

THE TREASURE ISLAND STORY



WRITTEN BY BONNIE L. WILLIAMS

\$3.00

Acknowledgements

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September 2003

FOREWORD

"The past is never dead. It's not even past," said Nobel Laureate William Faulkner.

What better way to look at the history of Treasure Island than as a collage of the life, times and events of our Island and it's people from its first inhabitants, the Timucua Indians, to it's present day residents.

Treasure Island is a barrier island community located in Pinellas County, Florida.

Bounded by the Gulf of Mexico on the West, Blind Pass and Boca Ciega Bay on the East, Blind Pass on the South and Johns Pass on the North, Treasure Island has a corporate area from the Gulf of Mexico shoreline of 3.4 square miles. Its actual land area is 840 acres. It has 3.83 miles of Gulf frontage, 28.39 miles of bay frontage and has 24.24 miles of city streets including Gulf Boulevard and the Treasure Island Causeway. At the time of the 2000 census Treasure Island had 7,450 residents. The population doubles during the winter tourist season.

Treasure Island enjoys a climate characterized by warm, humid summers with temperatures ranging between 72° and 90° and mild generally dry winters with temperatures between 55° and 75°.

Prior to incorporation as a city in 1955, the barrier island was home to four smaller towns - Sunset Beach from the southernmost end of the island to 97th Avenue; Boca Ciega from 98th Avenue to 103rd Avenue; Treasure Island from 104th Avenue to 118th Avenue and Sunshine Beach from 119th Avenue to Johns Pass. The mangrove islands of Isle of Palms and Isle of Capri were originally connected to the main island but the Great Gale of 1848 severed the connection. Paradise Island was purchased in order to build the Causeway in the late 1930's.

Before bridges, the only way to get to the barrier islands was by boat. A ferryboat brought most visitors to Treasure Island from a ferryboat dock located in the Jungle Neighborhood of St. Petersburg. The Jungle Neighborhood abuts Boca Ciega Bay in the area between Fifth and Seventeenth Avenues North.

Treasure Island has enjoyed a slow, but constant growth with strict adherence to zoning and building regulations that resulted in orderly development.

As we peruse the following pages we will rediscover our past and meld it with our future.

The barrier island community known today as Treasure Island enjoyed an early history that included pirates, Indians and buried treasure.

Over 10,000 years ago, Florida's first residents migrated to the warm sunny climate of the south as a result of the ravages of the Ice Age in progress. Generations later, people who may have been descendents of the early residents, settled in what is now Pinellas County. They were the Timucuan.

These early residents established trade with cultures to the north during the Weedon Island Period between 300 and 1300 A.D.

Little is known about our first residents since they left no written record of their way of life. The only clues regarding their life styles and identity have been provided by archaeological investigation and written accounts of Pinellas County's earliest explorers.

The Timucua established a confederation of independent villages before the arrival of European explorers in the early 1500's.

Accounts from explorers indicated that the Timucua were of light brown hue and examination of skeletal remains indicates that their average height was 5'6".

The normal Timucuan village consisted of approximately 50 families living in thatched palmetto huts.

The Timucuan had well-organized industries for making pottery, tools and body ornaments of shell and animal teeth. They cultivated crops of maize, squash, pumpkins, beans, cane, millet, tobacco, sunflowers and Jerusalem artichoke. They hunted deer, alligator, rabbit, turkey and other game.

According to written accounts of explorers, the Timucuan were a gentle, peace loving people. These gentle people living along the coastline of what is now Pinellas County and its barrier islands were mound builders.

During the 1900's several Timucuan burial mounds and kitchen mounds were discovered and excavated. One such burial mound was located on Camp Key, the present site of Key Capri Condominiums and another was in the vicinity of Sixth Street East on Capri Isle. Men who grew up as little boys in what is now the City of Treasure Island remember taking archaeologists from the Smithsonian Institute to Elnor Island by rowboat and helping them uncover Timucuan treasures and skeletal remains found there.

During the 15th and 16th centuries Spanish ships sailed the waters of the Gulf of Mexico along Florida's west coast. The Pinellas Peninsula was discovered just

36 years after Christopher Columbus discovered America; 11 years before Hernando de Soto discovered Tampa Bay; 37 years before the founding of St. Augustine by Menéndez; 79 years before the founding of Jamestown, Virginia and 92 years before the Pilgrims landed at Plymouth.

All was relatively peaceful along the shores of Pinellas County until April 15, 1528 when the first known explorer of Pinellas County, tall, rangy, redheaded, one-eyed Panfilio de Narvaez and his crew of 600 men and 60 horses and packs of dogs sailed into Boca Ciega Bay. Narvaez came ashore in the vicinity of Park Street and Elbow Lane looking for gold but found only the Timucuan.

The restless, greedy Narvaez is remembered not for his exploration prowess but for his cruel atrocities and slaughter of the Native Americans. Without hesitation, he ruthlessly cut out their tongues and chopped off their hands when they could not produce the riches that he sought.

Unable to find the gold and treasures for which he was searching, Narvaez sailed away after two weeks, never to return.

18-year old Juan Ortiz was left behind and was saved by an Indian chief's wife and daughter. He became the only white resident of North America for 11 years until his rescue by Hernando de Soto.

De Soto's exploration of the Pinellas Peninsula was only a small portion of his exploration of the North American continent.

De Soto is best described as short in stature, dexterous and cunning in Indian warfare, valiant and strong and affable with his soldiers.

De Soto's legacy to the Native Americans was disease.

Periodic exploration of the Tampa Bay area continued until the 17th century when a permanent Spanish mission was established at the mouth of the Manatee River. The region became a location used by the Spanish and Cubans for fishing and trading with the Timucua. Legends recount pirates roaming the area using the barrier islands of Boca Ciega Bay as hideouts between attacks on Spanish and English ships trading in the area.

As Europeans began to populate North America, a few settlers moved to the Pinellas Peninsula but it was almost 300 years after Narvaez's visit before permanent settlements were established.

The Peninsula's first white settler, Odet Philippe, established a plantation at the site of an old Indian village on the shore of Tampa Bay in the area of Safety Harbor. Mr. Philippe is credited with bringing grapefruit to America and was the first to cultivate citrus in rows.

While Odet Philippe was the first confirmed white settler in the mid-1830's, during the early 1800's Captain William Bunce operated a fish farm on Mullet Key (Ft. Desoto Park) with the assistance of 300 Indians and Spaniards.

The "Armed Occupation Act" enacted by Congress in 1842 gave permanent ownership of land to settlers who would carry arms and live on their tracts of land for a minimum of five years. As a result of this Act, a few settlers migrated to the Pinellas Peninsula.

Among the Pinellas pioneers were Juan Leveque and Joe Silva who made their living catching green turtles and selling them in Alabama and Louisiana. Juan received ownership rights to land in the "Jungle" area of St. Petersburg in the area of Ninth Avenue, North and Park Street. Joe received property rights in the area of 40th Avenue, North. Each had a garden plus orange, lime and mango trees.

1848 was a prosperous year for Leveque and Silva. In mid-summer they sold their first boat load of turtles of the season in Mobile, Alabama and returned home with \$800 in Spanish gold coins from the sale which they immediately buried somewhere between their homes.

Because of an over-abundance of turtles that year, they were able to sell a second boatload in mid-September.

On Saturday, September 25, 1848, storm clouds gathered and southwesterly winds whipped up and gale force winds rose to 77 – 80 m.p.h. driving the water from the Gulf of Mexico into Tampa Bay cutting new passes and closing others. By storm's end six hours later, the Gulf and Bay waters rose 15 feet above mean low tide inundating much of the peninsula. The storm was so destructive because of the wind's direction. Historians say that the storm came up almost the center of Tampa Bay causing bay waters to reach greater heights than those in the Gulf.

The Great Gale cut new passes on the bay side through the long keys from Pass-a-Grille to Indian Rocks Pass and filled in others. Capri Isle and Isle of Palms were sliced from the large Island of Treasure Island and Johns Pass was created in the area between 140th Avenue in Madeira Beach and Capri Isle in Treasure Island. The north side of Mullet Key was washed away.

Leveque and Silva were in route home from selling their second catch of turtles in New Orleans when the storm hit. Upon their arrival home the next day, they found a severely altered shoreline and a new pass into Boca Ciega Bay. The new pass was approximately two miles north of the Boca Ciega Pass they had traveled through a few days earlier. After sailing through the new pass (which was named for John Leveque in 1852), they found the mainland and saw their homes had been destroyed. With their homes gone and the shoreline drastically altered, Leveque and Silva could never find the \$800 cache they buried earlier.

The "Great Gale of 1848" and later the Civil War chased away the few settlers on the Pinellas Peninsula and the islands were used mostly for hunting, fishing and a refuge for pirates and smugglers. The early settlers of Treasure Island and the other barrier islands of Pinellas County were itinerant fishermen living in shacks or on houseboats.

The earliest noted "island community" was established at Pass-a-Grille at the turn of the century.

During St. Petersburg's "boom" in the early 1900's a pier was constructed in the Jungle Area of St. Petersburg. It was from there that the Boca Ciega Boat Company of Gulfport ferried people to a beach destination at Mitchell Beach in the Johns Pass area. Thanks to the ferry service, affluent St. Petersburg residents could spend their holidays "at the beach."

Treasure Island's tourist industry started early but was sporadic due to its dependence on intermittent ferry service. Bridges were needed to get people to and from the islands more easily and permanent development was not started until there was bridge access.



The first bridge to the islands was not built until 1919 when Bill McAdoo, an investor in the northern end of St. Pete Beach, built a privately owned wooden toll bridge from Villa Grande Boulevard in Pasadena to what is now the site of Gulf Beaches Elementary School at 87th Avenue in St. Pete Beach. The toll to cross the bridge to the beach was 25-cents. There was no return toll. The bridge closed to traffic at 9:00 p.m.

In 1908 Treasure Island welcomed its first landowner when Thomas F. Pierce purchased a portion of Sand Key and Treasure Island from the State at a cost of \$1.25 per acre. Other early landholders included George Roberts, a well-known fisherman and tarpon guide who purchased property on Sand Key, Thomas Sawyer a fisherman from Key West and Claude Saunders, who purchased and homesteaded large tracts of land in the Sunset Beach and Boca Ciega areas of Treasure Island.

Not long after Tom Sawyer purchased his property, he was joined by his friend, Whiteford (Whitey) Harrell and his wife Addie who purchased much of Tom's land. The Harrell's were also property owners in St. Petersburg and they came to the beach often.

The enterprising Mr. Harrell was quick to realize the possibilities Treasure Island had to offer and in 1915 constructed Treasure Island's first hotel, the "Coney Island" on the east side of Surf Avenue (Gulf Boulevard) near 100th Avenue. The wooden hotel was three stories high and had 25 guest rooms. Across the street on the Gulf side Mr. Harrell built a bathhouse for his guests.

Shortly after the construction of the hotel, two small cottages were built immediately south of it.

What was a Coney Island Hotel guest to do for entertainment? Mr. Harrell provided two large boats for his guests. The *San Carlos* was a pleasure boat used for fishing and pleasure rides. The other, the *Don*, was a 65-foot passenger boat that ferried the early tourists from the Jungle Pier to a dock at the hotel.

100th Avenue was renamed "Central Avenue" and expanded to 72 feet in width. The other platted streets and avenues in the vicinity were 50 feet wide. At the same time, Gulf Boulevard was named Surf Avenue and Blind Pass was recognized as Boca Ciega Pass.

According to Treasure Island's *Bi-Centennial History*, guests of Mr. Harrell's Coney Island Hotel unwittingly played a role in the naming of Treasure Island. In 1918 Bill McAdoo held an option to buy a large section of Long Key (St. Pete Beach). In order to generate interest in his property, McAdoo asked Edward Brantley to help him with a scheme. Along with John, a McAdoo family servant, and two guests of the Coney Island Hotel enlisted to help with a few hours work, they dug up two boxes and an old iron bound oaken "treasure chest" filled with sand and a one hundred pound pig of lead that had been split in half. McAdoo, Brantley and John had buried the "treasure" the night before.

The subsequent publicity that resulted from the two guests spreading the news of the secret discovery back at the hotel and the perpetrators' pretense of the value of the contents later at a downtown St. Petersburg bank accomplished its purpose. Ironically, the action took place in an area of what is now St. Pete Beach but because visitors of the Coney Island played a role in finding "the loot," people began referencing the area of the Coney Island Hotel as "out at that Treasure Island."

"Whitey" Harrell passed away in October 1926 ending the existence of the Coney Island Hotel. In settling Mr. Harrell's estate, the "Coney Island" was disassembled and the lumber used by his son, Tom Harrell, to construct a house for his family. Mr. Harrell later moved the house to his property at the southwest corner of the Blind Pass Bridge where a parking lot exists today.

Accelerated development of the barrier islands did not occur until after Pinellas County was divided from Hillsborough County on January 1, 1912. In 1913 St. Petersburg real estate developer, Walter Fuller, purchased Treasure Island for

\$800 and formed a development company. Twenty-five shares in the company were sold for \$1,000 each.

The activities of the development company came almost to a standstill with the onset of World War I in 1914. Albert B. Archibald, a produce wholesaler and shareholder in the development company, could see the possibilities the future held for Treasure Island and formed a new company called the Madeira Holding Company. He purchased the previous development company's stock until he owned most of the northern part of Treasure Island and the south part of Sand Key, now known as Madeira Beach.

The Florida Boom of the 1920's brought widespread land speculation on the barrier islands but there was little development because of limited access from the mainland, no fresh water, no power or other utilities and the ever-present pesky hordes of mosquitoes that called the barrier islands home.

In an effort to make access to the barrier islands easier, the Corey Causeway in St. Pete Beach was built in 1923, a bridge was built across Blind Pass in 1926, and in 1927 the original Johns Pass bridge (built in 1875) was replaced and the Welch Causeway in Madeira Beach was completed.

The most natural link to the beaches from St. Petersburg's Central Avenue did not come until the completion of the 1.8 mile long Treasure Island Causeway in 1939. Albert Archibald and his Central Avenue Causeway Association tried to obtain funding for a bridge from Central Avenue to Treasure Island in 1923 but verbal, legal and financial battles ensued between Archibald and C. Perry Snell who was beginning development of east St. Petersburg. Snell won and plans for a Central Avenue bridge were dropped.

Unhappy with his bridge defeat, Archibald sold much of his Treasure Island holdings to Donovan & Sons, Inc. of Philadelphia. The players in this new company were E. A. Donovan, George Wilson and Collier McCall. Mr. Archibald had already developed the area south of Johns Pass on the Gulf side and named it the Coney Island Subdivision.

When Mr. Donovan requested road and bridge funds for a Central Avenue causeway, it was proposed that the City of St. Petersburg, would acquire 500 feet of public beach front property in return for its tax support of the bridge project. Mr. Archibald held the mortgage on the Donovan property in the area of the proposed bridge. After much conferring and paper work, Mr. Archibald received no immediate monetary benefit but lifted the mortgage and the City of St. Petersburg had its beachfront park. Because the tax funding did not materialize, the Central Avenue Bridge was not built but St. Petersburg retained ownership of the beach park at 112th Avenue and Gulf Boulevard.

The need for a direct link from St. Petersburg to Treasure Island was still a requirement to allow Treasure Island to prosper. In order to make it happen, 14 separate development corporations were formed. The developers sought to finance the bridge to the mainland with federal and private funds but ran into a major obstacle when the federal government would not loan money to a private corporation. To obtain the federal funds, a city had to be created. The State Legislature officially incorporated the original City of Treasure Island, comprised of the area from 104th Avenue to 119th Avenue in 1937 and Henry Wallace was named its first Mayor.

On August 19, 1938 there was a special bond referendum and all of Treasure Island's 24 registered voters were called upon to vote on a referendum that would indebt the City for many years to come. 20 of those electors voted in favor of the bonds while the other four chose not to cast their votes.

Construction of the Treasure Island Causeway began on December 6, 1938. The contractor, Hillyer and Lovan of Jacksonville constructed the 1.8 mile bridge at a cost of \$1,046,000. The causeway facility is comprised of two bay-fills known as Paradise Isle and San Diego Isle and three bridge spans of 1000, 400 and 217 feet in length. The state of the art 80-foot bascule bridge was operated by two 15-horsepower motors and opened in 60 seconds.

A celebration was held at 4:30 p.m. on Wednesday, November 15, 1939 marking the completion of the construction and dedicating the facility to vehicular traffic. The new facility was hailed as "the best-constructed bridge in the State of Florida." The gala event included speeches by Congressman J. Hardin Peterson and Harold Colee, President of the Florida Chamber of Commerce. The cutting of the ribbon by Treasure Island Representative E.H. Price officially opened the facility for traffic. Motorcades rolled over the bridges and Thomas J. Rowe welcomed motorists entering Treasure Island. Music for the event was provided by the Florida Military Academy band and the senior high school band. Sunset Beach resident and developer, Lex Herron, was the first to cross the new facility.

Without the untiring and dedicated efforts of E.H. Price, Ralph E. Milliken, Treasure Island Mayor Henry Wallace and Commissioners William Rolston Brown and F.C. Bennett the first-rate facility would not have been accomplished.

The completion of the new state of the art causeway opened the door to residential development and the rebirth of Treasure Island's tourist industry.



Jimmy Harrison
Photo T.I. Hist. Soc.

In 1948, Jimmy Harrison and his friend, Herbert Dowling, built the Sands Motel on Gulf Boulevard. The construction of this modern tourist facility started the growth of what was to become known as "the million dollar mile." Both Jimmy Harrison and Herbert Dowling were destined to serve as mayor of the original

City of Treasure Island.

With the advent of this direct link to St. Petersburg, and with the provision of running water by Pinellas County Water System in 1935, Treasure Island's residential population began to grow from its 1940 census of 320.

During the early 1930's four existing neighborhoods were incorporated as separate towns on the Island of Treasure Island.

On November 28, 1932, 28 qualified electors formed the Town of Sunset Beach. The original Town of Sunset Beach included all of the beach property from 104th Avenue north to the Lone Palm Beach, which was located north of 158th Avenue on what is now Redington Beach. The area described as the Town of Sunset Beach (today's Sunshine Beach area) included the northern end of Treasure Island, all of Mitchell's Beach and Madeira Beach to an area described as "Just beyond the end of the hard surfaced road at North Madeira." At the time of incorporation, Dean Aiken was selected Mayor, Sewell Welch clerk and A. B. Archibald, Neil Funk, V.C. Almand, J. Frank Houghton and Leon G. Welch were named aldermen.

The Town of Sunset Beach was inactive after its election of officers until 1936 when beach consolidation from Pass-a-Grille northward was considered and this forgotten town was rediscovered and a revival began. The consolidation idea dropped but the Town of Sunset Beach, once motivated, remained active.

On May 25, 1936, the Florida Legislature unanimously passed a charter bill, which changed the name of Sunset Beach to "Treasure Island." The new municipality included the Coney Island Subdivision and the adjoining waters of the Gulf of Mexico and Boca Ciega Bay within 300 feet of shore. This subdivision is in the area from 119th Avenue north to Johns Pass.

Two days later, Representative Walter Fuller of St. Petersburg introduced a change to the bill before the Legislature and the name was changed from the Town of Treasure Island to the Town of Sunshine Beach.

In 1937, State Legislature created the City of Treasure Island, once again with the assistance of Representative Fuller. This new city included "that area midway on the Key of the same name and south of that part known as Coney Island." In other words, the new City of Treasure Island ran from 104th Avenue north to 119th Avenue.

The new City of Treasure Island enjoyed the most modern charter ever enacted by the State Legislature up to that time. The municipality was empowered to purchase buses, automobiles and other vehicles which included airplanes and other airships. Additionally, it was given the authority to build a garbage disposal plant providing the estimated cost was first paid into the town treasury, or it could

contract for the disposal of garbage. It could pave, grade or vacate streets and it could regulate or prohibit the operation of dance halls, public bath houses, solariums and beaches and could restrict the operation and parking of motor vehicles. It was further given the authority to establish a city jail and to work prisoners on the city streets or other projects.

The voting privileges were restricted to persons over 21 years of age who owned property fronting at least 20 feet on any street or alley and having a depth of at least 50 feet.

The governing body of this new, progressive city consisted of a mayor and two commissioners. Other officers included a city clerk who also served as tax assessor and tax collector and a chief of police.

The first election of this new city was held on the first Tuesday in March 1941. Until that time, the officials appointed by the Legislature served. Those individuals chosen by the Legislature were Mayor Henry Wallace and Commissioners E.H. Pierce and Ralph E. Milliken.

In August 1936, was selected for the Gregory Herron Development located at the southern end of the island. This area was originally called "Treasure Beach" and included the dredged and filled area south of the Lions Club and the area north of the Lions Club to the location of the present day 97th Avenue. This area was soon chartered by the State Legislature as the Town of Sunset Beach.



the name "Sunset Beach"

Sunset Beach Town Commission
Nov. 1951 - Seated Left to right:
Tom Harrell, Irving Buchalter,
George Robertson, Jim Cole
standing: E.P. Bassett, John
Murphy (Town Attorney)

Photo T.I. Historical Society

At approximately the same time, the Town of Boca Ciega encompassing the area north of 97th Avenue to 104th Avenue became incorporated. There is not much information available regarding the history of this town.

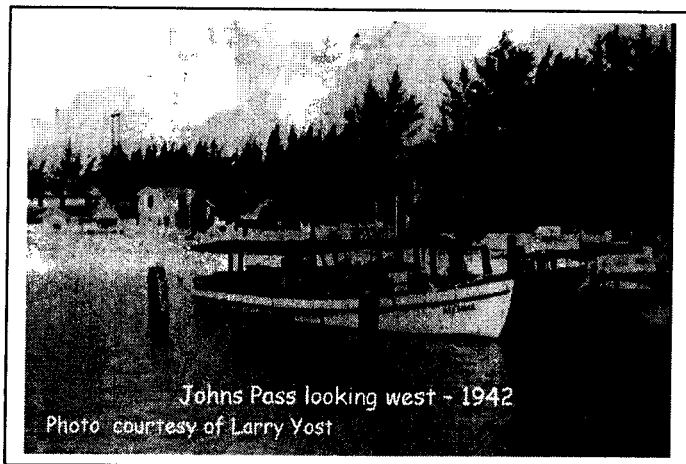
The little towns were sparsely populated and were mainly fishing villages prior to World War II. However, with a new direct vehicular route via the Treasure Island Causeway, more permanent residents began moving to the island and the "fishing town atmosphere" soon vanished.

Longtime residents recall life on the Island in the 40's. Gulf Boulevard, the only paved street was a two-lane road made of brick. Fishing was good and mosquitoes were bad. In fact, the mosquitoes were so bad that extreme efforts were

taken to keep the pesky insects out of houses. Door and window screens were painted with motor oil and kerosene. When the screens became clogged, they were taken down, cleaned with gasoline, repainted with motor oil and kerosene and rehung.



Charles Clymer, Jr. & Larry Yost
Pose with the "big one" 1942
Photo courtesy Larry Yost



Johns Pass looking west - 1942
Photo courtesy of Larry Yost

A wooden bridge was built in the 1920's connecting Treasure Island with the original Isle of Palms. The bridge deteriorated and collapsed in the 1930's.

Most grocery shopping was done on the island. In the late 1930's Clauson's Grocery Store, located at 126th Avenue and Gulf Boulevard opened. Another grocery store, Schuster's, was located in the vicinity of Johns Pass Village on Madeira Beach. There was another grocery store on Treasure Island in the vicinity of the Blind Pass Bridge. The typical beach grocery store sold groceries, beer, ice cream, meat and gasoline. A&P was the only "big name" grocery store in the area and it was located in St. Petersburg.

As in all other areas during that time period, there was no in-door plumbing. The Harrell house at Blind Pass Bridge (now the site of a parking lot) was the first house on the island to sport indoor plumbing.

During the war, the Pinellas Airport (now the St. Petersburg/Clearwater Airport) was an air base as were Drew Field (Tampa International Airport) MacDill Air Force Base and the Hillsborough Airport located in the general vicinity of Busch Gardens. Soldiers stationed at these military facilities made encampments on the beach and after they left, the young boys in the area scavenged the beach for machine gun shells.

The Coast Guard took over the Florida Power Club in the vicinity of 86th Avenue on Sunset Beach and used it as barracks and patrolled the beach by foot all night every night.

Sightings of German submarines in the Gulf off Treasure Island's beaches was a common occurrence during the war and Coast Guard patrol boats operated out of Pass-a-Grille to assure the safety of beach residents.

Air raid warning devices were a must during the war and Treasure Island had its share. One device was comprised of a saw blade installed in a frame. The frame was hung in the yard. In the event of an air raid, the saw blade was hit with a hammer and the clamor immediately warned the neighborhood of pending trouble.

At the conclusion of World War II, several barrack units were moved onto the island to provide instant living accommodations. Some units, with additions, still exist.

On May 3, 1955 at 2:32 p.m. the towns of Sunset Beach, Boca Ciega, Sunshine Beach and the City of Treasure Island merged and were re-incorporated by Special Act of the State Legislature as the City of Treasure Island.

The mangrove islands of Isle of Palms and Isle of Capri, which were sliced away from Treasure Island during the Great Gale of 1848, became dredge and fill projects in the 1950's and were undertaken to create the "fingers" of Isle of Palms and Isle of Capri. Paradise Island finger fills were created at the same time and all are now a part of the City of Treasure Island.

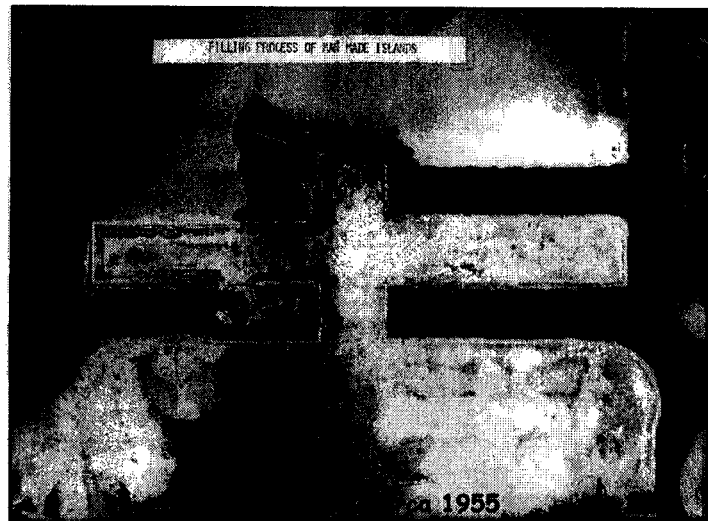


Photo courtesy T.I. Historical Society

Today the City of Treasure Island has a corporate area from the Gulf shoreline of 3.4 square miles. It has an actual land area of 840 acres, has 3.83 miles of Gulf frontage and 28.39 miles of Bay frontage and has 24.24 miles of city streets including Gulf Boulevard and the Treasure Island Causeway.

The 1950 census reveals an area wide population on Treasure Island of 750. That figure increased to 3,456 in 1960.

One of the foremost leaders of Treasure Island, before and after its incorporation, was Ralph Emerson Milliken, an auto salesman from New England. Mr. Milliken was a member of the first city commission in 1937 and was manager of the causeway from its completion in 1939 until 1960. He also served as city clerk for 10 years.

Mr. Milliken, often referred to as "Mr. Treasure Island," was the first mayor of the newly incorporated city serving in that capacity from 1955 until 1961 and was a commissioner from 1961 until 1963.

After the incorporation of the original City of Treasure Island in 1937, Mr. Milliken laid out a plan for the development of the city. The end of the causeway was to be for commercial use, the beach front was to be used for motel development, the remainder of the main island would have apartment/duplex development and the submerged bay land would offer high-class single family residences.

The city developed as planned and strict zoning and high building standards prevented a hodge-podge of development similar to that which occurred in other beach cities.

During Milliken's political tenure, his opponents referred to him as "a dictator who ran Treasure Island with an iron hand," and accused him of conducting closed government with a commission which rubber-stamped his decisions.

Prior to his political career in Treasure Island, Mr. Milliken lived in Madeira Beach and was vice-mayor there from 1947 until 1951.

Mr. Milliken retired from public office in March 1963 and passed away on October 9, 1963 at the age of 66. In a tribute to Mr. Milliken, the *Gulf Beach Journal* offered the following in its October 10, 1963 issue: "He built his own monument ... There isn't anyone who lives in Treasure Island, or who will live here in the future, that doesn't owe a great deal to Ralph Milliken – the man whose faith in, and devotion to the community made it one of the best planned and most progressive cities in the state ... He built his own monument ... Treasure Island."

The end of the "Milliken Era" did not stop the young city's progress. Big changes in the operation of the young City were on the horizon

By 1960 the Commission realized that help was needed to effectively run the fast growing City and the State Legislature was petitioned to change the City's Charter to allow for a Commission-City Manager form of government.

During the 1961 Legislative Session, the Legislature passed an act amending Treasure Island's Charter to create a Commission-Manager form of government but required a referendum of the voters to create the City Manager form of government.

The Act further required that a majority of the City's voters had to come to the polls and a majority had to vote in favor of the change.

It took three tries before the City Manager form of government came into existence. The first referendum was held in November 1961. 272 voters favored the new form of government while 111 opposed it. However, since there was not a majority turnout, the referendum failed. The second referendum was held in March 1962. 400 voted in favor, 343 voted against but again there was not a majority turnout. Finally, in 1964, everything came together and the City was able to institute the City Manager form of government.

On April 16th, 1962 the Commission hired Thomas Rice as Executive Administrator-Clerk to oversee the day-to-day operations of the rapidly growing City.

In August 1963 Rice resigned the position because of a heart condition developed from the stress of his job. Newspaper accounts indicate he was often the focus of criticism from both the Commission and the public. After recuperation from his heart condition Mr. Rice went back to work for his former employer, Glace Engineering in a less stressful environment.

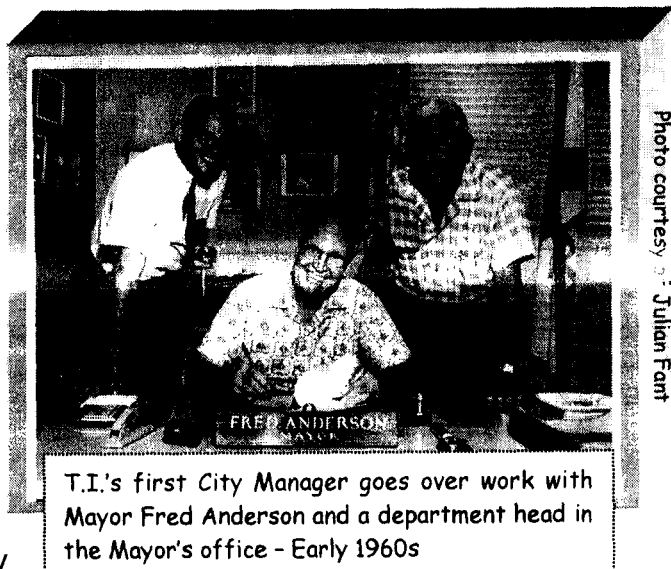
City Engineering Department Head and Public Works Director, Richard Taylor filled the vacant position until a new C.E.O. could be found.

Approximately 35 people applied for the clerk/administrator job that paid an annual salary of \$8,000 and required a college degree and two years experience in city administration.

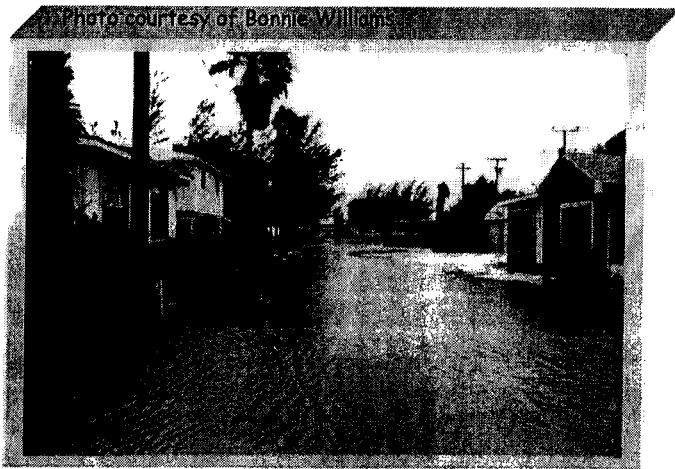
A screening committee of three commission members, Fred Anderson, Ed Fisher and Walter Stubbs was formed to review the applications and hire the new administrator.

Thirty-five year old Earl Keyton was hired to fill the position effective January 1st, 1964 but on January 3rd, Mr. Keyton advised the Commission he had been offered a job in the private sector that he just couldn't turn down.

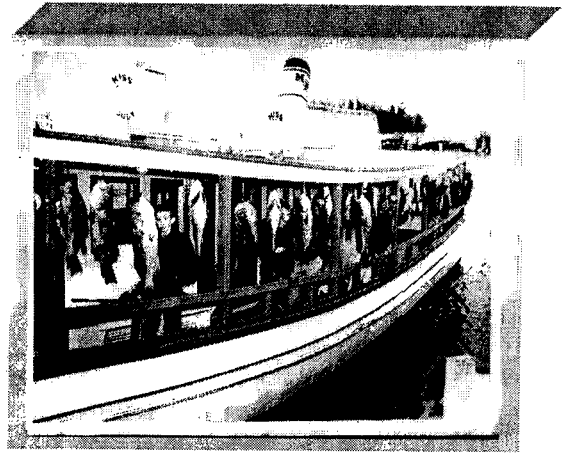
The committee went back to the drawing board and on March 1st David Wilkerson, the City of St. Petersburg's 30-year old assistant to the City Manager took over the reins as Treasure Island's Executive Administrator/Clerk at an annual salary



T.I.'s first City Manager goes over work with Mayor Fred Anderson and a department head in the Mayor's office - Early 1960s



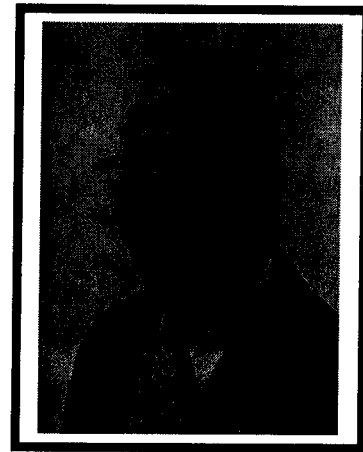
Hurricane Agnes - June 1972 - Flooding on 85th
Avenue on Sunset Beach



Catchin' fish on the *Miss Judy* - 1958
Photo courtesy of T.I. Historical Society



T. Sanford and Virginia Brown's Coconut
Palms Apartments located at 12740 Gulf
Boulevard. Circa 1960
Photo courtesy T.I. Historical Society



Edward G. Fisher, Sr.
Mayor
1975-76
Photo courtesy T.I. Historical Society

The *El Capitan* Deep Sea Fishing Boat
docked at Johns Pass waiting to take
tourists out for a deep sea fishing
adventure. Circa 1965

Photo courtesy T.I. Historical Society





North end of Treasure Island - Original Isle of Capri and part of Original Isle of Palms in the foreground. Date unknown



Tropical Storm causes damage on Sunshine Beach - 1940's

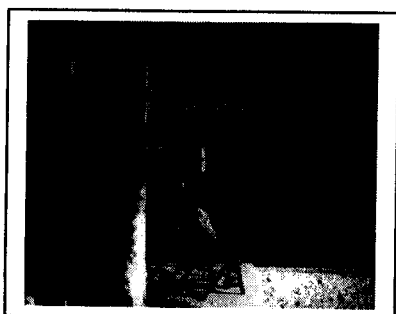


Isle of Capri - 1960
Photo courtesy T.I. Historical Society



Photo courtesy of Treasure Island Historical Society

Post Card advertising the original Penguin Beach Club built in 1939 at 8000 West Gulf Boulevard. The modern facility, located on the Gulf of Mexico, provided a fast beach bus to the door, a perfect beach, a bath house, fishing, steak, chicken and fish dinners and also provided sandwiches, beer and wine, dancing and picnic tables. Completely furnished and equipped modern beach cottages were also available for rent.



Agnes Blush sits on her patio at 340 Bay Plaza on Sunset Beach and looks east to St. Pete Beach. The mangroves were home to scallops. Circa 1950

Photo courtesy of Barbara Blush

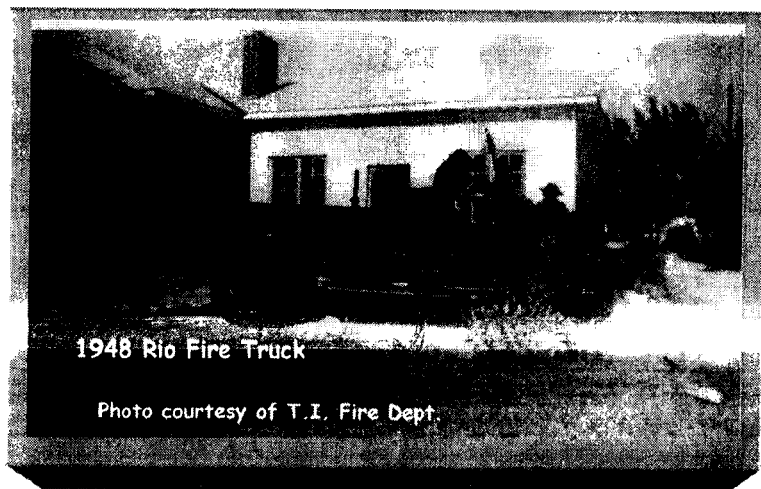
of \$8,500. Mr. Wilkerson had been the Committee's second choice when the applications were reviewed. He became the City's first City Manager later that year when the voters finally were able to meet all of the requirements of the charter amendment to enact the City Manager form of government. Mr. Wilkerson resigned in mid-1966 to become City Manager of Miami Springs.

Treasure Island was well on its way to becoming a full-service city. In 1955, shortly after the City's incorporation, the first real police department came into being under the leadership and guidance of Chief Eugene Marshall. The new department consisted of eight officers, one chief, two police cars and a radio dispatch service.

Chief Marshall was not new to Treasure Island. He was hired on January 16, 1952 by then Treasure Island Mayor Jimmy Harrison and City Clerk Ralph Milliken to establish a police department. His job was to provide law and order for the little city of 34 residents, one motel a few bars and a bottle club. He was a department of one until 1955.

Accounts indicate that Marshall was on-duty round the clock. He had no police radio in his car. Communication went something like this – If he was needed, his wife was called. She would then make a series of calls and certain lights would go on at service stations and clubs. The lights were a signal for Marshall to go home and get the message from his wife. The system worked so well that maximum response time was 10 minutes.

At the same time, the Fire Department was being created. The first department was headed by E. H. Nichols and was manned entirely by volunteers who were paid \$1 per month. The volunteers gave their monthly stipend back to the City to go towards their insurance premiums.



The very first fire department on the island was established by the Town of Sunshine Beach in 1948 and consisted of one pumper and seven volunteers. After Sunshine Beach's incorporation with the City of Treasure Island, the fire station at 12600 Lagoon Lane and the pumper remained in use by the new City.

The Engineering-Public Works Department was busy from the day of its inception. The City's size was rapidly growing thanks to dredging projects that created finger-fills on Isle of Capri, Isle of Palms and Paradise Island. Bulkhead

lines had to be established for the city, survey work was needed and streets required paving. This work was accomplished under the expertise of Department Head, Richard A. Taylor. Taylor succeeded David Wilkerson as City Manager in 1966, a position that he held until mid-1973.

At the time of incorporation, City Refuse Service, Inc provided garbage and trash service. Garbage and trash service became a municipal operation beginning July 1, 1963 after the quality of service provided by a private contractor became an issue and rates increased from \$15 to \$18 per year for single-family pickups. Herbert Barton was hired to oversee the refuse operation. The Refuse Division consisted of a staff of seven, three garbage trucks, 70 containers and a 5_-day workweek. Cost for residential pickup was \$15 annually. The City provided daily service to restaurants, twice weekly service to residences and pickups "as needed" to commercial establishments.

City sewer services began in the early 1950's when Treasure Island built a sanitary sewerage system – the first one on the Holiday Isles.

With the increase in population resulting from incorporation, the sewage system was at capacity by 1962. The facility was originally designed to handle 1.2 million gallons per day.

A two phase expansion program was undertaken in the early 1960's and phase I, costing approximately \$600,000 was completed in the spring of 1964. Phase I of the program included providing sewers in areas that didn't already have them, the size of facilities was increased in overloaded areas and the plant was expanded. The treatment facility was converted from an "activated sludge treatment" process to "a contact stabilization" process, which allowed the treatment of twice as much sewage.

Phase II of the program included a long-range program dependent on the future growth of the city.

Elmer Potter was hired as the City's first Sewer Superintendent, a position he held for 12 years. Mr. Potter resigned in May 1964.

In January 1964 the Legion Concert Band moved from Madeira Beach to Treasure Island. The 40-member band under the direction of Roy Connolly was renamed the Treasure Island Concert Band. The band held its first Treasure Island concert in the City Hall Auditorium in February 1964.

Library service was and continues to be provided by the Gulf Beaches Public Library.

The city began purchasing the library service in 1964 in order to escape a _ mill ad valorem tax to be imposed by Pinellas County on all communities and

unincorporated areas that didn't provide library service. The tax was to be used to start a new countywide library system.

District 1 Commissioner Bernie Gilliaume was a strong proponent of Treasure Island providing its own library services but the Commission decided to continue its support of the Gulf Beaches Library when it was determined that providing an autonomous library would be too costly.

As early as 1956 residents of the island began their quest to have a local bank and classified post office. Resolutions from the City Commission and Chamber of Commerce pointed out that the population grew 500% during the previous 12 years with the population doubling during tourist season.

A group of people headed by former Commissioner Robert Albee, President of the Madeira Beach Bank applied for a charter to establish a bank on Treasure Island. The charter was not granted.

In 1964, the group again requested state and federal authorities review of the charter application. It was discovered that several of the key members of the original group were deceased and they were quickly replaced. The charter was finally approved in 1969 and the First Bank of Treasure Island opened its doors at 175 -107th Avenue on January 8, 1971.

Efforts are still underway to obtain a classified post office within the city.

In January 1961 a civil service program went into effect to benefit employees of the city. The program never adequately developed and no job classifications were established. The program was abandoned in July 1963.





At the insistence of the employees, a Career Service System was adopted later in 1963. Modeled after Pinellas County's Employee Plan and modified to meet the specific needs of the city, the plan included job classifications and pay schedules and provided for such amenities as annual leave, sick leave, hospitalization and group insurance.

The new plan also created a Personnel Board as an advisory board to hear grievances of employees other than department heads and the City Administrator. The Career Service System has been updated and modified several times since its inception and continues to serve the city well.

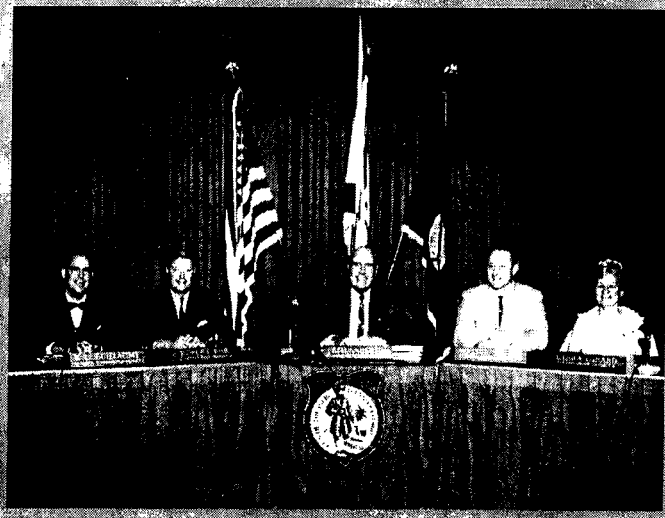
The way the City Commission conducted its business came under radical change in the mid-1960's. Until August 1964 citizens spoke at agenda sessions only at the request of the mayor and at business meetings they were only allowed to speak at the end of the meeting. Changes in the procedure allowed residents to comment on each item at the time it was under discussion.

The *Gulf Beach Journal* cautioned, "that a city can't be run by referendum and that is what the City Commission is letting itself in for. We hope the decision doesn't become a public hearing on each subject to come before the Commission because if it does, the Commission will soon be bogged down in detail and unable to accomplish anything."

Mayor Fred Anderson also began an "open door" policy in 1964.

By 1964 some of the residents and business owners were upset with the way things were being handled at city hall and the "Citizens' Committee for Good Sense Government" was formed. The Committee attacked the commission and administration for the "many outstanding inconsistencies and lack of

Photo courtesy of Julian Fant

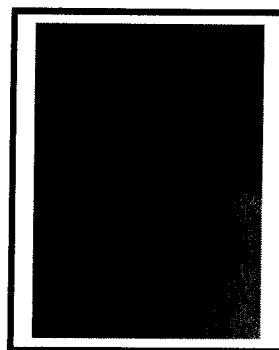


Treasure Island's first female commissioner, Clara Girard, was seated in March 1964.

Left to right: Bernard Gilliaume, Robert Ehr, Fred Anderson, Walter Stubbs, Clara Girard

Herb Dowling, one of the developers of the "Million Dollar Mile" was Mayor of the original City of Treasure Island from 1954 until its re-incorporation in 1955.

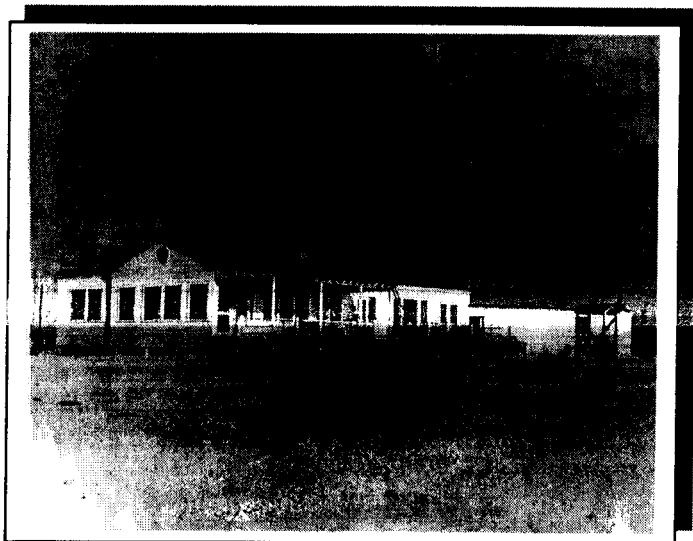
Photo courtesy of City of Treasure Island



The second Penguin Restaurant . . .

Was built in 1945 after the original Penguin, built in 1939 was damaged by a hurricane and destroyed by fire in 1944. This structure was damaged during a hurricane in 1950, damaged by fire in 1961 and destroyed by Hurricane Agnes in 1972.

Photo courtesy T.I. Historical Society





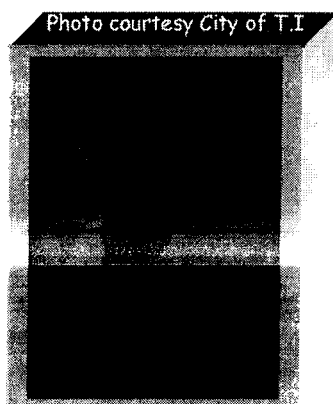
Treasure Island Chamber of Commerce President Richard Slezak and Chamber Manager, Julian Fant meet with party boat and charter boat owners to plan the first Johns Pass "Fish-A-Cade" in 1963.

Photo courtesy of Julian Fant

Treasure Island City officials inspect the catch basin at 124th Avenue and Gulf Boulevard. Circa 1960

Foreground left to right: Commissioner w. Clair Mitchell, Dist. 1 & Richard Taylor, City Engineer. Rear: Mayor Ralph Milliken, Carl Howard, Maint. Eng. State Road Dept., Commissioners Gus Frenkel, Dist. 4, Arthur Weller, Dist. 3 and Fred Anderson, Dist. 2

Photo courtesy Julian Fant



Ralph E. Milliken

Ralph Emerson Milliken, a car salesman from New England was an investor and developer of Treasure Island. He was a member of the city commission of the original City of Treasure Island in 1937. He later became manager of the Treasure Island Causeway, a position which he held from 1939 until 1960. He was the first mayor of the present City of Treasure Island, serving in that capacity from 1955

Commissioner from 1961 until 1963. Mr. Milliken retired from public office in March 1963 and passed away on October 9, 1963 at age 66. Mr. Milliken and his wife Wilma owned the home at 12 Treasure Lane on Treasure Island Causeway.

sound business principles.”

Treasure Island's first female commissioner, Clara Girard, took office in March 1964. A resident of District 4, Ms. Girard owned and operated the Penguin Restaurant.

Ms. Girard married Ray Hewitt, a general contractor from Charleston, West Virginia, in July 1964 and resigned her position on the Commission in August.

As owner of the Penguin Restaurant, Ms. Girard spent \$20,000 to have large rocks transported and placed near the groins behind her property. The purpose of the rocks was to catch the shifting sand and help prevent erosion.

In the early 1960's Sunshine Beach was all aflutter over Victor Clemson's more than 1,000 parakeets. The wild birds knew food would be provided and so they perched in his and neighboring trees. The Clemson home at 124 – 120th Avenue East became known as “Parakeet Village.”

Sunshine Beach residents concerned about possible health hazards from bird mites filed numerous complaints against Mr. Clemson and his birds. Parking on the narrow streets by visitors of “Parakeet Village” also was a frequent complaint. Investigation by city personnel found the complaints mostly unfounded.

By the mid-1960's most of the birds were gone – a result of an increase in cat population in the neighborhood and a hard freeze in 1962 – and “Parakeet Village” was no more.

The psychedelic '60s ended with a building boom in progress and a solid government in place.

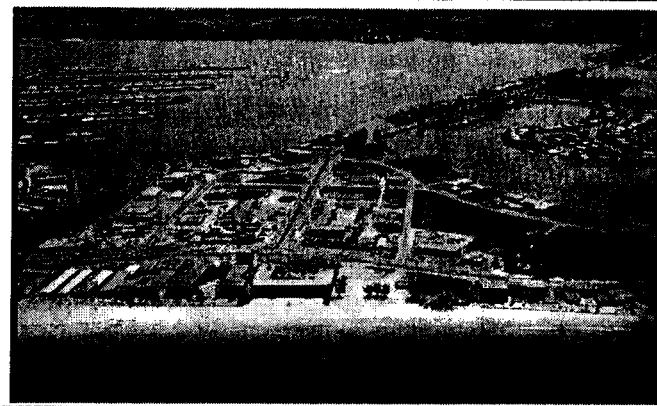
Teleprompter Corporation provided the first cable television service to Treasure Island's rapidly growing population with a franchise ordinance being enacted by the City Commission in March of 1971.

In 1971 the city considered a 15-year plan that included the reconstruction of the downtown and the municipal complex. Architects Ronn Ginn and John Fairfield created concepts for the plan.

The Plan included the closure of 107th Avenue to traffic with the downtown area to be used as a mall. Under the plan 106th and 108th Avenues would become one-way streets and all other streets and alleys in the immediate area would be vacated and used for parking, buildings and mall area. All of this would be accomplished by making the downtown loop a special use district.

Under the plan the municipal area would get a facelift with the size of the City Hall building being doubled and unused space made into rental offices. The Fire

Department area would be tripled and the police area doubled. The Police Department would have stayed in the same building but the Fire Department would have moved to a proposed parking garage. The proposed parking garage was to be of sufficient size to house the parking needs of the entire municipal complex. After considering the costs involved in such an undertaking, the 15-year plan never materialized.



Downtown Treasure Island - Early 1960's
Photo courtesy T.I. Historical Society

Hurricane Agnes, the most devastating storm to hit the island since 1939 arrived on June 18, 1972 causing approximately \$500,000 damage to private property and \$45,000 in public property. The storm eroded 225,000 cubic yards of public beach.

The storm destroyed 80 percent of the Penguin Restaurant. The 3:00 a.m. high tide crashed through the Gulf view windows of the restaurant sweeping tables, chairs and air conditioning units onto West Gulf Boulevard. The Gulf side of the building collapsed into the surf.

Penguin owner, Winston Hunter, rebuilt the Penguin in 1974 with a design proclaimed to withstand 250 M.P.H. winds.

The building boom continued through the early 1970's with the vacant, manmade fingers of Isle of Capri, Isle of Palms and Paradise Island rapidly filling up with luxury homes. At the same time, luxury condominiums and apartments were being built on the original islands of Capri, Palms and Paradise.

With the ever-increasing population, Treasure Island officials recognized the need to provide more recreation area. In 1973 the Page Property, a 3.5 acre tract, located between 104th and 106th Avenues was purchased by the city for \$400,000 and was destined to become Treasure Island Park and the home of the city's Community Center.

Key Capri, a 174-unit condominium complex was constructed on Camp Key, another tiny island adjacent to Capri in 1973 and a private bridge was built to connect the development to Capri Isle.

The Treasure Island Tennis and Yacht Club idea was conceived in 1969 when Russ Baltz and Lee Karamelas dreamed of two seven-story luxury

condominium buildings with 168 units, 15 Har-Tru tennis courts, floating cement docks, an AAU competitive swimming pool and a two-story clubhouse.

The Tennis and Yacht Club Corporation was formed in November 1971 and construction of the first seven-story condominium building at 450 Treasure Island Causeway began in May 1973.

Among the firsts at the Tennis and Yacht Club were Les Lathrop, who assumed the position of dock master in August 1973, Al Sarmiento, the first club manager and Don Kaiser, the first tennis pro.

Investors for the development included C. Randolph Wedding, Russell Baltz, Dr. Ronald Carroll, Laurence T. Hermann, Lee Karampelas and Richard M. Ware.

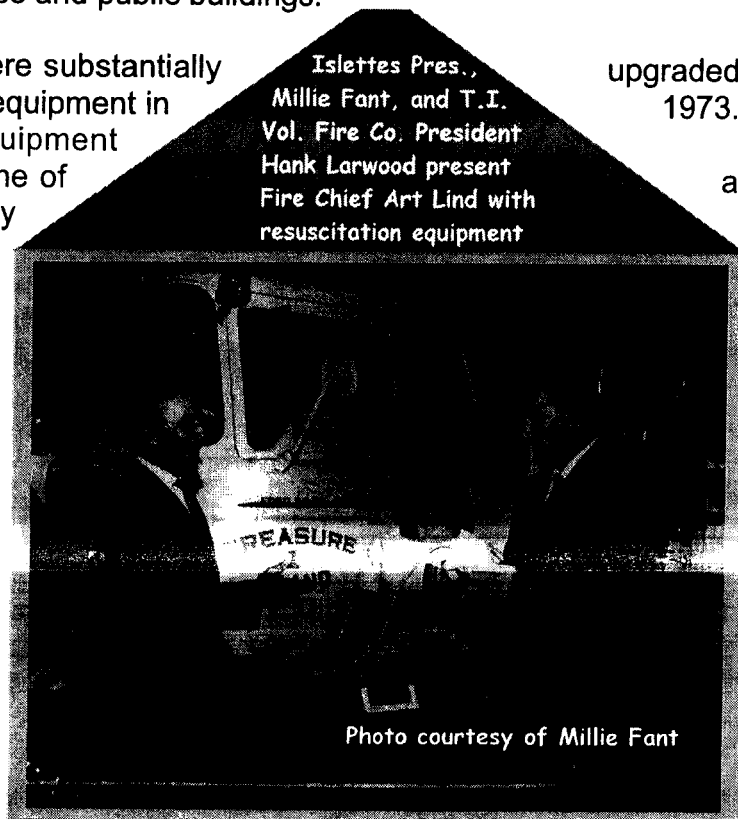
Construction of another condominium development, the St. James located at 285 – 107 Avenue began in late 1971 but was not occupied until late 1974 because of measurement errors and ensuing lawsuits.

With the influx of new multi-story developments, the City adopted a sprinkler system ordinance in 1973 at the request of Fire Chief Arthur Lind. Treasure Island was the first Gulf beach community to adopt such an ordinance and was the seventh city in the entire nation to adopt the regulations. The ordinance required automatic sprinkler protection in all high-rise and public buildings.

Fire/Rescue services were substantially upgraded with the purchase of telemetry equipment in 1973. The new, state-of-the-art equipment brought a physician to the scene of cardiac emergency via two-way radio and simultaneous transmission of a patient's electrocardiogram.

The \$14,000 package of equipment was purchased through donations from the Treasure Islettes, the Bilmar Hotel, the Treasure Island volunteer Fire Company and the Treasure Island Flames.

The cities of Treasure Island and St. Petersburg were the first two cities in Pinellas County to have the telemetry equipment at their disposal.



Until the early 1970's most of Treasure Island's streets were made of sand and shell but annual paving projects occurred until the mid-1970. By then all of the city's streets were paved and drained.

On September 26, 1972 Toni McLaughlin became the City's second lady commissioner when she replaced her husband, District 3 Commissioner Richard McLaughlin who died in office.

City Manager Richard Taylor resigned his position in 1973 in the midst of the St. James controversy and was replaced by Cindy Redeker, his 21-year old administrative Assistant.

As Acting City Manager, Ms. Redeker carried the city through the St. James turmoil and left the city's employ in January 1974.

January 30, 1973 was an eventful day for four Canadian tourists visiting Treasure Island. After an enjoyable afternoon on the Island, they found themselves dangling precariously 35-feet in the air at the top of the partially opened Treasure Island Causeway bascule bridge.

The bridge tender turned on the flashing lights, sounded the warning bell and began the process of opening the bridge. The car's driver, temporarily distracted did not see the flashing lights or the gate coming down and did not hear the warning bell in time to stop the vehicle.

The incident had a happy ending when the four ladies were rescued two hours later unharmed but shaken by rescue personnel from Treasure Island with the assistance of a fire snorkel truck from St. Petersburg.

Phil Sowa assumed the position of City Manager in February 1974 but resigned in February 1975 for personal reasons.

In 1976, the city celebrated the bi-centennial of the United States by holding special events. A Bi-Centennial Committee was appointed to plan and oversee the events. A time capsule was buried at the front entrance of the First Bank of Treasure Island (now Bank of America) and contained photos, newspapers and other information about the community. The Treasure Island Causeway was temporarily renamed the Bi-centennial Causeway and the City of Treasure Island was named a bi-centennial city by the President of the United States.

In May 1976 E. C. Brandon was hired as City Manager and left the city's employ of August 1978.

The Treasure Island Transit Authority was established in 1978 with a \$161,000 donation from the First Bank of Treasure Island. Under the leadership of

Julian W. Fant, the Authority's purpose was to bring public bus transportation back into Treasure Island. St. Petersburg's Transit System had previously provided bus transportation but the service became too expensive.

The "Dune Buggy" as it was named went into service in January 1979. The 1974 Winnebago was purchased for \$6,000 by the First Bank of Treasure Island and donated to the Transit Authority.

The City assumed responsibility for the transit system in the mid-1980's and finally suspended service in 2002 due to lack of rider ship and the availability of a regional transportation system through a contract with the Pinellas Suncoast Transit Authority (PSTA).

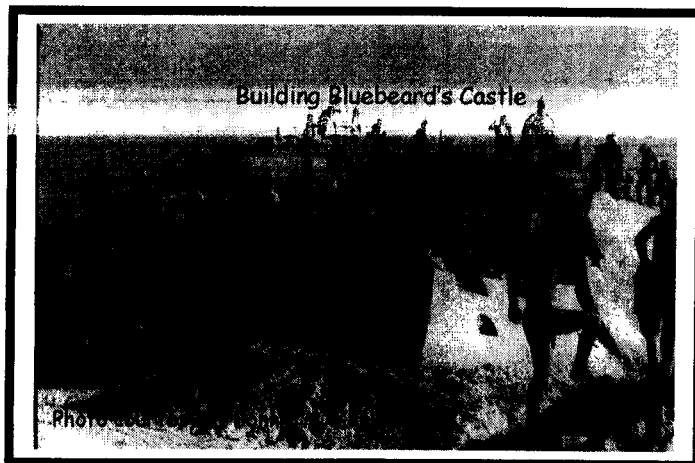


In June 1979, 33-year old Peter Lombardi from Hampton, New Hampshire assumed the reins of City Manager.

By 1980 Treasure Island's population increased to 6,350. With Treasure Island rapidly reaching a built-out status, vacant property became a premium and the "fishing shacks" of the 40's and 50's were replaced with high-quality homes. Treasure Island became a destination.

The decade of the 1980's was an exciting time for the city. A good solid government was still in place, an efficient city manager had been hired, city services were efficient, taxes were almost the lowest in the county, and the residents were happy. It was a decade to sit back and enjoy life.

In 1984 Don MacPhail and Jabo Stewart approached the city to request a land swap of Elnor Island for property they desired at the north end of the island. The Commission agreed and the City became the owner of Elnor Island in Johns Pass known to be a refuge for 30 species of birds. The abundant mangroves there provided homes and food for fish and other marine life. The island remains a wildlife habitat.



During the 1980's various festivals were held. Two of the more significant were the Beach Festivals held in 1985 and 1986 hosted by the chamber of commerce. During those events the World's Largest Sandcastle was built on Treasure Island's beach.

In May of 1985 Bluebeard's Castle, purported to be the World's Largest Sand event. Made of 19,905 tons of sand and standing 37 feet in the air the 140-foot wide castle took six days to build. 20 professional sand sculptors from Sand Sculpting International were assisted by 1,400 volunteer sculptors to make Bluebeard's Castle become reality. The sandcastle-BeachFest event lasted for two weeks and during that time more than 400,000 people came to Treasure Island to see the record breaking castle.

The sandcastle put Treasure Island on the map with Mayor Walter Stubbs appearing on *Morning* publicize the castle was NBC's *"Today"* published in newspaper and newspapers as Japan. Castle 1986 spring *"National"* and the



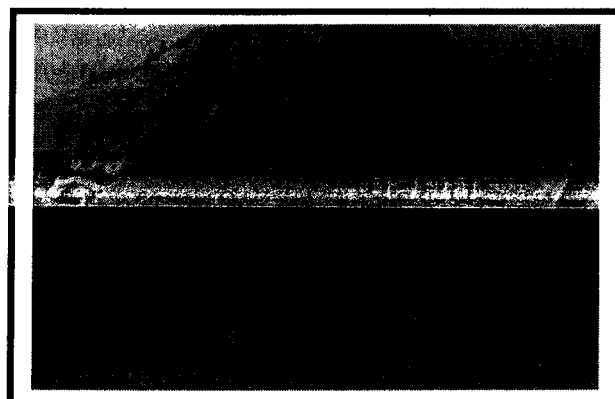
ABC's *"Good America"* to event. The shown on *Show* and was *"USA Today"* other far away as Bluebeard's appeared in the issues of *Geographic* *"Smithsonian."*

Bluebeard's Castle broke all of the records but did not meet the deadline to appear in the *"Guinness Book of World Records."*

The Castle's success had its drawbacks in that during the event traffic was at gridlock. Assistance from the Pinellas County Sheriff's Department was needed for traffic and pedestrian control.

With the excitement of BeachFest '85 as well as its drawbacks still fresh in the minds of city officials, plans soon began for the building of the new World's Largest Sandcastle, *"The Lost City of Atlantis-A Bud Light Neverending Fantasy,"* and BeachFest '86.

The new 25,000 ton sandcastle, 50 feet in height, 250 feet in length and 150 feet in width brought nearly one-half million people to Treasure Island between April 26 and May 4, 1986.



"The Lost City of Atlantis" appeared in the 1986 *"Guinness Book of World Records."*

Homeowners Association are all non-political civic organizations that work for the benefit of the neighborhoods they serve and the City.

TREASURE ISLAND HOTEL/MOTEL ASSOCIATION

The Hotel/Motel Association is an organization of Hotel/Motel owners and managers. Their purpose is to attract tourists to the City.

TREASURE ISLAND BUSINESS ASSOCIATION

The Treasure Island Business Association is an organization of business owners and or managers within the city. Their purpose is to create a solid business community.

TREASURE ISLAND VOTER'S WATCH

Treasure Island Voter's Watch is a citywide organization of residents, business owners and/or managers who are non-partisan and are interested in the community and local government (both the City of Treasure Island and Pinellas County).

CHRONOLOGY OF MAYORS

<i>Ralph Milliken</i>	<i>1955 - 1961</i>
<i>Melvin Page, Jr.</i>	<i>1961 – 1963</i>
<i>Fred Anderson</i>	<i>1963 – 1965</i>
<i>Julian W. Fant</i>	<i>1965 – 1975</i>
<i>Edward G. Fisher</i>	<i>1975 – 1977</i>
<i>Walter Stubbs</i>	<i>1977 – 1997</i>
<i>Leon G. Atkinson</i>	<i>1997 – 2003</i>
<i>Mary H. Maloof</i>	<i>2003 –</i>

CHRONOLOGY OF CITY MANAGERS

<i>David Wilkerson</i>	<i>1964 –1966</i>
<i>Richard A. Taylor</i>	<i>1966 –1973</i>
<i>*Cindy Redeker</i>	
<i>*Clifford Frye</i>	
<i>Philip Sowa</i>	<i>1974 –1975</i>
<i>*Clifford Frye</i>	
<i>*Craig Hunter</i>	
<i>E. C. Brandon, Jr.</i>	<i>1976 –1978</i>
<i>*David Ramsey</i>	
<i>*Clifford Frye</i>	
<i>Peter G. Lombardi</i>	<i>1979 - 1996</i>
<i>*Mel Odom</i>	
<i>*Fred Turner</i>	
<i>Charles S. Coward</i>	<i>1997 –</i>

**Acting*

We, the citizens and business people who are the caretakers of Treasure Island, Florida, dedicate ourselves to the vision of protecting and preserving the natural beauty and the small town ambiance of this community where people live, work and play in harmony. Treasure Island is a special tropical community which engages nature and the water environment at every opportunity. The brilliant sun, white sandy beaches and glorious sunsets are part of our everyday life. We know we are home when we cross one of the three bridges that brings us to our tropical world of lush flowers, palm trees, parrots, pelicans and dolphins.

Our vision is to ensure a clean and safe community that is highlighted by friendly residential neighborhoods and energetic business communities working diligently together to enhance and improve our island's qualities. Elected officials maintain a responsive city government where people can exchange ideas freely, insist on quality public services and foster beautification and a unique and diverse style for this community. As we endeavor to fulfill this vision, we will embrace the spirit of those who live, work and play on this island paradise that is our home, Treasure Island.

Vision Statement of the City of Treasure Island
Adopted by the City Commission

August 11, 1998