

August 26th BSDA Meeting



President's Message – August 2025

For many businesses, July – and even August – can feel a bit slower, which is perfectly normal this time of year. It's also a great opportunity to step back and focus on the little things that make a big difference—like sprucing up your outdoor spaces. When was the last time you cleaned your windows, refreshed the paint, or gave your storefront a little extra attention? These small updates can leave a lasting impression as we prepare for the busier months ahead.



As summer winds down, we're heading into "back-to-school" season—and believe it or not, our Snow Angels will be returning in just weeks! This is the perfect window to take a quick getaway and recharge before the season picks up.

I'm feeling encouraged about the months ahead. Trade deals are happening, the stock market has been testing new highs, and I've even spoken to several people looking to buy homes while it's still a buyer's market. Many believe that once interest rates start to come down, more buyers will jump back in—so getting in now and refinancing later seems to be the strategy.

One question I hear almost daily is: "Do you know of any space available for a business downtown?" The word is out—Downtown Bonita is the place to be! I

recently spoke with a longtime local influencer who shared how much he loves the transformation of our area. He's constantly telling people they need to experience our downtown for themselves.

Our monthly meeting will be held on **Tuesday, August 26th**, and we are thrilled to welcome **Dr. Leah Mason, the new Executive Director of The Literacy Council Gulf Coast**. We'll also be holding a Back-to-School Drive, collecting children's books, pencils, and crayons—**so please consider bringing a donation to support local students**. Also, watch out for school buses and kids riding their bikes. Lee County public schools start **August 11th**.

A big thank you to **TLC Marketing & Creative Services** for sponsoring this month's meeting and to the **Shangri-La Springs** for always being such a gracious host. It is also helpful if you can RSVP to lee@shangrilasprings.com that we can accommodate our members and guests.

Have a wonderful August, stay cool, and I'll see you on **Tuesday, the 26th!**

Visit our website: <https://bonitadowntownalliance.com/>
[Follow us on Facebook @bonitaspringsdowntownalliance](#)

**Tuesday, August 26th is This Month's
BSDA Meeting
Shangri-La Springs at 5:30 p.m.**



**Don't Miss This Month's Speaker:
Dr. Leah Mason, Executive Director, The Literacy
Council Gulf Coast**

Dr. Leah Mason holds a Doctor of Philosophy (Ph.D.) in Education from Walden University in Minneapolis, MN, which she earned in June 2016. Prior to that, she completed a Master of Science (M.S.) in Student Affairs and Conflict Resolution from Nova Southeastern University in Fort Lauderdale, FL, in June 2012. She also holds a Bachelor of Arts (B.A.) in Communication from the University of Toledo, Toledo, OH. Part of her leadership experience comes from her tenure serving as Dean of Academics at Rasmussen College in Fort Myers before she went back into teaching at Fort Myers High School. Dr. Mason provided oversight of all academic programs, including curriculum design, scheduling, course offerings, and program accreditation. She also created and maintained a budget to ensure fiscal responsibility while meeting the needs of students and faculty. She monitored student academic performance through data analysis and worked closely with university-wide committees on admissions, recruitment, retention, and graduation initiatives. She regularly reviewed curricula for improvements and developed strategies for faculty development, assessment, and student learning outcomes evaluation.

[Click to Visit Literacy Council Gulf Coast](#)

Please RSVP for BSDA Meeting's

Contact: lee@shangrilasprings.com

**Thank You, TLC Marketing & Creative
Services, for Sponsoring This Month's Meeting**



Since its founding in 2009, the capabilities of TLC have become as dynamic as they are diverse. Unique to our perspective is the concept of 'boutique' marketing. Whether it's getting the word out regarding a fledgling start – up poised for success, identifying key demographics strategic to the success of a promo, or designing an event that reflects the personal/professional preferences of the host, even the smallest of details are significant to TLC. The expertise that has come to characterize our agency evolved from humble beginnings. In some cases, that involved helping friends draft press releases; in others, it involved helping neighbors understand how to best promote a garage sale.

[Click to Visit TLC Marketing & Creative Services](#)

Together Lets Chat

Listen to TLC Marketing and Creative Services podcast *Together Lets Chat* on Spotify today. The latest episode features Florida Gulf Coast University professor **Dr. Michael Kennedy**. With over 30 years of experience in marketing and public relations, Dr. Kennedy shares insights, real-world stories, and how he's helped shape both the industry and the community by guiding the next generation of students.

[Click to Listen to The Episode](#)

Your August Celebration Calender

August 1: National Girlfriends Day
August 2: National Sunflower Day
August 4: National Chocolate Chip Day
August 8: International Cat Day
August 9: National Book Lover Day
August 11: Son and Daughter Day
August 15: National Relaxation Day
August 17: National Nonprofit day
August 21: Senior Citizen Day
August 26: National Dog Day
August 27: Just Because Day






DID YOU KNOW






The month of August is now a permanent back-to-school sales tax holiday, which includes clothing under \$100, school supplies under \$50, learning aids under \$30, and personal computers under \$1,500.

[LEARN MORE HERE](#)

SALES TAX EXEMPTIONS ON DISASTER PREPAREDNESS SUPPLIES

Permanent sales tax exemption for the following items starting August 1, 2025:

-  Batteries (AA-cell, AAA-cell, C-cell, D-cell, 6-volt, or 9-volt)
-  Fire extinguishers
-  Insect repellent
-  Life jackets
-  Portable gas or diesel cans (max 5 gal)

-  Portable generators
-  Smoke detection devices and carbon monoxide alarms
-  Waterproof tarps (1,000 sq. ft. or less)
-  Sunscreen
-  Ground anchor systems and tie-down kits

FloridaDisaster.org/Kit



[Learn More Here](#)

We Are Collecting School Supplies at This Months

Meeting



Please bring your donations to the BSDA meeting on Tuesday, August 26th.

Donation Suggestions

- Backpacks
 - Pencils
 - Pens
 - Notebooks
 - Lunchboxes
 - Erasers
 - Folders
 - Markers
 - Rulers
 - Scissors
 - Water Bottles
 - Glue
 - Calculators
 - Crayons
 - Colored Pencils
 - Childrens Books
-

**YOUR PARKS,
YOUR VISION**

**Speak up for
your spaces!**

We need your ideas to shape the
future of parks in Bonita Springs.

JOIN OUR PARKS PLAN!

**What? Public Workshop for the City of
Bonita Springs Parks Master Plan**

**When? Thursday, August 7
5:30 - 7:30 p.m.**

**Where? Bonita Springs Recreation Center
Gymnasium
26740 Pine Ave. Bonita Springs, FL 34135**

**CITY OF BONITA
SPRINGS PARKS | MASTER
PLAN**



**Come Explore All That Downtown Has
to Offer**

Sugarshack Downtown
08/02 Afterglow Silent Disco

Purchase Tickets

Rooftop at Riverside
08/15 Wooftop Fest

Purchase Tickets

Halloween Downtown
Contact Zach Smith For More Details

Wonder Gardens
01/31 & 02/01 90th Anniversary

[Click Here For Details](#)

Do You Have an Upcoming Event?

We invite BSDA members to send us an email with the event details and/or a graphic by the 25th of each month to be featured in the next month's email.

The deadline to submit your September events for the newsletter is
Monday, August 25th at 4 p.m.

Please email emily@trishleonard.com with your event information or any questions you may have regarding the newsletter.



BONITA SPRINGS DOWNTOWN ALLIANCE
NEWSLETTER

DOWNTOWN
TALK

[CLICK HERE](#)



Help Our BSDA Community Grow by
[Liking and Following Our Facebook Page](#)

Membership

BSDA is a community-driven organization that brings together businesses, non-profits, and local residents dedicated to the growth, promotion, and preservation of Old Downtown Bonita Springs, maintaining its unique old Florida charm.

Bonita Springs Downtown Alliance Inc. is organized exclusively as a business league. We are a Florida nonprofit corporation and IRS 501(c)6 organization with Federal tax FEIN ID #81-1385933.

The annual Membership period is from September 30th - October 1st
JOIN OR RENEW AT: <https://bonitadowntownalliance.com/membership/>



TLC Marketing & Creative Services is proud to produce the BSDA monthly Newsletter.

If you would like to have a professionally designed newsletter or e-mail campaign, contact TLC Marketing & Creative Services (239) 405-8115.

[Click here to view the website.](#)



Bonita Springs Downtown Alliance
PO Box 367553
Bonita Springs, FL 33936

Mike Gibson, BSDA President
BSDAPrez@gmail.com

NOT A BSDA MEMBER? - CLICK BELOW

Visit our Website

Join Today

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Bonita Springs Downtown Alliance | 9148 Bonita Beach Road, Ste 201 | Bonita Springs, FL 34135 US

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