
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported):

August 10, 2005

The St. Joe Company

(Exact name of registrant as specified in its charter)

Florida

1-10466

59-0432511

(State or other jurisdiction
of incorporation)

(Commission
File Number)

(I.R.S. Employer
Identification No.)

245 Riverside Avenue, Suite 500, Jacksonville,
Florida

32202

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code:

904-301-4200

Not Applicable

Former name or former address, if changed since last report

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 5.02 Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers.

Harry H. Frampton, III was elected as a director of The St. Joe Company (the "Company") effective as of August 10, 2005. The Company's press release regarding Mr. Frampton's election is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits.

Exhibit 99.1 Press Release dated August 10, 2005.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

The St. Joe Company

August 11, 2005

By: *Christine M. Marx*

Name: Christine M. Marx

Title: General Counsel and Corporate Secretary

Exhibit Index

Exhibit No.	Description
99.1	Press Release dated August 10, 2005

FOR IMMEDIATE RELEASE

HARRY H. FRAMPTON, III ELECTED TO BOARD OF DIRECTORS OF
THE ST. JOE COMPANY (NYSE: JOE)

Jacksonville, Florida — (August 10, 2005) — The St. Joe Company (NYSE: JOE) announced today that Harry H. Frampton, III has been elected to its Board of Directors.

Frampton, 61, is managing partner of East West Partners, a company specializing in resort real estate development. Presently East West Partners has significant projects in Vail, Beaver Creek and Breckenridge in Colorado. Additional major resort properties are in North Lake Tahoe, California and Deer Valley, Utah. Finally, East West Partners is developing Riverfront Park, a 2500 unit residential community in Denver. He is also a principal of Slifer Smith & Frampton Real Estate. From 1982 to 1986, he was President of Vail Associates, Inc., the creators of Vail and Beaver Creek Mountain resorts in Colorado.

In 1976, Frampton became President of The Brandermill Group in Richmond, Virginia. Prior to 1976, he served in various capacities, including Executive Vice President and a member of the Board of Directors of Sea Pines Company. He is currently Chairman of the Board of the Vail Valley Foundation, the past Chairman of the Urban Land Institute and presently a trustee, and a member of the Clemson Foundation Board of Directors.

The St. Joe Company, a publicly held company based in Jacksonville, is one of Florida's largest real estate operating companies. It is engaged in town, resort, commercial and industrial development, land sales and commercial real estate services. JOE also has significant interests in timber.

More information about JOE can be found at our web site at <http://www.joe.com>.

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