

Beck

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board and the Delaware River and Bay Authority on the Cape May County Airport, which the county has leased to the DBRA.

"I'm curious why (Morey) didn't contact the manager or someone else," Beck said. "And I'm not sure why we need to vote on it tonight. The last time we spent a couple weeks."

Lare said the freeholders have established a process for discussions and there are new opportunities related to the airport.

"It's a liaison committee, an advisory committee, it can't

commit the township to anything," Lare said.

Councilman Glenn Douglass said the former Mayor's Advisory Board was working on ideas for economic development at the airport, and suggested some of the former members be involved in the process. He said the Council Advisory Board, which replaced the MAB, has also been discussing the topic.

Lare said the freeholders have shown an interest in holding preliminary discussions with the DRBA and wanted the township to be involved. However, residents began to question the proposed members of the liaison committee. Resident Joe Winters asked who decided on the membership of the committee, and Lare said he asked for the resolution and requested the membership contained in the resolution.

Winters then asked why the Ward 2 councilman was being put on the committee, when it is Ward 1 and Ward 3 that border the airport. Craig said he was asked to serve, and having knowledge of the airport he said he'd be glad to be on the committee. Some residents questioned why the mayor or other councilmen were not considered for the liaison committee.

"It absolutely boggles my mind to have a mayor, whose job it is to oversee economic development, not included on the committee," resident Bob Weber said. "Mr. Craig's ward doesn't border the airport. Mr. Douglass's does, and he was not asked either. This is nothing more than an effort to feather your caps before the election."

Lare and Craig must run for reelection in November. Lare will complete his first term this year, and Craig was appointed to fill a vacancy, with the stipulation he must run for reelection in the next general election.

Beck said he believed a committee participating in events outside of the township should include the mayor and deputy mayor.

"If it affects the township it should be the deputy and the mayor," he said. "I think this is a sham. When I did the Public Safety Committee I wanted it to be successful and I put the deputy and myself on it because it was the right thing to do."

Beck said he believed there might even be a conflict of interest in the relationship between Lare and the freeholder that needs to be addressed.

"It's important that this issue shouldn't be politicized. I humbly ask council do it the right way," Beck said.

Lare said others were taking something very positive for the township and turning it into something negative and political. Craig said he would defer to another member of council being appointed to the board, and said it was a shame something positive was being turned around.

Council decided the mayor and deputy mayor would attend the first meeting on economic development, and council would discuss the permanent members at a following meeting.

Brand

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marketing and the recreation department.

Director of Marketing, Communications and Event Sales for Cape May City, Mike Whipple, said the logo for the recreation department would be designed by local high school and elementary school students as part of a contest. The tourism marketing logo would be done online at www.logotournament.com. Whipple said the graphics department and other professionals would also be involved in the marketing design.

With regard to branding Cape May, Whipple asked the committee what they believed symbolized the city and the island and what people thought of when thinking of Cape May City. Joanne Klineburger, Business Improvement District (BID) chairman said she believed the Victorian architecture was the main focus of past promotions and could be considered when thinking of a brand. Harry Bellangy,

President of the Greater Cape May Historical Society said the entire city, even the beachfront, has been a National Historical Landmark since May 1976, so its historical significance could also be the brand. John Cooke, President of the Greater Cape May Chamber of Commerce, said he believes the name, "Cape May" should be used.

"I think Cape May is the brand - it's the whole package," Cooke said. "The destination is the brand."

The committee agreed, and decided the name would be used as the brand, because Cape May has always been a popular destination.

In terms of marketing, Whipple said the committee should look at the broader picture - looking at Cape May tourism on a more regional spectrum rather than just the city, meaning the neighboring municipalities like West Cape May, Cape May Point and Lower Township, which also have attractions to offer visitors. Nature Center Director Gretchen Whitman agreed.

She said her organization works with several non-profit groups not just in the city, but around the county, like the Cape May Point State Park and the Wetlands Institute in Stone Harbor. Bernadette Matthews, Executive Director for the Center of Community Arts said places like Cold Spring Village and the Naval Air Station Wildwood bring many tourists to the Cape May area, so it was a good idea to include neighbors like Lower Township when marketing Cape May.

President of Cape May Historic Accommodations Anita Dierk said the city needs to concentrate on where visitors will stay and dine. She said she encourages people to visit other attractions around the area, such as the county zoo, but it's ultimately the committee needs to find ways to bring visitors to the city for shopping, dining, and lodging.

"If we dilute efforts to promote tourism in Cape May City, we'll only be hurting ourselves," Dierk said.

Cooke agreed and said the primary focus of the committee is to promote Cape May as a destination and the local organizations and businesses have a responsibility to promote city events as well as other venues.

Whipple said statistics show that 78 percent of Cape May visitors are returning visitors and the average tourist stays in the city for seven days. He said the city runs the risk of losing these returning visitors if nothing new is offered.

"They have money to spend and they need things to do," he said.

Whitman said the Nature Center has numerous family friendly summer programs that are generously priced. Dierk said there weren't enough inexpensive or free events to participate in, so the Nature Center had the right idea.

"When you look at a lot of the events for families in Cape May, it's costly," Dierk said. "Events are too expensive - even children's events." Whipple said sponsors

would be needed for free of charge events. He said considering the Tourism Utility is a self-sustaining entity, all the money made must be spent.

"The better it does, the more we can do," he said.

Dierk said if it costs money to host events like the "Movies at the Beach" series hosted by the Chamber of Commerce in recent years, some should be done with volunteers to defer the expenses.

Cooke said most of the hotels, motels and B&Bs have brochures to let visitors know what events and activities are available in the area. Matthews said she could also announce events on her weekly radio show "What's Going On," on 101.5 WCFA-LP. Whipple suggested listing the events on the city website as well.

"We need to promote these things on the website and anywhere else we can so people hear about them before they even come," he said.

Whipple and Assistant Marketing Director Mike

Chait, said there are around 40 events on the calendar for the new Convention Hall, some of which still need a binding contract. Whipple said hopefully the events will bring in more tourism than usual this summer.

USCG Public Affairs Officer Donnie Brzuska said the U.S. Coast Guard Training Center Cape May had 41,000 visitors last year, and with graduation events and Sunset Parades, many of the recruits lodge and dine in Cape May. The committee agreed they should do more to promote the Coast Guard Base as well.

Other members of the committee include Kate Wyatt of the Cape May Taxpayers Association, Mary Stewart of the Mid-Atlantic Center for the Arts and Humanities, President of Victorian Guest Accommodations Deanna Brown and Peter Iurato of the Cape May Taxpayers Association.

Upgrade

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fire hall, but the new inspection and assessment will be done by the state-contractors, specific to the work they will do. According to Burke, work done to the fire hall will consist of energy-efficient improvements to reduce energy consumption and the cost to the borough.

Burke said the funding could not be used to bring the social hall in the VFC building up to current ADA code standards, because it is a separate issue. The fire hall garage bay doors in the front had emergency pull-downs

that were deemed out of reach for someone in a wheel chair and a recent inspection also found the heat detectors should be replaced with smoke detectors.

At the Feb. 8 meeting, Public Safety Commissioner Ramsey Geyer said the alarm box was connected to the heat detectors, but not the central monitoring system that alerts 911 dispatch if the alarms go off. Burke said these improvements will need to be made using a different source of funding.

Year

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Leader. After high school he finished a two-year automotive program.

Snyder is married to wife Allison, and the couple has a son, Connor.

Hall

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(ADA) compliant ramps, providing wheel chair access to the stage.

"We don't have to award it, but we are looking at the possibility," MacLeod said.

MacLeod said if the city did not purchase the ramp, they could rent one on an "as-needed basis."

City applies for \$800,000 in Blue Acres funding

By CAIN CHAMBERLIN
Cape May Star and Wave

CAPE MAY - The city is continuing its efforts to purchase land along Lafayette Street by applying for a grant through the new state Department of Environmental Protection Blue Acres program.

The Blue Acres program assists municipalities in their efforts to purchase land prone to flooding and storm damage, which could potentially buffer or protect other properties from similar harm. Mayor Ed Mahaney said the program started this year, and is administered by the Green Acres program and the NJDEP.

He said consultant, Jim

Rutala, spoke at the Tuesday, Feb. 21, regular meeting about the program and said there is \$9 million available for grants. Blue Acres grants are up to 50 percent of the property value or projected cost.

The city received a grant for \$450,000 from the Green Acres program in December 2011 to obtain property along Lafayette for its future 38-acre park and open space area. Cape May has now applied for \$800,000 through Blue Acres to purchase 1.02 acres of privately owned land near the former Vance's Bar site as part of the recreation and open space project. The projected value of the land is \$1.5 million, according to

Mahaney.

The park and open space area is expected to stretch from the Cape May City Elementary School to St. John's Street and back into the marsh areas. Mahaney has previously said the project should be completed in five to seven years.

"We're attempting to purchase privately held land with the least amount of cost to the taxpayers," Mahaney said.

Mahaney said the city anticipates a response from the Blue Acres program by late summer to see if the grant is awarded.

"It's a very competitive grant process," he said.

CG medevacs two fishermen in separate rescue incidents

ATLANTIC CITY - The Coast Guard medevaced two fisherman, during separate rescues, from fishing vessels that were both about 30 miles off the New Jersey coast Feb. 11.

In the first rescue, a crewmember from the 105-foot fishing vessel Friendship hailed watchstanders at Coast Guard Sector Delaware Bay, Pa., at approximately 2 a.m. stating they were east of Atlantic City, and a 47-year-old man was ill and needed medical attention.

A 47-foot Motor Life Boat crew from Coast Guard

Station Atlantic City arrived on scene, helped the man aboard and transported him to shore and awaiting medical personnel. He was transferred to AtlanticCare Regional Medical Center in Atlantic City.

In the second rescue, a crewmember from the 78-foot fishing vessel Bald Eagle II, which was east of Manasquan Inlet, N.J., called watchstanders at approximately 4:50 a.m. stating a 32-year-old man aboard the Bald Eagle II tangled his arm in a net, suffered injuries and was in need of assistance.

An MH-65 Dolphin helicopter crew from Air Station Atlantic City launched to assist the man. Once on scene, Dolphin crewmembers hoisted the man into the helicopter and transported him to JFK Medical Center in Edison, N.J., where he was transferred to awaiting medical personnel.

Crewmembers from Coast Guard Station Manasquan Inlet and the corpsmen aboard the nearby Coast Guard Cutter Willow, homeported in Newport, R.I., also assisted in the second rescue.

CG rescues a man and his dog from skiff in Hammock Cove

BRIGANTINE - The Coast Guard rescued a 67-year-old man and his dog from a 12-foot skiff aground in Hammock Cove here at approximately 10 p.m., Feb.

25. The man used his cell phone at approximately 8:40 p.m. to call the Brigantine Police Department and report he and his dog were hunting and

unable to get their skiff out of the marsh due to low tide.

The distress was relayed to Coast Guard watchstanders at Station Atlantic City.

An MH-65 Dolphin helicopter crew arrived on scene and hoisted the man and his dog into the helicopter and transported them to the air station to awaiting family. Both were reported to be in good condition.

Copper Fish

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THE YOUNG GIRL 11:55, 2:15, 4:35, 7:20, 9:40
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