

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