Also, lockable bollards will also be installed on the south end of the bike path (near the telecom station on Bayport Drive) to help prevent unauthorized access to motorized vehicles. We’d like to thank everyone for their suggestions!

**Undergrounding:** We get questions from time to time on the undergrounding initiative. What’s going on? Are we making progress? The answers: *a lot* and *yes!* TECO is in the midst of developing the detailed engineering plans for the undergrounding effort. This process will last into the fall and will ultimately provide us the detailed, binding costs that we need in order to take the last steps in making underground utilities a reality. We’ll keep you informed as more information is available.

**MORE ABOUT DAVID WEEKLEY HOMES**

Prior land development projects in and around our community have sensitized many to the significant impact such projects can have on our residents’ quality of life. It’s no surprise, therefore, that we’ve received a number of questions about the sale and future direction of the Shriner’s property.

Unlike prior land developers working in this area, David Weekley Homes has reached out to the neighborhood associations and has demonstrated interest in forging a positive relationship with Dana Shores and Pelican Island. Obviously, each entity has its own set of priorities, but so far we’ve found we have more in common than not.

We are jointly discussing opportunities that would benefit both parties, including underground utilities, improvements to storm water, branding, and more. We’ve asked David Weekley Homes to provide an update to the neighborhood, which is outlined below. In it, they also address the most significant concern that has been raised by neighbors – the concern about additional traffic. We plan to work with the County and David Weekley to proactively address concerns related to the additional residential traffic. If you have thoughts on this or other aspects of the project that you would like to share, please write to us at [dana.shores.tampa@gmail.com](mailto:dana.shores.tampa@gmail.com)

**... from David Weekley Homes**

Over the past couple months, David Weekley Homes Team Members have enjoyed meeting our new neighbors and becoming more familiar with the communities surrounding the former A La Carte Pavilion site. We have received positive feedback on our plans to develop an upscale residential community on the property and are encouraged by the support.

As we go through the due diligence phase of the purchase process with Egypt Shriners, we know you have questions and we wanted to address some of those here. While our plans are still in the formation stage and many details are yet to be

determined, we wanted to give you an update on some of the areas you have expressed interest and concern about.

**Price Range and Amenities**

Our plans for the community are for a mixture of upscale housing ranging from two- to four- stories with a wide array of offerings to appeal to a broad spectrum of price points. Home pricing within the community will start in the \$300s for a townhome and approach \$1 million for waterfront single family homes. This would be compatible with existing homes in the surrounding neighborhoods. One key feature in the current plans for the property is a complete pedestrian boardwalk and path along the waterfront and through the community to take full advantage of this waterfront site.

**Utilities / Storm Water System**

We are in touch with TECO investigating the process to underground utilities along the frontage of the current A La Carte property. We believe this is the most desirable route to go. Development of the A La Carte site will also bring much needed improvements to the existing storm water system and negate the detrimental effects of the present impervious parking lot surface.

**Traffic**

We understand that traffic, especially on the surrounding roads, is a concern. To retain the character of the neighborhoods adjacent to the site, there is a mutual agreement between the neighborhood associations, Shriners and David Weekley Homes not to improve Dana Shores Drive as a cut through for other traffic. To support this agreement, representatives with David Weekley Homes and Dana Shores Civic Association will be attending meetings with the transportation staff in the Hillsborough County Public Works Dept. to discuss any traffic issues that might impact the development.

**Binding Site Plan**

As we work to put together an economically viable plan for developing the A La Carte property into an upscale residential community, our intention is to submit a binding site plan to the County which binds the site plan to the property for development. We anticipate this step will

*Continued on page 6*



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*Continued from page 4*

occur within 30-60 days. In the event that David Weekley Homes did not move forward with this project, the binding site plan would make the property economically unsuitable for anything other than a similar upscale residential community and thus prevent rental units from being developed on the site.

**Shriners Hospitals Donation**

The Egypt Shriners and the A La Carte Pavilion have been part of your neighborhood for a long time. In keeping with our company's Purpose, *Building Dreams, Enhancing Lives*, we are committed to honoring the Egypt Shriners history and legacy of service. For this reason, we have put into the sales agreement for the property that a small portion of resale proceeds will be donated to Shriners Hospitals for Children to support this wonderful organization.

**Branding the Area**

David Weekley Homes plans on working with the Dana Shores, Pelican Island and Sweetwater community associations to brand the area in a manner that will provide a distinct identity (i.e. Rocky Point.) This will help distinguish and amplify the appeal of these neighborhoods from the current broader Town & Country area. The objective would be to give a fresh new perspective of the area that is different than what it is today.

In the coming months, we will have a site plan of the proposed development which we will share with you. We look forward to being a good neighbor to Dana Shores, Pelican Island and Sweetwater and building an upscale community which complements the surrounding area.

**Pool Safety Tips**

It is very important to Learn about how these very simple safety steps save lives in and around pools and spas. Staying Close, Being Alert and Watching Children in and Around the Pool.

Parents and families can build on their current safety systems at pools and spas by adopting additional water safety steps. Adding as many proven water safety steps as possible is the best way to assure a safe and fun experience, because you can never know which one might save a child's life—until it does.

- Never leave a child unattended in a pool or spa and always watch your child when he or she is in or near water.
- Teach children basic water safety tips.
- Keep children away from pool drains, pipes and other openings to avoid entrapments.
- Have a telephone close by when you or your family is using a pool or spa.
- If a child is missing, look for him or her in the pool or spa first.
- Share safety instructions with family, friends and neighbors.

**Learning and Practicing Water Safety Skills**

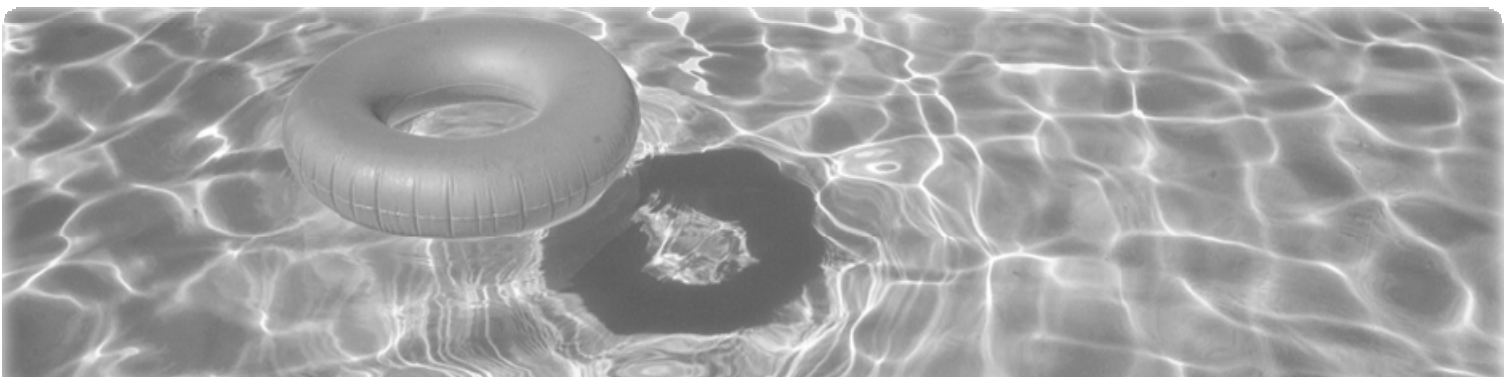
- Learn how to swim and teach your child how to swim.
- Learn to perform CPR on children and adults, and update those skills regularly.
- Understand the basics of life-saving so that you can assist in a pool emergency.

**Having the Appropriate Equipment for Your Pool or Spa**

- Install a four-foot or taller fence around the pool and spa and use self-closing and self-latching gates; ask your neighbors to do the same at their pools.
- Install and use a lockable safety cover on your spa.
- If your house serves as a fourth side of a fence around a pool, install door alarms and always use them. For additional protection, install window guards on windows facing pools or spas.
- Install pool and gate alarms to alert you when children go near the water
- Ensure any pool and spa you use has compliant drain covers, and ask your pool service provider if you do not know
- Maintain pool and spa covers in good working order
- Consider using a surface wave or underwater alarm

**Safety Tips for Parents & Families**

Pool Safely brochures and tip cards outline the important water safety steps parents and families can practice in and around pools and spas. Download a brochure or tip card at [PoolSafely.gov](http://PoolSafely.gov).





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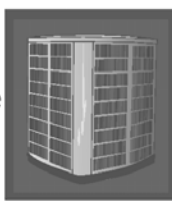


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