

SHORE LINES

DANA SHORES

PELICAN ISLAND

JULY 2016

A SITE FOR SORE EYES

In the spirit of the branding efforts announced in prior issues of the *Shore Lines*, the Dana Shores Civic Association (DSCA) is proud to share information about new features on our community website, www.danashores.com.

We were able to incorporate and plan for most of the feedback we gathered from our 2014 survey and 2015 community meeting thanks to the following:

- A grant from the Hillsborough County Board of Commissioners.
- A generous donation of time, resources, and expertise from That's Us Technologies (<http://www.thatsus.com/>), a local digital marketing firm.
- Thought leadership from Jim Jabaay, resident of Americana Drive and VP of Sales and Marketing with That's Us Technologies.
- Excellent photography taken by Margaret Bowles, Chris Hollis, Toni Jabaay, Ben Sheaffer, and others.
- Great videography taken by Celebrations of Tampa Bay
- Overall project direction and guidance from Holly Simmons, resident of Dana Shores Drive and our DSCA Communications Director.
- Ongoing input and feedback from Julie Bowers, Cheri Bett, LeAnn Anseeuw, and many others along with financial support from our association members.



Please take some time to thank these folks for their help and support. This has been a great learning experience for me, and I am

excited about the opportunities this site offers our residents.

You will find two articles providing information about our website in this newsletter:

1. New Website, New Features
2. A Great Community Website Depends on Everyone's Help

In addition to developing our website, Holly been designing a broad social media strategy for our community. We'll include information about our social media strategy in next month's edition of the *Shore Lines*.

With gratitude for your ongoing support,

Allison Roberts

President, Dana Shores Civic Association

CASINO NIGHT

Our first annual "Rocky Point Community" gathering is Friday, August 5 from 7:00-11:00 at the Rocky Point Golf Course and brings the Rocky Point residential communities of Dana Shores, Pelican Island, and Sweetwater together for the first time. Evening activities will include several different types of casino games including blackjack, roulette, craps, and Texas hold 'em. Tickets to the event will be \$15 per person to help offset the cost of food. We will also hold a silent auction to raise funds for a Rocky Point community sign. We are currently soliciting donations for the auction. If you have a service you would like to donate, a vacation home for a weekend getaway, tickets to a sports game, restaurant gift certificates, alcohol, spa items, sports items, etc., please call Julie Bowers at 813/389-2847 or LeAnn Anseeuw at 813/727-5524

4th Of July Celebrations

Safety Harbor 4th of July Celebrations – Safety Harbor offers a great Fourth of July experience. The festivities start at 10 a.m. July 4 with a parade on Main Street. At 5 p.m. Safety Harbor Marina will have live music by the Mercy McCoy Band and Stimulus along with food and activities. Fireworks start at 9:30 p.m. and are great to watch on a clear night from the water. For more information, visit the City of Safety Harbor website.

The Beach – This venue is also scheduled to host a fireworks display, although the event's timing is unclear. Many residents are able to view this display from their homes.

A FRIENDLY HEADS UP – We have been asked to inform residents that Hillsborough County Sheriff visited Dana Shores on a recent holiday to address firework activity. In our research, it surprised us to learn that Florida only allows homeowners to use "sparklers" (e.g., snakes, glow worms, smoke devices, trick noisemakers, party poppers, booby traps, and snappers), and only allows their use within the homeowner's yard (not parks or beaches). Consumer fireworks (e.g., projectile fireworks, M-80s, and bottle rockets) are illegal to buy, sell, or explode without a city permit and meeting other special-use criteria.

We hope this information helps everyone avoid any unpleasant surprises.

Events for July and August

Happy Hour:

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
Budget:	Amy Veith	887-5868
Benevolent:	Pat Bailey	886-5658
Chaplain:	OPEN	OPEN
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	389-2847
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

For Advertising Contact

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The results of philanthropy are always beyond calculation.

Mary Ritter Beard

The Dana Shores Woman's Club (DSWC) has three focus areas as part of our purpose stated in our Articles of Incorporation: social, philanthropic, and historical. The social focus is the most obvious and easily visible with our monthly happy hours, TGIF parties, and occasional specific events. The historical purpose is probably the least obvious and our efforts here are focused primarily on preservation of our neighborhood and its historical significance to the growth of Tampa. Our philanthropic endeavors occur mostly behind the scenes and are an area of focus that the DSWC is working to expand.

PHILANTHROPY STARTS AT HOME

We have a long-standing history of making monetary donations to many different charitable organizations in the Tampa Bay area. Our benevolent chair, Pat Bailey, receives at least 10 requests for donations a month. When making a financial contribution, our board tries to select recipients that provide a critical service to one or more Dana Shores homeowners or their families or that provide a service to a large group important to many of our residents, such as Wounded Warriors. We typically provide 6-8 charities a single donation each year.

Recently, the board has discussed the importance providing support even closer to home with our own neighbors. This is actually much harder than just stroking a check and sending it to another charitable organization in need of financial support. This type of philanthropy requires personal knowledge of our neighbors and their needs, and many times these needs can be unknown for a long time. Is there someone who lives on your street who you used to see out and about all the time, and you've suddenly realized that you haven't seen them for a while? Do you know a neighbor who may be battling an illness or who may have recently had a family member pass away? If you are uncomfortable checking on someone yourself, please contact any of the people listed on page 2 of your Shore Lines and they can pass the information on to the appropriate person. Recently, the DSWC has been able to offer home-cooked meals to multiple families who currently fall into these categories. Our corresponding secretary, VeeAnn Mahdieh, is an amazing chef, and she plays a critical role in our work to provide these families with supplemental meals over the next few months.

We are also looking to help out residents who may find it difficult to keep up with certain house and yard maintenance issues due to changing circumstances in their lives. We have received several requests for help in this area but have not had an organized group of volunteers to respond. This could be a great opportunity for teens that need service hours and who are willing to roll up their sleeves and work. We also need adult supervisors and helpers.

It is my personal belief that philanthropy starts at home helping and caring for those closest to us. If you know of someone who could use our help or if you would like to volunteer to help a neighbor, please contact me so that we can get going

ONGOING SECURITY REMINDER

If you are planning to be out of town during the summer, please remember to notify someone in the neighborhood so that your home can be checked on while you are away. Every newsletter includes a list of responsible teenagers who provide these services and more including babysitting, dog walking, and car washing.

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



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A GREAT COMMUNITY WEBSITE DEPENDS ON EVERYONE’S HELP

We’ve put a lot of work into the website, and now we need your help in order to take it to the next level:

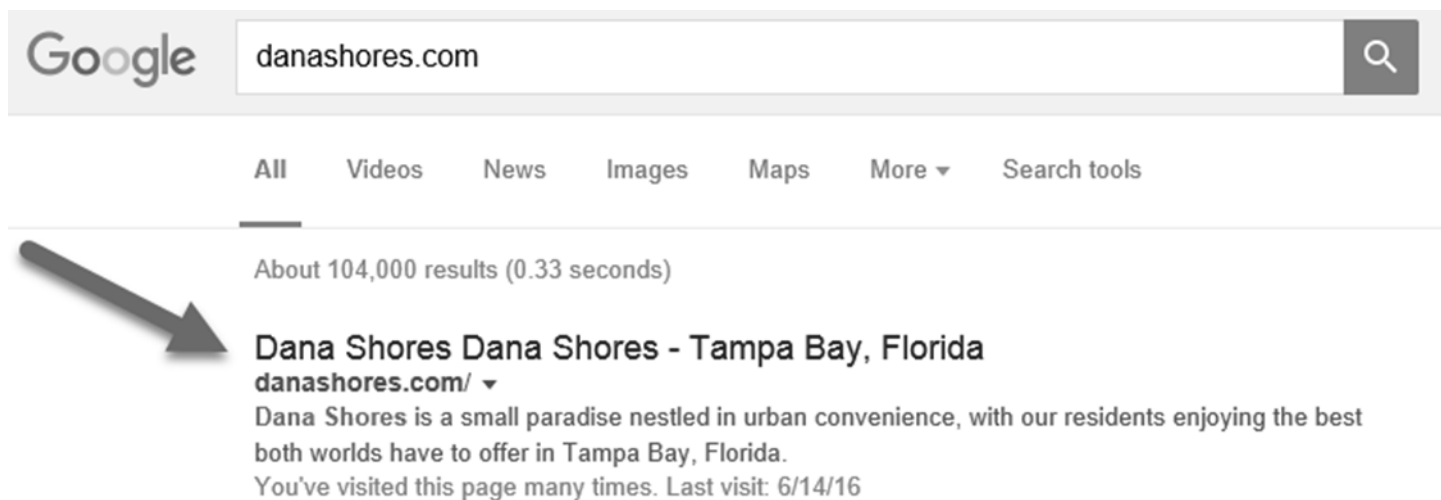
- Generate traffic originating from a Google search.
- Tag your pictures using #DANASHORES
- Use the Classifieds, list your business, and collaborate using the Neighborhood Watch resources
- Provide input, feedback, and suggestions

Details are provided below.

METHOD #1. GENERATE TRAFFIC

We’d ultimately like our website to come up first when prospective home buyers google *Dana Shores*. As of this writing, it shows up several pages down the list.

Where our website ranks in the search results depends largely on how often traffic is generated on our site as a result of prior Google searches. To help move our website to the top rung, we’re asking all community members to help us out. Simply open up Google and type DanaShores.com into your Google search bar. Then click on our site.



Each time you do this, you are helping us generate more traffic. Eventually, one should be able to enter just Dana Shores into the search bar and see our site come up.

METHOD #2. TAG YOUR PICTURES USING #DANASHORES

Help us collect more pictures for the website that showcase our neighborhood (e.g., animals; pretty scenery; you and your friends having fun in the neighborhood, at the park, and on boats). Tag your pictures with #DanaShores on Insta, FB, and Twitter in order to help us find your pictures and grant us copyright permission. Larger file sizes are strongly preferred.

METHOD #3. USE THE CLASSIFIEDS, LIST YOUR BUSINESS, AND COLLABORATE USING NEIGHBORHOOD WATCH

The Classifieds and Business Directory sections are listed under the *Resources* tab on the main menu. They function similarly to Craigslist except they require annual membership to the neighborhood associations to post. Neighbors who have paid 2016 dues to the Civic Association have been allotted 75 credits per primary household email.

CLASSIFIEDS

> [For Sale, Help Wanted, Property for Rent](#)

2-month listings have 15-point fee.

6-month listings have a 45-point fee.

> [Free Items](#)

Listings are free (but will be monitored to ensure they are actually free).

BUSINESS DIRECTORY

> [Business Listings](#)

Listings are currently free and have a default duration of one year.

Dana Shores & Pelican Island Classifieds

Dana Shores / Dana Shores & Pelican Island Classifieds

Have an item to advertise? A home for rent? Dana Shores Civic Association members may add, edit, and delete online ads under their own account. Accounts are credited 75 points upon annual membership renewal. Listings lasting up to two months are available for 15 points each. If you would like to acquire additional points, please contact Holly Simmons, Dana Shores Civic Association, at info@danashores.com.

Place Ad Remove Ads Search Ads

FOR SALE (1)	FREE (0)	HELP WANTED (0)	PROPERTY FOR RENT (0)
Collectibles/Art (0)	Free to a good home (1)	Entry-level positions (1)	Dana Shores (0)
Electronics/Office (0)		Executive level positions (0)	Other (0)
Home/Garden (0)		Hourly jobs (0)	Pelican Island (0)
Land Sports/Recreation (0)		Manager level positions (0)	
Marine/Boating (1)			
Other (0)			
Trucks/Cars/RVs (0)			



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WEBSITE CONTINUED FROM PAGE FOUR....

METHOD #3. USE THE CLASSIFIEDS, LIST YOUR BUSINESS, AND COLLABORATE USING NEIGHBORHOOD WATCH

NEIGHBORHOOD WATCH is listed under the *Community* tab. Here you'll find a wealth of information provided by Cheri Bett, Allison Roberts, and the Hillsborough County Sheriff's Office on ways to protect your home and neighborhood. We've also added functionality that allows you to submit reports for any suspicious or criminal activity, a neighborhood discussion board, and a lost & found pet directory. We'll be sure to highlight these features more in upcoming Newsletters.

METHOD #4: PROVIDE INPUT, FEEDBACK, AND SUGGESTIONS

The best way to stop crime is to work together. Please help by sharing relevant information as quickly as possible. We're always looking for input and feedback. We'd love to hear what you think. Also, if you have a suggestion regarding the site's content or functionality and are willing to help work on the idea, please contact our webmaster and Dana Shores Drive resident, Holly Simmons, at info@danashores.com.

NEW WEBSITE, NEW FEATURES

We've added many new features while working to maintain the great features of the prior website. You will find a way to submit reports to neighborhood watch, a community discussion board for criminal and suspicious activity, classifieds, a business directory, a pet lost/found listing, and other informational resources.

The site's design allows for both public and private views. Public-facing pages are devoid of sensitive information. They serve an important role in appropriately marketing our community to potential buyers in and around Rocky Point. Private pages require a user login and include information more appropriate to share with residents and homeowners. The following provides an outline of information provided to these different audiences.

HOME PAGE

The home page is the first digital impression we make with potential buyers who google Dana Shores. We want potential buyers to see that Dana Shores is a vibrant, active community with unrivaled access to amenities and convenience to all that Tampa has to offer.
NEIGHBORHOOD OVERVIEW..... **PUBLIC / UNRESTRICTED ACCESS**

COMMUNITY

The Community section is devoted to explaining the programs and activities available to residents of Dana Shores while protecting potentially sensitive information from the public view.
CIVIC ASSOCIATION..... **SEMI-PRIVATE / REQUIRES LOGIN TO ACCESS DETAILS ABOUT INITIATIVES**
NEIGHBORHOOD WATCH..... **PRIVATE / REQUIRES LOGIN**

RESORCES

Our Resources section is only available to Dana Shores and Pelican Island residents who have an active login. Much of the content here has been posted based on feedback and ideas gathered from the neighborhood survey and meeting.
ACTIVITIES / RECREATION..... **PRIVATE / REQUIRES LOGIN**
BUSINESS DIRECTORY..... **PRIVATE / REQUIRES LOGIN**
CLASSIFIEDS..... **PRIVATE / REQUIRES LOGIN**
SHORE LINES NEWSLETTERS..... **PRIVATE / REQUIRES LOGIN**
UTILITIES AND ROADWAYS..... **PRIVATE / REQUIRES LOGIN**
WATER QUALITY IN THE BAY..... **PRIVATE / REQUIRES LOGIN**

NEWS AND EVENTS

Articles are posted by admins of the Dana Shores website that might be of interest to the Dana Shores community or those considering Dana Shores as a place to move to.
MEDIA RE-POSTINGS..... **PUBLIC / UNRESTRICTED ACCESS**
UPCOMING SOCIAL EVENTS..... **PRIVATE / REQUIRES LOGIN**

CONTACT US

Articles are posted by admins of the Dana Shores
This section allows website visitors to submit a form messaging the DanaShores.com team.
SEND US A MESSAGE..... **PUBLIC / UNRESTRICTED ACCESS**

Generally speaking, we anticipate adding pictures to the public site and keeping most of the remaining content static. We anticipate a lot of enhancements being made to the private portions of the site, with new content and functionality released on a quarterly basis.



energy consumption increases by 37% for dirty coils

the average home circulates 40lbs of dust through their HVAC system

1/2 of the energy used in your Florida home goes to cooling

51-point preventative maintenance

energy consumption increases by 20% for dirty filters and 40% for leaks or dirty ductwork

average A/C unit lifespan maintained unit: 15 yrs unmaintained unit: 8 yrs

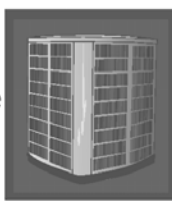


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PALM BAY

10709 Cape Hatteras Dr.
2,800 sqft, 4b/2b.5ba/2cg WATERFRONT home with Boat Lift + POOL.
Short Sale \$550,000



WESTCHASE

10119 Parley Drive
West Park Village charmer! 4b/3.5ba2cg + LOFT – 2,843 sqft. Close to all of the fabulous WESTCHASE amenities! **\$495,000**



SWEETWATER

4210 Deepwater Lane
3,800+ sqft POOL home in a GATED neighborhood! 4b/3.5ba/3cg + large backyard. **\$495,000**



MANDOLIN RESERVE

11604 Greensleeve Ave.
POND VIEW – 4b/3ba/3cg + LOFT/OFFICE. 2,575 sqft home on cul-de-sac in a gated community.
\$405,000

We're Moving! To serve our customers even better our new space will be in the Westchase Publix Shopping Plaza this Summer!



WESTCHASE

9656 Gretna Green Dr.
OPEN FLOOR PLAN – 3b/2ba/2cg, 2,000+ sqft home in a GATED community. FENCED YARD + covered lanai.
\$385,000



SOUTH TAMPA

3905 W. Mullen Avenue
4b/3ba, 2,354 sqft POOL home on a 1/4 acre lot in the Plant HS district! Updated kitchen + fireplace + large back yard.
\$375,000



WESTCHASE

12406 Bristol Commons Cir.
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Classified Ad... "Free mobile to you" Notary Service– 813-399-3825 - Amanda L. Anseeuw

New to the Neighborhood? Change in Your Email Address?

If you do not receive regular email updates from Dana Shores community associations, please contact us with your email address. We will use these to keep you informed of time-sensitive material such as upcoming events, opportunities, and crime watch.

Write to us at dana.shores.tampa@gmail.com and include your name, street address, and contact number. (You may sign up more than one email address per residence.)

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Send your information to amir_veeann@yahoo.com

Brock Adams, age 13, 813-480-9790
Caroline Kratz, age 16, 813-886-1243
Garrett Adams, age 16, 813-340-4443
Devan Mahdieh, age 19, 813-889-0445
Samira Mahdieh, age 17, 813-889-0445
Bianca Baum, age 16, 813-786-7536
Trenton Baum, age 14, 813-504-8156