

Fw: Fruit Float Cafe

From Planning <Planning@madeirabeachfl.gov>
Date Mon 8/18/2025 9:21 AM
To Morris, Andrew <Amorris@madeirabeachfl.gov>

Best Regards,

Andrew Morris

Andrew Morris, AICP
Long Range Planner
City of Madeira Beach
300 Municipal Drive
Madeira Beach, FL 33708
O: 727-742-3701
Email: amorris@madeirabeachfl.gov



From: Chancellor Wilson <chancellorwilson10@gmail.com>
Sent: Saturday, August 16, 2025 8:17 PM
To: Planning <planning@madeirabeachfl.gov>
Subject: Fruit Float Cafe

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Hello,

I'm writing to express my excitement for the fruit float cafe - it's so refreshing to have something healthy and not to mention local opening in the madeira beach area.

I can say with confidence that I'd be frequenting this cafe, and I truly believe it would make a great addition to the commerce and cultural heartbeat of the region.

Thanks!

Chancellor Wilson

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FW: Fruit Float

From Lisa Scheuermann <LScheuermann@madeirabeachfl.gov>

Date Mon 8/4/2025 9:07 AM

To Morris, Andrew <Amorris@madeirabeachfl.gov>

Lisa Scheuermann
Community Engagement Officer
City of Madeira Beach
727-409-3226
www.madeirabeachfl.gov

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-----Original Message-----

From: Eva Campbell <divathebaby6@icloud.com>

Sent: Wednesday, July 30, 2025 3:11 PM

To: Planning <planning@madeirabeachfl.gov>

Subject: Fruit Float

<p style="color:red">CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.</p>

I went to Treasure Island about a week ago. Everyday on the beach I got at least one thing from the Fruit Float! Every worker we encountered was an amazing person and told us all about their upcoming business. It is such a cool thing to have there. Their new shop is going to be AMAZING!
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FW: Fruit Float

From Lisa Scheuermann <LScheuermann@madeirabeachfl.gov>

Date Wed 7/30/2025 4:07 PM

To Morris, Andrew <Amorris@madeirabeachfl.gov>

Lisa Scheuermann
Community Engagement Officer
City of Madeira Beach
727-409-3226
www.madeirabeachfl.gov

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From: katie corrigan <katiecorrigan2@yahoo.com>

Sent: Wednesday, July 30, 2025 2:14 PM

To: Planning <planning@madeirabeachfl.gov>

Subject: Fruit Float

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Good Afternoon,
I'm writing to say how much the residents of Madeira Beach and the surrounding cities love Fruit Float! It has become a great addition to our community and we want them to be able to expand and grow with us!
Thank you :)

Sent from Yahoo Mail for iPhone

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FW: Support for Fruit Float Cafe

From Lisa Scheuermann <LScheuermann@madeirabeachfl.gov>

Date Tue 9/2/2025 10:47 AM

To Morris, Andrew <Amorris@madeirabeachfl.gov>

Lisa Scheuermann
Community Engagement Officer
City of Madeira Beach
727-409-3226
www.madeirabeachfl.gov

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-----Original Message-----

From: katelyn kreuyer <katelyn.kreuyer@yahoo.com>

Sent: Friday, August 8, 2025 4:02 PM

To: Planning <planning@madeirabeachfl.gov>

Subject: Support for Fruit Float Cafe

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To whom it may concern,

My name is Katie Kreuyer, and I'm a local bartender here in John's pass at the Friendly Fisherman. I'm reaching out to express my support and desire for the Fruit Float Cafe to open in our community. We support local women owned business and need cute establishments in the pass that offer healthy foods to locals and tourists alike. I respectfully request that you consider allowing the Fruit Float Cafe to open as soon as possible.

Thank you for your time,

Katie Kreuyer

Sent from my iPhone

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FW: Let Fruit Float Cafe Open

From Lisa Scheuermann <LScheuermann@madeirabeachfl.gov>

Date Mon 8/11/2025 9:26 AM

To Morris, Andrew <Amorris@madeirabeachfl.gov>

Lisa Scheuermann

Community Engagement Officer

City of Madeira Beach

727-409-3226

www.madeirabeachfl.gov

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From: Kelly McGuff <kellymcguff59@gmail.com>

Sent: Friday, August 8, 2025 4:15 PM

To: Planning <planning@madeirabeachfl.gov>

Subject: Let Fruit Float Cafe Open

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Im Kelly McGuff and I've been employed at Delosas in the pass for over 11 years and I am really excited for Fruit Float Cafe to open and breathe fresh air into the John's Pass Village. We need more young business owners and good coffee to. The girls who work for Fruit Float are friendly and kind young women who are just trying to operate a positive business here. Let them open their store.

Thank you

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FW: Allow Fruit Float to Open

From Lisa Scheuermann <LScheuermann@madeirabeachfl.gov>

Date Wed 7/30/2025 4:08 PM

To Morris, Andrew <Amorris@madeirabeachfl.gov>

Lisa Scheuermann
Community Engagement Officer
City of Madeira Beach
727-409-3226
www.madeirabeachfl.gov

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From: Kylie Stitz <kyliestitz@gmail.com>
Sent: Wednesday, July 30, 2025 3:57 PM
To: Planning <planning@madeirabeachfl.gov>
Subject: Allow Fruit Float to Open

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Good afternoon,

As a lover of fruit float, I have gotten word that there is delay in opening. The growth of the community & the unique story Fruit Float shares is only begging to be out there for all who visit this incredible destination & one many of us call home. There is only positive to come from the opening a business like this. This will be a grand gift to our beach town.

All the best,

Kylie Stitz

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FW: Fruit Float Needs to Open ASAP

From Lisa Scheuermann <LScheuermann@madeirabeachfl.gov>

Date Wed 7/30/2025 4:08 PM

To Morris, Andrew <Amorris@madeirabeachfl.gov>

Lisa Scheuermann
Community Engagement Officer
City of Madeira Beach
727-409-3226
www.madeirabeachfl.gov

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From: leah sprague <leahnicoleesc@gmail.com>
Sent: Wednesday, July 30, 2025 2:27 PM
To: Planning <planning@madeirabeachfl.gov>
Subject: Fruit Float Needs to Open ASAP

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

To whom it may concern,

We NEED Fruit Float to open immediately. What's better than enjoying fresh fruit on the beach in 100° weather? The answer is absolutely nothing. From social media to simply lying on the beach, I hear people speaking about the delicious fruit that Fruit Float has to offer and the outstanding service that their employees give. With this being said, not only would the city benefit from allowing Fruit Float to open as quickly as possible, but also those who live on the beach and those who travel to the beach for such indulgences like me. Please allow them to open as soon as possible, you will not regret it.

Sincerest regards,

Leah Sprague

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FW: Yay Fruit Float!

From Lisa Scheuermann <LScheuermann@madeirabeachfl.gov>

Date Sat 8/2/2025 10:03 AM

To Morris, Andrew <Amorris@madeirabeachfl.gov>

Lisa Scheuermann

Community Engagement Officer

City of Madeira Beach

727-409-3226

www.madeirabeachfl.gov

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From: Lisa F <li.fri@aol.com>

Sent: Friday, August 1, 2025 10:05 PM

To: Planning <Planning@madeirabeachfl.gov>

Subject: Yay Fruit Float!

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Hi Mad Beach!

I was so excited to see the sign for Fruit Float Cafe on Gulf Blvd! I'm so looking forward to grabbing a coconut water on my way home from work! Thanks for all you do to make Madeira Beach our paradise!

Have a blessed day!

Kindly,

Lisa Fries

Sent from the all new AOL app for iOS

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FW: Fruit Float Cafe

From Lisa Scheuermann <LScheuermann@madeirabeachfl.gov>

Date Tue 9/2/2025 8:56 AM

To Morris, Andrew <Amorris@madeirabeachfl.gov>

Lisa Scheuermann

Community Engagement Officer

City of Madeira Beach

727-409-3226

www.madeirabeachfl.gov

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From: Matthew Rametta <matthewrametta1@gmail.com>

Sent: Sunday, August 31, 2025 10:21 AM

To: Planning <planning@madeirabeachfl.gov>

Subject: Fruit Float Cafe

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Dear Sir or Madam,

Over here at Madeira for the Labor Day weekend. Walked by Fruit Float Cafe and saw they were having a tasting. So excited to see small businesses coming back to Mad Beach! All of the employees were kind and very welcoming. This is exactly the small business that is definitely needed and should have a place here. Feel free to call me with any questions.

Matthew Rametta

813-245-8411

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FW: Fruit Float in Mad Beach

From Lisa Scheuermann <LScheuermann@madeirabeachfl.gov>

Date Mon 8/4/2025 9:06 AM

To Morris, Andrew <Amorris@madeirabeachfl.gov>

Lisa Scheuermann
Community Engagement Officer
City of Madeira Beach
727-409-3226
www.madeirabeachfl.gov

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-----Original Message-----

From: Nicole T <turnbullnicole1@gmail.com>

Sent: Wednesday, July 30, 2025 7:33 PM

To: Planning <planning@madeirabeachfl.gov>

Subject: Fruit Float in Mad Beach

<p style="color:red">CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.</p>

Hello I would love to see the storefront for Fruit Float open soon! This place means a lot to me and I want to support local business.

Warmly,
Nicole Tennenbaum
Cell (727)600-0141

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FW: Fruit Float Storefront

From Lisa Scheuermann <LScheuermann@madeirabeachfl.gov>

Date Thu 7/31/2025 8:25 AM

To Morris, Andrew <Amorris@madeirabeachfl.gov>

Lisa Scheuermann
Community Engagement Officer
City of Madeira Beach
727-409-3226
www.madeirabeachfl.gov

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-----Original Message-----

From: Olivia Rightley <orightley@icloud.com>

Sent: Wednesday, July 30, 2025 10:34 PM

To: Planning <planning@madeirabeachfl.gov>

Subject: Fruit Float Storefront

<p style="color:red">CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.</p>

Good evening,

I would love to see the Fruit Float store front open up immediately. This unique business is not only loved by me but other locals and tourists in the area. It is a unique concept and brings so much value to the Madeira Beach community. I look forward to seeing their boats when I am at the beach and would love to have a permanent store to visit. Please allow the storefront to open immediately! Thank you!

Olivia Rightley

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