



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Resolution/Award/Presentation

E.3.

10/28/2025

Subject:

Resolution to honor Ron DiMenna, founder of Ron Jon Surf Shop and Surfing's Evolution & Preservation Foundation. - District 4

Fiscal Impact:

None.

Dept/Office:

District 4 Commissioner

Requested Action:

It is requested that the Board approve this resolution to honor Ron DiMenna.

Summary Explanation and Background:

Recognize and honor the great impact of Ron DiMenna in Brevard County.

Clerk to the Board Instructions:

Please provide one framed resolution.



FLORIDA'S SPACE COAST

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October 29, 2025

M E M O R A N D U M

TO: Commissioner Rob Feltner, District 4

RE: Item E.3., Resolution to Honor Ron DiMenna, Founder of Ron Jon Surf Shop and Surfing's Evolution and Preservation Foundation

The Board of County Commissioners, in regular session on October 28, 2025, adopted Resolution No. 25-131, recognizing October 28, 2025, as a day of honoring Ron DiMenna. Enclosed is a copy of the Resolution.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK

Kimberly Powell, Clerk to the Board

/ds

Encl. (1)

Brevard



County

BOARD OF COUNTY COMMISSIONERS

Resolution

WHEREAS, Ron DiMenna wanted to bring surfing to the masses and was a pioneer in recognizing that surfing and the beach captivated people everywhere; and

WHEREAS, Ron DiMenna founded Ron Jon Surf Shop in 1959 on the New Jersey Shore and moved to Cocoa Beach in 1963, opening the flagship store; and

WHEREAS, over the next six decades, Ron Jon Surf Shop expanded into a world-wide phenomenon; and

WHEREAS, Ron DiMenna with his wife Lynne, founded Surfing's Evolution & Preservation Foundation, a 501(c)(3) charitable organization that supports missions to protect the health of Florida's beaches and address issues such as coastal pollution and beach ecology and through the sale of the Endless Summer specialty license plate, the Foundation financially supports programs, events, and activities that impact protection for future generations to enjoy; and

WHEREAS, the New York Times wrote that Ron DiMenna was a key figure in surfing's expansion into mainstream culture with a life said to be the stuff of folklore; and

WHEREAS, Ron DiMenna's vision and legacy will live on for generations through Ron Jon Surf Shop and Surfing's Evolution & Preservation Foundation.

NOW, THEREFORE, BE IT RESOLVED THAT THE BOARD OF COUNTY COMMISSIONERS OF BREVARD COUNTY, FLORIDA, does hereby recognize October 28, 2025, as

A DAY OF HONORING RON DIMENNA

DONE, ORDERED, AND ADOPTED, in regular session this 28th day of October, 2025.

ATTEST:

A handwritten signature of Rachel M. Sadoff.

RACHEL M. SADOFF, CLERK

A handwritten signature of Rob Feltner.

ROB FELTNER, CHAIRMAN
BOARD OF COUNTY COMMISSIONERS
BREVARD COUNTY, FLORIDA



Resolution

WHEREAS, Ron DiMenna wanted to bring surfing to the masses and was a pioneer in recognizing that surfing and the beach captivated people everywhere; and

WHEREAS, Ron founded Ron Jon Surf Shop in 1959 on the New Jersey Shore and moved to Cocoa Beach in 1963, opening the flagship store; and

WHEREAS, over the next six decades, Ron Jon Surf Shop expanded into a world-wide phenomenon; and

WHEREAS, Ron with his wife Lynne, founded Surfing's Evolution & Preservation Foundation, a 501(c)(3) charitable organization that supports missions to protect the health of Florida's beaches and address issues such as coastal pollution and beach ecology and through the sale of the Endless Summer® specialty license plate, the Foundation financially supports programs, events and activities that impact protection for future generations to enjoy; and

WHEREAS, the New York Times wrote that Ron was a key figure in surfing's expansion into mainstream culture with a life said to be the stuff of folklore; and

WHEREAS, Ron DiMenna's vision and legacy will live on for generations through Ron Jon Surf Shop and Surfing's Evolution & Preservation Foundation.

NOW THEREFORE BE IT RESOLVED THAT THE BOARD OF COUNTY COMMISSIONERS OF BREVARD COUNTY, FLORIDA, does hereby proclaim October 28, 2025, to be designated as

A DAY OF HONORING RON DiMENNA

DONE, ORDERED AND ADOPTED, in regular session, this 28TH, day of October 2025 A.D.

ATTEST:

Rachel M. Sadoff, Clerk

Rob Feltner, CHAIRMAN
BOARD OF COUNTY COMMISSIONERS
BREVARD COUNTY, FLORIDA

Board Meeting Date

Item Number: E.3.

Motion By: Rob

Second By: Thad

Nay By: ✓

Commissioner	DISTRICT	AYE	NAY
Commissioner Delaney	1	✓	
Vice Chair Goodson	2	✓	
Commissioner Adkinson	3	✓	
Commissioner Altman	5	✓	
Chairman Feltner	4	✓	