

Business Monday

Cruz Bay restaurant is entrepreneur's first foray into business on St. John

By ANDREA MILAM
St. John Correspondent

ST. JOHN — Three years ago, Hooman Pedram was ready to pack up his life on St. Thomas and head back to the states. He'd come to the island in 2008 after selling off his shares of a Washington D.C. nightclub with the intention of opening a club in the U.S. Virgin Islands. Pedram established and successfully ran The Saint in Red Hook for about two years, until an attempt to sell the club and a failed business deal left him with nothing to show for the time he'd put in there.

The former business owner took a job as general manager at Fat Turtle, a position he held for two years before deciding St. Thomas might not be the place for him.

"I was interviewing with a TGI Fridays in the Washington D.C. area where I was going to be a manager — not even a general manager," Pedram said. "I had left D.C. as a business owner and was coming back a chain restaurant manager. My wife was pregnant at the time and I didn't



Photo by ANDREA MILAM
Tap and Still general manager Tony Provins, middle, delivers burger for New Jersey visitors Shelby Hardison, left, Kyle Kramm, Aliesha Hardison and CT Hardison.

know if we could afford to live here anymore with a kid on the way."

Pedram's wife urged him to give island life one more try, and after an

arduous six-week buildout, Pedram opened Tap & Still in Red Hook in

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Why I love my job

Kitty Edwards has turned loving the V.I. into a career

As the saying goes, if you love something, you protect it. Born and raised on St. Thomas, Kitty Edwards loves her island home, and it's been her lifelong passion to protect its natural resources.

Edwards credits her father for instilling his love of the ocean in her, and she's been participating in beach cleanups since she was a kid. Today, in her role as the education and outreach coordinator for the Coastal Zone Management program, Edwards brings her enthusiasm for conservation to her job as well.

"I spent a lot of time in marketing for the territory, but felt I was working in marketing to support my environmental habits," she said. "When

I met JP Oriol, the director at CZM, he showed me I could actually flip that around and do what I love."

Edwards has several ongoing projects to educate the public about conservation in the territory, from Science Saturdays for kids, to a partnership with the V.I. Children's Museum to bring educational programs to schools on topics such as bats and marine debris. Her new V.I. Clean Coasts initiative encourages businesses to make environmentally sound decisions. She works with children in schools, camps, the general public and "anybody who will listen to me. Basically, I convince people to love the islands as much as I do."



LEPC accepting proposals for crime prevention projects

Daily News Staff

The Virgin Islands Law Enforcement Planning Commission is now accepting proposals from private non-profit organizations, religious organizations and government agencies to assist in implementing crime prevention and criminal justice improvement projects.

The projects must address drug-related and juvenile delinquency issues, law

enforcement, drug treatment programs, and crime prevention and educational programs. Funding requests cannot exceed \$40,000 for year-round funding and \$30,000 for summer funding.

Applications must include one or several of the following issues: crime prevention and intervention, drug prevention and awareness, gang intervention and conflict resolution and anger management or other matters that fo-

cus on youth and adults at risk.

The LEPC projects are being funded through the U.S. Department of Justice's Office of Justice Programs, and the Edward Byrne Memorial Justice Assistance Grant/Justice Assistance Grant.

Contact Tisha Lennard via email at Tisha.lennard@lepc.vi.gov to request an application. The deadline for applications is Aug. 24.

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"I am very pleased that tourism performance in the Cayman Islands is registering consistent growth and continues to outpace projections," Deputy Premier and Minister for Tourism Moses Kirkconnell said. "By applying the right marketing strategies, vision and spirit of col-

The Cayman Islands is poised to see continued growth throughout the second half of the year, Tourism officials said. The department will soon roll out its annual “Fall Only in Cayman” promotion, which features compelling offers on everything from our world-class accommodations to immersive land and sea experiences.

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So Pedram and his team undertook yet another major team project, painting, fixing, retiling, and installing brand new kitchen and bar equipment. Pedram took storm readiness into account when building out the St. John Tap & Still location, pointing out that his Havensight restaurant fully opened for



Photo by ANDREA MILAM

Tap & Still recently opened a restaurant in Cruz Bay, St. John.

The St. John Tap & Still brings with it the same formula that's been so successful on St. Thomas. The menu is simple and small.


"We decided to fix this place up so in case of another storm we could hopefully get it open quickly," he said. "I feel like getting Havensight open so quickly really

The St. John Tap & Still brings with it the same formula that's been so successful on St. Thomas. The menu is simple and small — burgers, hot dogs, a small variety of sandwiches including fresh veggie burgers made in house, fries, wings, and funnel cakes for dessert. The vibe is casual and prices are low, but Pedram's penchant for fresh beef ensures a deliciously juicy patty.

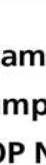
“What sets us apart is that we get our ground beef delivered daily to St. John,” he said. “The burger you’re eating today was most likely delivered yesterday. We don’t use frozen meat. It’s perfectly pink when we put it on the grill.”

Tap & Still's St. John location will eventually serve beer that's brewed at the Havensight brewery. Pedram vows to keep his prices low, despite the added cost of food delivery to St. John.

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