



Upcoming Events!

Rock Around the Clock

May 11
6-10 p.m.

Downtown Treasure Island by the Clock Tower
Rock to the music of two amazing bands along with outdoor dining options from local restaurants.
It's certain to be a fun rockin' night!

American Legion Car Show

May 25

TI Community Center and Park
For more information, call (727) 235-1784.
It's a must see for car enthusiasts!



PICA Wine Tasting

June 20
6-8 p.m.

Vino Simpatico, South Pasadena
Sign up for this very popular annual event.

See article inside for details.
We'll be looking for you!

Bingo

Every Thursday Night
Early bird games at 6:30 p.m.
Regular bingo at 7:30 p.m.
Treasure Islettes host weekly bingo at the TI Community Center.
You just may have the winning card!

From the President



Greetings Neighbors,

We have had a busy start this year, from the Meet & Greet, Chili Cook off, Spring it on, Community Yard Sale to our Treasure the Day event! It's great to be on Treasure Island. With that said we found that we needed some volunteers. In the past some people have approached me saying they would have volunteered to help if they only

knew, so I would like to start to compile a list of PICA members that would be willing to help out at an event. If you would be interested, please send me an email, I'd love to hear from you. I thank you all for supporting PICA.

Remember: We do live in Paradise!

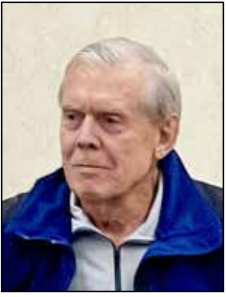
Cindy Massie,
PICA President
cinmass19@gmail.com
website: ParadiseIslandCivicAssociation.com

2024 PICA Board

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Newsletter Ed. . Cindy Dobyns (239) 596-9149
AboveWater Public Relations and Marketing

WEBSITE: ParadiseIslandCivicAssociation.com





Commissioner Bob Minning

Greetings to all and I trust everyone is enjoying this beautiful Spring weather. It's been a while since I've been in this spot. First off, let's all give a big SHOUT out to Saleene Partridge for her service as our District 3 Commissioner. She will be missed. Next, the following update on current projects of interest to our District 3 residents was pulled together by Jason Beisel, Public Information Officer for the City of Treasure Island. Many thanks to Jason.

Treasure Bay Projects

The Treasure Bay golf course redesign, installation of a walking trail, and construction of a living shoreline are being bid at one time. The redesign of the Treasure Bay golf course will include new landscaping, improved irrigation systems, and enhancements to various holes to make the course more challenging and enjoyable for players. The installation of a walking trail will provide residents and visitors with a scenic pathway to enjoy the natural beauty of the area, while promoting outdoor recreation and health. The construction of a living shoreline will help to protect against erosion and promote the growth of native plants and wildlife in the area.

The FDEP Division of State Lands is in the process of determining their interest in the submerged lands that are proposed as part of the living shoreline project. Once this determination is made, the city can proceed with the final steps to get the project out for bid.

This multi-faceted project is an exciting opportunity for the city to improve recreational opportunities for its residents and visitors, while also enhancing the natural environment and promoting sustainability. The Commission will

carefully consider the bids for each component of the project, considering cost, feasibility, and overall impact on the community.

Paradise Blvd. Median Landscaping

Based on community feedback, staff are working with the landscape architect to reduce the project scope for the re-landscaping of the Paradise Blvd. medians. The irrigation system will be replaced, and several unhealthy palms trees will be removed and replaced with new ones. Currently, no other landscaping is proposed within the medians.

Treasure Island Causeway Landscaping

The removal of the bottlebrush trees may be disappointing to some residents, but new landscaping will help create a cleaner and more cohesive look for the West Causeway. By the end of May, the improved landscaping will be installed around the light poles within the medians, which will be like the muhly and coontie beds surrounding the palm trees on the East Causeway. New trees will not be planted at this time as it would be impractical to plant them only to have them potentially removed during the future roadway and drainage project.

As noted, these projects are ongoing, so stay tuned. A good way to do that is to sign up for the Treasure Island newsletter. If I can be of service, please don't hesitate to contact me at (727) 748-6281 and/or bminning@mytreasureisland.org.

Regards,
Commissioner Bob Minning



Tammy Slater-Kendrick
Michael Flake
and "Joey"

call or text:
727.888.3882

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Letter from the Police Chief



Hello Paradise Islanders!
We are rapidly approaching our summer months and many of you will be traveling, some for an extended length of time. Please be sure that you secure your residence and that you also have a plan for someone to watch it or prepare it for any tropical weather events. If you are not already aware, let me tell you about a service that your police department provides.

TIPD Residential Homewatch Program

If you are going on vacation or plan to be away from your home for an extended period, the Treasure Island Police Department's free Homewatch Program may give you peace of mind. Officers will conduct periodic exterior checks while you are away, monitoring your property for inappropriate activity or emergencies. Just go to our website and click on the Community Services link. That will take you to the instructions to sign up.

As always, your TIPD is proud to serve this community and is here to help you and answer any questions that you may have. An active and alert community is a safe community. If you need us in an emergency dial 9-1-1. Our non-emergency number is (727) 547-4595.

John Barkley, Chief of Police
Treasure Island Police Department
180 108th Ave Treasure Island, FL 33706
jbarkeley@mytreasureisland.org
727-549-6679



Our Beautiful Island

By Gary Potenziano

Currently there are a number of activities underway involving the beautification and landscaping of Paradise Island. Those activities are listed below:

1. Paradise Blvd. Median - Palm trees that are dead or heavily diseased are being identified for removal with consideration being given to new palms, trees or bushes where applicable. Also, the City is looking to fix the sprinkler system and have salt retardant grass planted. Scope of work for this initiative is being developed by the City at this time so requests for quotes can be sent out.
2. Treasure and Paradise Lanes (Adjacent to causeway) - Trees and bushes are also being identified for removal and replacement where applicable.

3. Causeway Median - Dead growth is currently being removed and consideration is being given for new landscaping.
4. City has approved new flowerpots to be placed in the front area of Gazebo #1 which will be the responsibility of PICA.
5. A new roof is scheduled for Gazebo #2 on Paradise Blvd. for the fiscal year 2025.
6. New Paradise Island Signage - Cindy Massie is working with the City of TI for design and installation.
7. The City will be working on painting for signs and light post skirts.

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MY VIEW FROM THE 19TH HOLE

By Kara

Hello Paradise Island Neighbors!

We are so fortunate to have Treasure Bay, a city parks and rec facility embedded right here in our neighborhood that is home to a 9-hole, par 3 golf course, tennis and pickleball courts, and a shiny pirate themed ADA-compliant playground that many citizens enjoy.

Progress, along with to-be-expected twists and turns associated with any large project, is being made on the new seawall, living shoreline, and walking trail. Final architectural drawings have been received for a redesigned golf course. A request for proposal for construction will be issued in the near future and then the City Commission will vote on whether to proceed with construction.

I would like to give a deep dive into the common misconception that “the golf course loses money.” I honestly did not know how I felt investing further in golf, but I committed the time to locate the finer details buried in publicly available annual budgets beyond what we’re hearing, “Revenue is X minus expenses are Y and therefore it loses approximately \$200,000 annually.” Below is what I found (and if you would like to fact check me, please refer to pages 37 and 117 of the City’s most recent budget available at

mytreasureisland.org or contact Cathy Hayduke, Director of our Parks and Recreation department):

- In the current budget year, 72 percent of Treasure Bay expenses, or more than \$300,000, are personnel costs.
- Golf generates approximately \$142,000 in revenue annually; direct golf-related expenses are \$38,000 which results in a positive net-revenue of \$104,000.
- Tennis and pickleball generate \$110,000; direct-related expenses are \$21,000, resulting in a positive net income of \$89,000.
- Only 1 1/2 employees at Treasure Bay are assigned specifically to golf and it’s all hands on deck for annual aeration, but regular maintenance of golf does not even take half a day’s work of any employee.
- The only way to achieve the reported \$200,000 loss is to assume that more than 70 percent, or 7 people out of 10, are dedicated solely to golf.
- If golf were to go away, or the area turned into an event venue, pavilion, park, etc., the personnel expenses would remain the same at Treasure Bay and suddenly when it is time for investments to be made in those activities, the headline will be that “tennis and pickleball lose \$300,000 annually” instead of the currently reported loss of \$100,000.

I am not implying any shady accounting practices; what I have attempted to do is present the same information in more detail and simple language. A challenge of any municipal activity that produces revenue is how to allocate shared expenses of the facility such as personnel, electricity, office supplies, etc. Based on my research, I concluded, “If we have any activity that requires personnel at Treasure Bay, then we should be driving as many revenue-producing activities as possible there to help offset the personnel costs.”

Once I understood the details of the financial dynamics of Treasure Bay, I wondered about the popularity of golf and went on a search for data. We can look no further than the City of St. Petersburg as a microcosm of what is happening nationally. Approximately ten years ago, St. Pete significantly invested in their 9-hole, par 3 course, Twin Brooks. They renovated portions of Mangrove Bay, another 18-hole course in NE St.

Continued

Pete and hired more golf pros. As a result of those investments, rounds of golf at their courses have increased 42 percent and Mangrove Bay rounds are up 18 percent. Interestingly, the mix of 18-hole vs. 9-hole rounds is trending towards 9-hole golf. This mirrors what is happening in other areas of Florida – a new luxury 9-hole course opened in the Jacksonville area in 2023 and Streamsong in Polk County is currently building a new 9-hole course.

When the bids come in and information is published, please consider the alternatives. But be sure that you understand the amount that is for golf and the amount for irrigation. New irrigation is required regardless of the amenity. Nothing but a big park or perhaps pavilions? More volleyball courts or baseball fields? Our beach pavilions generate \$75,000 in annual revenue for weddings and other events. Do you think that passive events at Treasure Bay would generate revenue equal to or more than that of our existing beachfront opportunities? Regardless of the amenity, the area will have to be mowed, watered, etc. None of the costs would go away but the income would if golf were eliminated.

The bottom-line is the impact to citizens. We have very active women's and men's golf leagues that Treasure Island citizens enjoy. The women's league added six new members last year. If you are opposed to an investment in golf, are you also opposed to improving our pickleball offering or spending more than \$500,000 in a few years to extend the beach walkway/trail (which has zero income)? We have citizens that enjoy these activities and the friendships formed as a result. Will we invest in our recreational amenities, or continue repair mode only?

I entered this fact-finding mission with an open mind, not

knowing what conclusion I would form. The time is now to consider your opinion on the future of golf at Treasure Bay, hopefully now with a better understanding of the facts. Communicate to our mayor and all district commissioners (however, please only email one at a time to avoid violating the Sunshine Laws). Their email addresses are available on the City's website.

Thanks for spending the time to read this. Of course, if you would like to discuss further, our PICA Board has my contact information.

See you out and about!

Kara



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Wine Down The Summer

It is that time of year to WINE down and join your neighbors for our annual WineTasting at Vino Simpatico. This year we will be having Rob Foster (Formally at Capt. Bill's) entertain us, while we sip six delectable wines, enjoy light appetizers and great conversations. Back by popular demand we will have a bus pick up at Treasure Bay at 5:45 p.m. and returning by 8:15ish for those who don't wish to drive.

June 20th
6:00 p.m. to 8:00 p.m.
Vino Simpatico
722 Pasadena Ave. So.
\$25.00 pp. and/or \$5.00 bus

Please sign up on our website or
call Cindy Massie 727-367-3841.
Space is limited, advanced payment is requested.

Spring it On and Yard Sale



2024 PICA Membership

Name _____

Annual Membership \$ \$20.00

Address _____

Beautification \$ _____

Ph. _____ Cell _____

Total \$ _____

Email _____

Year You Moved Here _____

*Your donations go primarily towards beautification and social events. We thank you for your support!
Send this form along with a check payable to **Paradise Island Civic Association** to:
P.O. Box 67435, St. Pete Beach, FL 33736*

Treasure the Day

PICA teamed up once again with the TI Fire Department for the popular bike rodeo. Three children rode home on new bikes after winning the bike raffle. PICA donated two bikes and TIFP donated one.





Paradise Golf scramble
It was a sold-out event on April 28th sponsored by the City of Treasure Island, PICA and the TI Ladies Golf League. Look for future events at the Treasure Bay Golf Course!



Meet and Greet

It was a fantastic evening for our Meet and Greet event! Many thanks to Hal and Jennifer Merryman who graciously hosted the party at their home. And special shout out to Julie Henley and Cindy Massie for their beautiful culinary creations and decorations. Look for this annual event next year!

