

1 Introduced by Council Member Diamond and Co-Sponsored by Council  
2 Members Salem, Boylan, Carrico, Ferraro, Freeman, Gaffney, Pittman,  
3 Newby, DeFoor, Morgan, Priestly Jackson, Bowman, Cumber, Dennis,  
4 Carlucci, White & Becton and amended on the Floor of Council:  
5  
6

7 **RESOLUTION 2021-899-A**

8 A RESOLUTION HONORING AND COMMEMORATING THE LIFE  
9 AND ACCOMPLISHMENTS OF BEACHES LEGEND, STERLING  
10 JOYCE; REQUESTING EMERGENCY PASSAGE UPON  
11 INTRODUCTION; PROVIDING AN EFFECTIVE DATE.  
12

13 **WHEREAS**, Sterling Joyce, a native of Georgia, spent his summers  
14 as a teenager working at the Ponte Vedra Inn and Club with his father  
15 learning the hospitality business from the ground up; and

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

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

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

30 **WHEREAS**, the City Council was saddened to hear of the recent

1 passing of the legendary Sterling Joyce just a few days before his  
2 74<sup>th</sup> birthday, which he would have celebrated, as he has for many  
3 years, by requesting donations of toys to local non-profit  
4 organizations for distribution to deserving children in lieu of gifts  
5 for himself; now therefore

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

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

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

18 **Section 3. Effective Date.** This Resolution shall become  
19 effective upon signature by the Mayor or upon becoming effective  
20 without the Mayor's signature.

21  
22 Form Approved:

23  
24  /s/ Paige H. Johnston

25 Office of General Counsel

26 Legislation Prepared By: Jeff Clements, City Council Research

27 GC-#1471922-v1-2021-899-A.docx