

The Observer EAST COUNTY

update

Observer amps multimedia efforts**The Observer continues to strengthen its online efforts after winning an award for 'Best Site Architecture and Overall Design.'**

By Emily Walsh Parry | Associate Publisher/Multimedia

Nearly a year after expanding YourObserver.com, *The Observer's* website, YourObserver.com, earned an award for "Best Site Architecture and Overall Design" in the Suburban Newspapers of America's 2010 Community website contest in June.

Since then, YourObserver.com has almost doubled its number of unique visitors and pageviews from the previous year, bringing the number of people visiting the site up from 20,000 people a month to almost 40,000.

Much of this success is not only because of YourObserver.com's new social-networking features but also its new Contest button in the toolbar.

The Contest button leads users to the Contest page, which directs them to YourObserver.com's online contests. This summer, YourObserver.com hosted contests:

Slice of Americana Photo Contest — Users submitted their

favorite photo that represented a "Slice of Americana." Participants then voted for their favorite photo, which was featured in *The Observer's* Fourth of July special section. The winner also won a Canon PowerShot A470.

Registered users: 244; **votes:** 5,503

Neal Communities Central Park Bench Contest — Users voted on their favorite bench created by local organizations. The winning bench garnered prime placement in Neal Communities' new Central Park development, along with a \$1,000 donation from Neal Communities to the winning organization.

Registered users: 773; **votes:** 55,784

The "Standing O" Awards — Last year, this contest won "Best Voting-Only" contest in the nation. This year, the "Standing O" Awards brought in unex-

pected numbers, doubling the amount of users and votes for the Black Tie Season's Standout woman, man, couple, event and invitation. The winners were revealed at the Black Tie Bash in October.

Registered users: 2,225; **votes:** 20,154

Name the New Store — David and Molly Jackson needed help naming their new store, which is the sister store to their New Balance flagship. Users submitted their ideas for names and rated their favorites.

Registered users: 172; **votes:** 264

Two of these contests have been nominated for best contests in the nation by Second Street Media: Best voting-only contest — The "Standing O" Awards; Best Advertiser-centric contest — Name the New Store.

In addition to the contests, YourObserver.com now features video content in many of its news stories. Users can view our videos not only on YourObserver.com but also on our YouTube channel: YourObserverVideo.

Another addition is the new

way to view online photo galleries. Photo galleries can be viewed in thumbnail form at the top toolbar, but users can also watch the photos in a slideshow.

Users also can purchase photos seen on YourObserver.com in a myriad of ways, including prints as well as on products such as mousepads, mugs, magnets, T-shirts and canvas prints.

YourObserver.com's new Classified page gives users the ability to search ads by category and newspaper as well as place an ad.

Finally, if you're searching for one of *The Observer's* many special sections, scroll to the bottom of the homepage and click on "Read *The Observer's* Other Publications." You'll be taken to a page where you can browse all special sections in a virtual page-flip format.

But, that's not all ... there's more to come. Stay tuned for *The Observer's* new eNewsletters that will feature daily headlines and weekly updates for Black Tie, A&E and Real Estate as well as the weekly electronic editions of each newspaper.

In addition, *The Observer* may be getting its own iPhone/iPad app.

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COURSE / FROM PAGE 1A

The most obvious sign has been the four new 55-inch flatscreen televisions.

Just this week, the course was scheduled to start using a new water and ice dispenser so golfers wouldn't have to scoop ice into coolers themselves.

"It's more sanitary," Brandt said. "Everything is nice and clean."

Brandt said the first few weeks of the transition were spent talking with department heads, staff and members about what they loved and what they felt could be improved while also sharing the Pentecosts' vision for the future.

Brandt last week picked up drawings for a big patio on the back of the clubhouse. Although the addition has not been finalized, it is something management is "strongly considering."

Brandt said the Pentecosts, who love to play golf and already have spent time meeting members, will be relying on the course's staff and membership in determining what other future improvements may be needed.

Additionally, the Pentecosts have hired Zach Hesse to handle public relations for the facility. Hesse has worked three years for the Pentecosts with their It Works! direct-sales business in Michigan.

Brandt said Hesse is tasked with building relationships with non-profits and other organizations that may wish to use the course or any of its facilities — whether for tournaments or meetings.

"We're a daily fee golf course with a few members," Brandt said. "We're probably never going to go private, but we want to be part of the community. There're lot of organizations that need things, need help. They need venues."

Sean Roth contributed to this report.

Contact Pam Eubanks at peubanks@yourobservers.com.

GOVERNANCE**Heritage Harbour prepares for maintenance change**

The Heritage Harbour South CDD will assume responsibility for the community's lake and wetland maintenance in January.

By Pam Eubanks | News Editor

HERITAGE HARBOUR — The Heritage Harbour South Community Development District is on track to assume responsibility for lake and wetland maintenance in January.

Representatives of Morris-Riley Development Management Services, the company hired to oversee the project, already have received bids for lake and wetland maintenance within the CDD and are expected to bring a recommendation on what companies the district should hire at the December board meeting.

The district will assume responsibility for ongoing maintenance services for its re-use water line distribution system, flood control/storm water system and other items from the Heritage Harbour Master Association, which is still developer-controlled, starting in January.

"We've had some issues with floods, and we've had a lot of

questions as to when the last time the storm drains were cleared out," Board Chairman Charles Faust said. "The CDD owns (the storm water system) right now, and we have a responsibility to maintain it."

At their public meeting Nov. 4, Heritage Harbour South CDD supervisors learned Morris-Riley's plan as well as how the company plans to implement maintenance programs.

Morris-Riley Principal Matt Morris said contracts for lake maintenance will handle weed and algae control in the lakes, as well as water quality, and similar issues, such as the removal of exotic plants, in wetland areas.

Several lakes and two wetlands will continue to be maintained by the Master Association because they are either owned by the developer's subsidiary, Aquaterra, or are a benefit to landowners within Heritage Harbour, District Manager Jim Ward said.

IN OTHER BUSINESS:

- Supervisor Joseph Jaudon again took an Oath of Office after earning reelection to the board. Supervisor Lee Bettes, who also was reelected, will be sworn in during the December meeting because he participated in the meeting by phone.

- For the upcoming year, the board agreed Supervisor Charles Faust would again serve as chairman; Rosalie Celio as vice chairman; and Bettes, Jaudon and Tony Burdett all as assistant secretaries.

- The board agreed to provide notification to the Stoneybrook Golf Course that the district is the fee title owner of the lakes within the boundaries of the course and to ensure no employees/agents of the course are allowed in the lakes without the district's approval.

- Community Manager Jim Ward said negotiations with Aquaterra are still ongoing.

Although the board also has funded a storm water infrastructure renovation project, which will include the removal of sediment from inlets and mitered end pipes, marking pipe ends, repairing erosion around Weir structures, among other items, those projects will not start until the second quarter of the 2011 fiscal year.

During last week's meeting, the board also approved a contract with Morris-Riley for \$12,500 for the company to inspect and report about infrastructure owned by the CDD, but being maintained by the various community associations within Heritage Harbour.

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Associations change management companies

On Nov. 1, HH Management officially assumed control of the Heritage Harbour Master Association and River Strand Master Association, which includes its golf course, clubhouse and restaurant.

A company out of Ft. Myers previously managed the associations.

HH Management will continue to manage Stoneybrook and various sub associations throughout Heritage Harbour. The company, owned by Dennis Colletti, can be reached at 747-7261.