



Frederick (Fred) E. Soto, Sr

February 19, 1935 - November 12, 2018

Frederick (Fred) E. Soto, Sr. died November 12, 2018 in Sarasota, Florida. He was 83 years old. Fred was born February 19, 1935 in Tampa, Florida. He graduated from Thomas Jefferson High School in 1953 and voted "Most Likely to Succeed." In 2004, he was named to the Thomas Jefferson High School Alumni Association Hall of Fame. He started his optical career as a delivery boy for Bausch & Lomb in Tampa. He served in the United States Navy Reserve from 1953 until 1961. He and his family moved to Sarasota in 1959 and he worked as an optician for Loewe Optical Co. located on Pineapple Ave (now Five Points Park) in downtown Sarasota. He purchased Loewe Optical Co. and changed the name to Fred E Soto Opticians. His second store was located on Hillview St and soon grew to a nine-store optical chain ranging from Bradenton to Punta Gorda. He was on the Florida State Board of Opticians. He was Past President of St. Martha's PTA and served as an usher at St. Martha's Church. He was an assistant Scout Master. He was a member of King Neptune's Mystic Krewe. He was elected to the Sarasota-Manatee Airport authority, served two years on the Sarasota Planning Board (1967-1969), followed by twelve years on the Sarasota City Commission from 1969 to 1980. He served one year as Vice Mayor and three years as Mayor. It was during his tenure that the Van Wezel Performing Arts hall was built. In 1977, Governor Reubin Askew appointed him to the Criminal Justice Advisory Committee for the Southwest Florida Regional Planning Counsel. He was a founder of the Boys Club of Sarasota, a past member of the Sarasota

Jaycees, a life member of Phoenix Lodge F&AM, a member of Tampa Scottish Rite, Sahib Shrine Temple, a past member of the Sarasota Hi-Noon Lions Club, and a Charter Trustee and life member of Sarasota South Elks Lodge #2495. He received the 1969 "Young Man of the Year" Award and 1979 "Good Government Award" from the Sarasota Jaycees, the "Silver Pelican Award" from Save Our Bays, and served as Crusade Chairman for the American Cancer Society in 1979, 1980, and 1981. After leaving the Sarasota City commission, he served as a Director on the Sarasota County Chamber of Commerce. In 1981, the Sarasota County Chamber of Commerce named him the first Small Businessman of the Year. He served as a member of the Board of Directors of Flagship National Bank of Sarasota County. He served as a member of the Florida Highway Patrol Auxiliary. He was a member of the Tiger Bay Club and the Argus Foundation. In Fred's free time he enjoyed playing poker and golf. He won many golf tournaments including those held at TCP Prestancia, The Meadows Country Club, and Avila Golf and Country Club in Tampa. Fred was the beloved husband of Sylvia D. Soto, his wife of 65 years. He leaves behind his two sons, Fred, Jr. (Carlyn); Ronald (Kim); three granddaughters; Kristelle Soto; Alexis Soto; and Brittany Soto; and two sisters; Helen Bateman; and Gaynell Loar. He was preceded in death by his parents Felix and Dolly Lee Soto; Brothers Pete Soto; Renee Soto; Julian Soto; and William Wallace. A Memorial Mass will be held Friday, November 30, 2018 3:00 PM at St. Martha's Catholic Church, Sarasota, Florida. In Lieu of flowers memorial donations may be to Tidewell Hospice, Inc. 5955 Rand Blvd., Sarasota, Fl. 34238. Toale Brothers Gulf Gate Chapel is in charge of arrangements.

Tribute Wall



“ *Juan 6:40 Porque está es la voluntad de mi Padre: que todo el que contemple al hijo y ejerce fe en él tenga vida eterna, y yo lo resucitaré en el último día*”.

November 28, 2018 at 12:00 AM



“ *Chris and Karen Murphy lit a candle in memory of Frederick (Fred) E. Soto, Sr*



Chris and Karen Murphy - November 19, 2018 at 12:00 AM



“ *Sad to see that Fred has passed away. My sincere respect and condolences to the family. He will be missed. It was my honor to have served with him in the City of Sarasota. Former Mayor and Commissioner Ron Norman*

Ron Norman - November 17, 2018 at 12:00 AM