

Lisa Volpe

From: John Meserve [captain@fleetlanding.com]
Sent: Thursday, June 25, 2009 11:25 AM
To: Harriet Pruett (hpruette@neptune-beach.com); Fland Sharp (fsharp@jaxbchsl.net)
Cc: Jim Hanson (jhanson@coab.us)
Subject: San Pablo Island

Fland and Harriet: I briefed the Commission on the idea of emphasizing our location. Pretty enthusiastic and I am going to push the idea of adding that to our address. Am also bouncing the idea to the Fleet Landing marketing team and they see it as a real plus. Would like to set up a Mayor's meeting soon to discuss that and other issues (economic) and would appreciate your thoughts. I talked the Chamber and they are conferring with the CVB folks. Have not done anything south of the border in Ponte Vedra. As a start we might think about bridge signage, use of the term "on San Pablo Island" on our city logos, use in our web sites and other methods of identification.

While there is no legal issue, because after all it is a fact that we all live on San Pablo Island, in order to have name recognition the positive support of the 3 beach cities will jumpstart the issue. I intend to at least introduce a resolution of support using (somewhat?) the following language:

A resolution of support: Be it resolved by the City Commission of Atlantic Beach, that the Commission endorses the re-introduction of the term "On San Pablo Island" as a descriptor for the location of our communities and the businesses and residences located on this barrier island.

John Meserve



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6/26/2009