

1 Introduced by Council Member Diamond:
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4 **RESOLUTION 2021-899**

5 A RESOLUTION HONORING AND COMMEMORATING THE LIFE
6 AND ACCOMPLISHMENTS OF BEACHES LEGEND, STERLING
7 JOYCE; REQUESTING EMERGENCY PASSAGE UPON
8 INTRODUCTION; PROVIDING AN EFFECTIVE DATE.
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10 **WHEREAS**, Sterling Joyce, a native of Georgia, spent his summers
11 as a teenager working at the Ponte Vedra Inn and Club with his father
12 learning the hospitality business from the ground up; and

13 **WHEREAS**, after traveling the world as a young man in the U.S.
14 Air Force he returned to the area and made the Jacksonville Beaches
15 his home and worked in several capacities in the hospitality industry,
16 eventually taking on his most well-known role as the dapperly dressed
17 maître d'hôtel of the Casa Marina Hotel and Restaurant in Jacksonville
18 Beach; and

19 **WHEREAS**, Sterling Joyce was a fixture and the "unofficial mayor"
20 at the Beaches for more than four decades, catering to the desires
21 of his clientele at the Casa Marina, attending events of all sorts
22 at the Beaches, and imparting his inimitable style and infectious
23 enthusiasm for Beaches life wherever he went; and

24 **WHEREAS**, Mr. Joyce was a charter member when the first class of
25 "Beaches Legends" was named in 2014 and retired from the Casa Marina
26 in 2021 after 20 years of legendary service to its guests; and

27 **WHEREAS**, the City Council was saddened to hear of the recent
28 passing of the legendary Sterling Joyce just a few days before his
29 74th birthday, which he would have celebrated, as he has for many
30 years, by requesting donations of toys to local non-profit
31 organizations for distribution to deserving children in lieu of gifts

1 for himself; now therefore

2 **BE IT RESOLVED** by the Council of the City of Jacksonville:

3 **Section 1.** The City Council hereby honors and commemorates
4 the life and accomplishments of Beaches legend Sterling Joyce,
5 extending to his family and countless friends and admirers its deepest
6 sympathy on the occasion of his passing. Mr. Joyce epitomized a life
7 service to others, and boundless enthusiasm for life. His sparkling
8 personality and sincere love for the Beaches life will be long
9 remembered and greatly missed.

10 **Section 2. Requesting emergency passage upon introduction**
11 **pursuant to Council Rule 4.901.** Emergency passage upon introduction
12 of this Resolution is requested to convey the community's sympathy
13 to Mr. Joyce's family in a timely manner.

14 **Section 3. Effective Date.** This Resolution shall become
15 effective upon signature by the Mayor or upon becoming effective
16 without the Mayor's signature.

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18 Form Approved:

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20 /s/ Margaret M. Sidman

21 Office of General Counsel

22 Legislation Prepared By: Jeff Clements, City Council Research

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