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NOVEMBER TIDE TABLE				
	HIGH	LOW		
	am	pm	am	pm
11/29	11:30	4:53	5:59	
11/30	12:17	12:29	5:55	6:56
12/1	1:20	1:29	7:00	7:51
12/2	2:21	2:28	8:05	8:43
12/3	3:17	3:23	9:06	9:30
12/4	4:06	4:14	10:02	10:12
12/5	4:50	5:01	10:53	10:52

MWW gives final presentation to commission

By CHRISTOPHER SOUTH
Cape May Star and Wave

CAPE MAY – The MWW Group, a public relations firm hired by the city to promote tourism gave its final presentation to the Tourism Commission, Tuesday.

The Tourism Commission elected not to renew a contract with the MWW Group after a 21-month relationship with the firm.

Two representatives from MWW, April Guillerme and Carolyn Conners highlighted some of the activities the PR firm had been involved in to promote the city of Cape May as a tourist destination.

Guillerme said the firm began by using Cape May's assets as a way to attract media outlets – the beach, the Victorian architecture.

The plan they created also promoted Cape May as being a year-round resort, having a

variety of activities for all ages. They attempted to pick up on new local items and create story angles for regional, state and national publications.

Guillerme said their main focus was a 300-mile radius around Cape May, promoting the city as a "resort for all seasons."

"We were trying to build a buzz about Cape May," she said.

The firm created a press kit to provide to publications in the target area. They also organized about 10 media tours in the 21 months they were hired as the city's PR firm.

Commission member Bob Steenrod indicated not every media contact was a positive experience. While the Tourism Commission attempted to arrange accommodations for visiting journalists, at least one attempted to wrangle a shore vacation for a family of six. Steenrod said they would have to be wary of such attempts. Guillerme said they tried to be selective about who they brought down.

The firm, she said, initially found there was little awareness of Cape May had to offer, especially in the shoulder seasons.

"There were plenty of blurbs out there but no signif

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'Get fit before you feast' Cape Fitness Turkey Trot

Over 150 people took part in the "Get fit before you feast" Cape Fitness Turkey Trot Run Thanksgiving morning. In its fifth year, this year's run supported the Brendan Borek High Tides Memorial Fund in its support of pediatric cancer research and raised more than \$3,000. Pictured top left, Elle Rohana – home from college for the holiday – and father George share a hug before the start of the race. And it wasn't just people who ran the trot, above, left to right, Mike Tilsner with "Boomer," Megan Taber with "Docker," both of Rio Grande and Beth Kindle with "Brit" of Cape May Court House are all geared up for the run pictured at left.

Photos by Jennifer Kopp

Lower Township discusses MUA, park and volunteers

By LESLIE TRULUCK
Cape May Star and Wave

LOWER TOWNSHIP – With member Wayne Mazurek opposed, township council approved \$16,500 for an electronic gate at Freeman S. Douglass Jr. Memorial Park.

Mazurek, at council's regular meeting Nov. 19, said it is important to stay within the

municipal budget and council has "spent enough."

Deputy Mayor Robert Nolan said he sees the value in the additional security measure.

Mayor Walt Craig agreed the gate is a worthwhile expense to prevent damage and vandalism.

"The electronic gate is a waste of money," resident

Joseph Winters said.

Council continued to discuss the priority of water in the township.

"I am prepared to do whatever it takes to move forward," Craig said.

Dissolving MUA?

Nolan revisited the idea of making the Municipal Utility Authority (MUA) a department within the township to gain control of it. Township officials have expressed a lack of communication from the authority.

"We've had no formal discussions about dissolving the MUA, other than the comments council members have made at meetings," Mazurek said.

Council will appoint a new MUA board member in February.

Mazurek said the township's water problem is twofold: getting water to those who need it and getting those who haven't hooked up to the city water line to do so.

Resident Sal Riggi said it is important to look at the bigger picture of the township's state water allocation and its maximum yield per day.

"A coastal plain is a threatened aquifer and we must look at saltwater intrusion and how much more can be withdrawn from the aquifer," Riggi said.

"Email legislators and tell them we want the water recharge plant that was promised," Mazurek said.

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So, you might want to know: How's the fishing in Cape May?

By CHRISTOPHER SOUTH
Cape May Star and Wave

CAPE MAY – At the 2007 Cape May County Beach Conference, Dan Glaze, pres-

ident of the county Party and Charter Boat Association said the charter boat business was off 40 to 50-percent, saying, "Two-thousand-seven is starting off poorly."

But at the time, Charlie

Langon, who coordinates the charter fleet schedule for South Jersey Marina, was more optimistic – and his optimism may have paid off.

Despite a delayed spring, winter and fall fishing seasons, Langon said business for the South Jersey Marine fleet was up 37-percent over 2006.

Langon said the charter fleet he works with consists of 10 boats. He said boat captains will book their own trips picking up business at the dock, or taking reservations by phone or e-mail. At the same time, Langon is also booking reservations for fishing trips in the same way, with people sometimes walking in the ships' store looking for a charter.

Langon takes reservations and assigns them to the charter boats on a revolving basis.

According to

Langon, of the 10 boats in the fleet, eight can only take six persons per trip. The remaining two vessels can take eight to ten. Cumulatively, the boats booked enough trips to account for the nearly 40-percent increase.

Mark Allen of South Jersey Marina said each of the boats made 40 trips based on walk-up business.

The business came, at least to the South Jersey Marina fleet, despite poor weather, the increased cost of lodging, and rising fuel prices. Boat owners also feel the pinch of rising fuel costs, and Langon said the boat owners have still tried to keep the cost of charters down. Still, the cost of booking a boat for a 12-hour sport-fishing trip is about \$1,800, normally divided by the number of people taking the trip. Langon said the cost of the trip could very well go up as oil prices rise.

The 65-mile trip out to the deepwater canyon area takes about two and a half hours out and another two and the same time coming back, netting seven hours of fishing. Once they get out there they hope there are tuna, wahoo, or

marlin depending on the time of the year. Langon said it was difficult to gauge the calendar this year.

"The whole season was delayed," he said.

Langon said keeping on top of the migration of fish species is important because they need to keep the customers happy, and the customers are happy when they catch fish. He said a lot of times people will get off a charter boat after catching

fishing and book the boat for the following year.

Another thing the South Jersey Marina does to insure its fleet has business is to market the sports fishing industry at boat, outdoor and sportsman shows. For this they have partnered with the Mid-Atlantic Center for the Arts. Allen said MAC representatives found when they attended shows people were

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Families like this, shown in a photo provided by South Jersey Marina, are likely to come back to Cape May because they've had a good time as well as good catches.

WiFi presentation at council meeting

CAPE MAY – There will be a brief presentation on WiFi at the Cape May City Council meeting, Dec. 4, at 1 p.m.

The speaker will be Bill Shannon from Big Wireless.

The presentation will take about 30 minutes and the community is encouraged to attend and learn more about this technology.