

# TOWN WATCH / TOWN PRIDE

P.O. Box 17, Sea Isle City, NJ 08243

**KEEP SEA ISLE CITY A FAMILY RESORT**

Newsletter #2

July/August 2007

## **Police Getting Results**

At the start of the season Mayor Desiderio, who is now directly responsible for all departments, stated that he would work with our Police Chief to set up a special noise squad "Quality of Life".

This was done and two excellent, experienced officers volunteered to take lead roles in the renewed effort to get noise and rowdyism under control. These officers have received excellent support from senior officers and the results show it.

As of July 30, 111 summonses have been issued in 16 incidents in response to 304 calls. This is very good performance.

A specialized "Quality of Life" Squad does a better job because its officers are dedicated to getting a result, know the problem house, and how to control these difficult and sometimes dangerous situations. When it comes time to testify in court, they know how to handle themselves and what the judge wants to know. This results in a high percentage of convictions.

Police have also been very active in issuing tickets for drinking on the street, public urination, etc.

Regarding traffic, 208 summonses have been issued for moving traffic violations and 276 for illegal parking.

Our Code Enforcers have also been very busy having already issued over 200 summonses for trash violations such as placing plastic

*(See Police on page 2)*

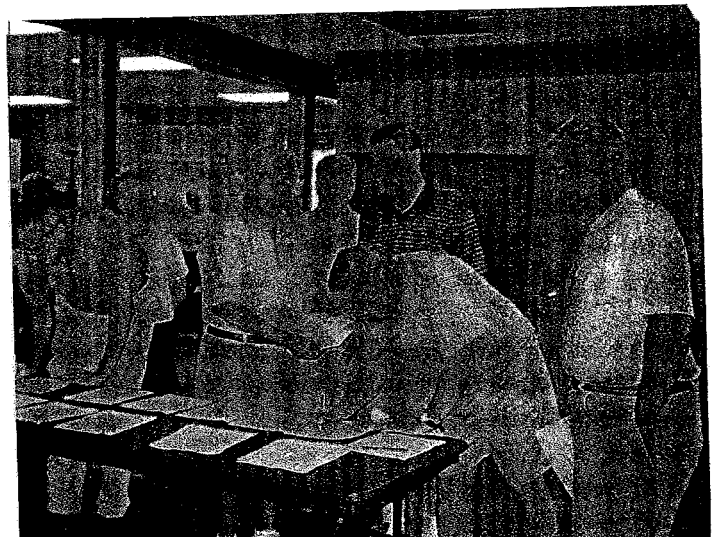
## **A Goal Oriented Open Government With Citizen Participation**

This is a description of the mode of action of our new council. This was very evident in the drafting of the administrative code.

The 4 meetings to draft the code were open to the public. There was a special 1 hour period at the end of each session for citizen comments and input. All had a chance to speak up.

It was subsequently announced that a number of citizen involvement committees were being formed. These included Teenage Activities, Beautification, Finance and Non Tax Revenue Generation, FEMA Grants, Parking, Zoning, Information Systems, Communications and one to promote Citizen Involvement.

On the 1<sup>st</sup> day of sign-up over 60 people showed up to sign on. Others participated by calling City Hall the next day (263 4462 ext. 200).



Part of the crowd of 60 people who volunteered to serve on citizen involvement committees  
*(See Goal Oriented on page 2)*

## **Police Getting Results** *from page 1*

bags at curbside, failure to recycle, stockpiling trash, etc. They have also cited 11 owners for not getting rental permits.

Their enforcement work, along with the excellent work done by John Manganaro and his various crews in Public Works, have resulted in a town that is definitely cleaner and more attractive.

Controlling noise, rowdyism and trash disposal in a crowded shore community, that attracts many young singles, is a never ending job, but our ordinances in these areas are being enforced. Strict enforcement early in the season means many more people can enjoy the rest of their summers.

## **Goal Oriented** *from page 1*

Over 100 people are now preparing to give the city input on their area of interest, summer residents as well as full time residents were encouraged to participate.

Preliminary information from various committees indicates that a lot of hard work and well directed, creative energy has been released.

The only board or committee that has not been publicly discussed is the very important Planning Board and the status of the Master Plan. Work here is essential if we are to move ahead on a coordinated basis.

The first 2 Council meetings had much participation. In addition to new business, all city projects, that are pending, were reviewed, e.g. lifeguard station, etc. Although dis-appointed, the public was understanding with the exception of the

review of the Fluoride project. It was obvious that our Business Administrator had not been properly briefed on the 7 year history of the deception and delay in getting a system back on line.

Under past departmental leadership, the system was neglected and not maintained. For over 2 years the Mayor and our Commissioners did not even know that our process had failed and had not been repaired.

Finally the true facts came out and in Aug. of '04 the public was told that we would be back in business by Aug. of the following year. Similar firm commitments were made in '05 and '06, and here we are in Aug. of '07 and now we find out that we don't even have an acceptable bid.

When you combine the need for our new government to work on long, overdue, past projects with the workload that will be generated by citizen committees, our Council will have a huge pile of work in front of them, with limited resources.

However, unlike the past, there will be many talented individuals working hard on solutions and setting priorities. "The Genie is out of the box and it cannot be put back in" and no one would want to.

Sea Isle is heading into a time of healthy, constructive change and growth.

## **One Role for the Business Administrator**

Members of TW/TP are most enthused that our new council form of government includes the hiring of a Business Administrator. Much of the work in attempting to control noise and rowdyism, that is currently done by TW/TP can better be done by an effective Business Administrator.

This is particularly true in taking timely action against especially troublesome houses. Currently the various types of violations against a house are not pulled together until the end of the season, too late to give neighbors relief, their summers having already been ruined.

Under our new form of government the flow of information about noise, rowdyism, parking violations, trash violations, building code violations can be consolidated on a timely basis in the office of the Business Administrator. Much of the needed information is already available from the computer of the clerk of the court.

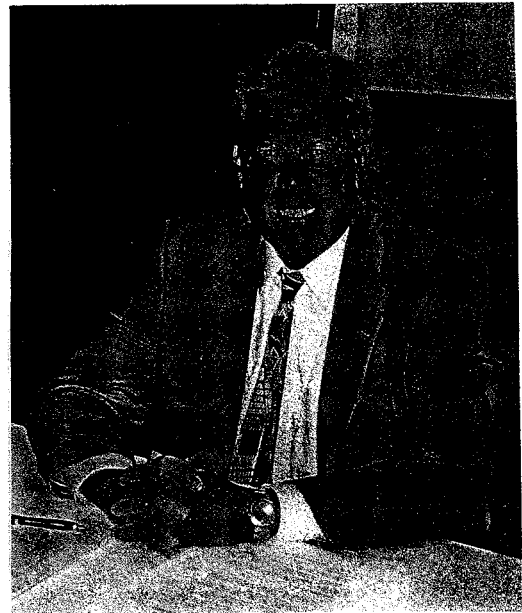
With this information, using the power delegated to him by the Mayor, the Business Administrator, working in conjunction with representatives of the Police, Trash Code Enforcer and the Building Inspector will initiate a plan of coordinated action.

TW//TP looks forward to a time when the initiative for taking coordinated timely action against a problem house comes from the executive branch of our new government. This will be much more effective than having TW/TP seeking action as information becomes available to the general public.

Sea Isle City has been very fortunate in securing, on a temporary basis, the services of

Richard Deaney, who served as a Business Administrator for various communities for over 40 yrs., the most recent being 17 yrs. In Ocean City. TW/TP has been very impressed by Mr. Deaney, not only by his knowledge but by his judgement and interpersonal skills.

The only drawback is that he is only available on a part time basis, while the workload has already grown to a point where a full time administrator is needed.



Mr. Richard Deaney

The city is currently recruiting for a Business Administrator. Thus far 35 individuals have applied for the position. 9 of these are being asked to fill out detailed questionnaires.

Mr. Deaney has given us an excellent model of what is really needed. In addition to knowledge and experience, the individual we hire must be a good executive who knows how to get the city's goals accomplished by working effectively with our department heads.

## Sea Isle City Organization

Listed below are all the functions of the city and their Department Heads.

### Executive Branch

All Departments work for the Mayor through the Business administrator who is the Chief Operating Officer. Fire and Ambulance as volunteer units have direct access to the Mayor.

### Mayor

Fire

Ambulance

Dept. of Administration - Richard Deaney  
Business Administrator

Personnel (Human Resources)

Purchasing

Public Information

Engineering

Dept. of Law - Paul Baldini

Corporate Counsel

Liaison with Board Attorneys

Office of Prosecutor

Dept. of Finance - James Terruso

Tax Collection

Utility Collection

Tax Assessment

Accounting

Revenue Enhancement

Parking

Beach Fees

Technology

Capital Planning

Marina

Dept. of Public Works - John Manganaro

Water Supply and Distribution

Sanitary Sewer Collection

Storm Drainage

Streets and Roads

Refuse Collection

Janitorial

Building Maintenance

Grounds Maintenance

Beach Maintenance

Vehicle Maintenance

Police Operations

Emergency Management

Beach Patrol

Animal Control

Dept. of Community Services - Vicki Feeney

Recreation

Senior Services

Special Events

Health Services

Social Services

Public Assistance

Dept. of Community Development - Richard Deaney, Business Administrator

Planning

Zoning

Construction Codes

Municipal Codes

Allied Offices

Municipal Court

Municipal Clerk

The Dept. of Community Development is a new area and one that needs immediate attention. Lack of enforcement of many of our construction codes has been a problem, where citizens feel they have never gotten any straight answers and has caused mistrust and lack of confidence in government. This lack of enforcement has greatly hurt our city's quality of life.

We are a city that for 17 years has not insisted on provisions for on street parking in front of new residences, or any landscaping unless an individual owner does it on his own. In our business district our sign ordinances have largely been ignored, particularly by our liquor stores. Think of any city that is considered attractive e.g. Moorestown, Haddonfield, Cape May, Naples, FL. etc. The type and size of signs is strictly regulated in these places.

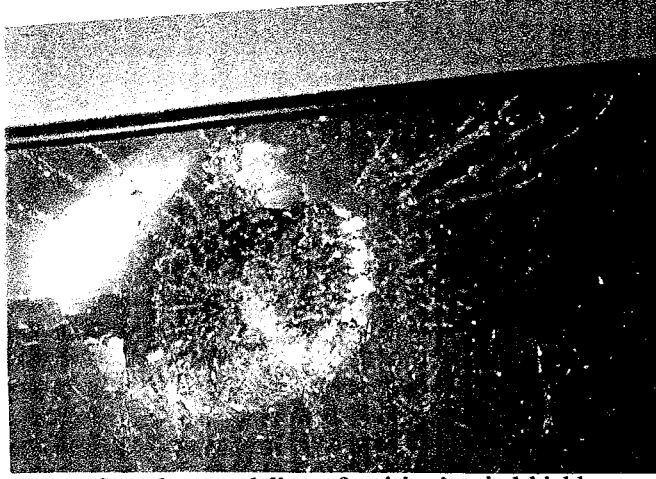
Enforcement on many of our construction codes is long overdue.

(See SIC Organization on page 6)

Dept. of Police - William Kennedy

## Senseless Vandalism

Pleasure Ave. is normally a very quiet street, but on Fri., July 20 at 2:30 in the morning, the recyclables were dumped on the street and a large, 3" rock (apparently taken from a front yard 5 houses away) was thrown through the windshield of a car owned by a visitor from Maryland. The car was parked on the 7200 block of Pleasure Ave.



Senseless vandalism of a visitor's windshield

The culprits then proceeded up 73<sup>rd</sup> St. and dumped recyclables on several cars. This was the 2<sup>nd</sup> time that week that recyclables were strewn over Pleasure Ave. around 2:30 a.m.

At the same hour July 22, 3 cars, parked in the 7300 block of Pleasure Ave., were spray painted with white paint. One car belonged to a family that was renting in Sea Isle.

This destruction of property also occurred last July when a rock was hurled through the rear window of a car parked in the same immediate area on 72<sup>nd</sup> by Pleasure.

Again in July of 2006, paper recyclables were set afire in this area and were extinguished by tenants from Pennsylvania, who were awakened by noise at 2:30 in the morning.

Why should anyone visit or rent in Sea Isle, if it's not safe to park on our streets? The police have been requested to increase patrols in this area shortly after the bars let out, but that's already their busiest time in town. Possibly an officer in plain clothes, that would leave one of the bars e.g. the Springfield at closing and stroll down Pleasure, might be effective.

Late night vandalism has long been a serious problem. Homeowners have often planted flowers and put out attractive lawn sculptures and decorations, only to lose them. Some discouraged homeowners have even put their homes up for sale because of this problem. It's time for some creative solutions.

### **TW/TP Public Meeting**

TW/TP will sponsor its 3<sup>rd</sup> and final public meeting of the summer on Tues., Aug 21. It will be held in the SIC Community Center, 300 JFK Blvd. At 7 p.m..

The purpose of this meeting is to help our homeowners and visitors solve the problems they might be experiencing with noise, rowdiness, trash, parking and other issues that detract from the quality of life.

Mayor Desiderio and Police Chief Kennedy are scheduled to attend.

**DON'T JUST GRUMBLE ABOUT PROBLEMS. COME, BE HEARD & STEPS WILL BE TAKEN TO CORRECT A BAD SITUATION.**

## **Underage Drinkers Beware**

There are "Cops in the Shops".

This year our SIC Police Dept. is again participating in New Jersey's "Cops in the Shops" program. Under this program the city's Police Dept. receives financial assistance from our state to place off duty officers in plain cloths in liquor stores or bars to help stop the purchase of alcohol by underage individuals.

Cooperation of the bars and liquor stores has been excellent. Police are frequently added by the use of special equipment in bars and stores that are effective in determining false IDs.

This program has proven itself in the past and has already resulted in 17 summonses to underage individuals trying to purchase alcohol. The fine for underage drinking is \$500 plus \$160 in court costs and fees, plus a 6 MONTH SUSPENSION OF THEIR DRIVERS LICENSE.

The state and our city are very serious about underage drinking and the punishment is severe. Young people should know these facts. It's just not worth their taking the risks of being caught for something as foolish as a couple of drinks.

### **SIC Organization** (from page 4)

The new alignment of organization functions seems logical with the possible exception of the transfer of the marina from Public Works to the Department of Finance. This makes little or no business sense.

The day to day management of this area is better suited to Public Works. Revenue production is only incidental to the work and

## **A Meaningful Step**

Delivering alcohol to homes, particularly late at night, contributes to trouble in our community. Such deliveries to a house where a late party is going on is like pouring gasoline on a fire.

At the June 5 public meeting of TW/TP Mr. Tom Henry suggested that the new city council be asked to adopt the following ordinances.

### **Home Delivery of Alcoholic Beverages**

The home delivery of alcoholic beverages from licensed establishments shall be limited to the hours of 12 noon to 11:00 p.m., Monday through Sunday. All deliveries must be made in accordance with current ABC laws, which require a transit insignia on all delivery vehicles and that all payments be made at the establishment or over the telephone via credit card.

This suggested ordinance was unanimously endorsed by the 50 plus people in attendance. This ordinance will be a legislative priority of TW/TP and deserves the support of all who are interested in a family town.

---

management problems that are typical of this area.

Possibly the Mayor or some member of Council should explain the rational behind this organization setup to the public. Where something doesn't seem to make sense, people start to lose their confidence and this can lead to mistrust.

## Marina Task Force

A Marina Committee has been named by our city government. The task of this committee will be to explore suggestions to make the marina area a center of attraction for residents and visitors. Members include James Bennett, Andrew Karenzenski, Councilpersons Mary Tighe and John Divney as well as Chairperson Neil Byrne.

In keeping with their assignment, we have adapted and reproduced a column from last July's newsletter that might stimulate some thoughts.

### *A Theme For Our City*

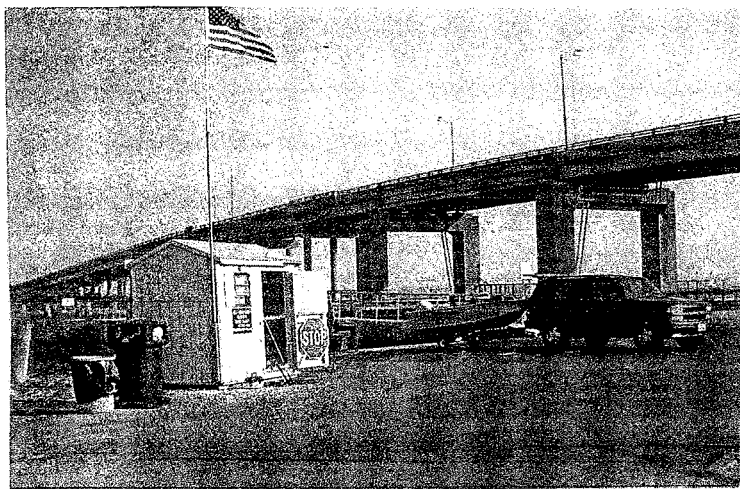
*In doing their planning and development, many successful communities have a general theme. Cape May is Victorian, Wildwood is Doo Wop 50's, Haddonfield and Moorestown are Colonial.*

*Sea Isle City may wish to consider a Maritime theme. For years we were a fishing village. By the 1920's Sea Isle City had become a leader in the fishing industry. To this day we have both commercial and recreational fishing based in Sea Isle. What better place to tell our story than with a small exhibit by the marina.*

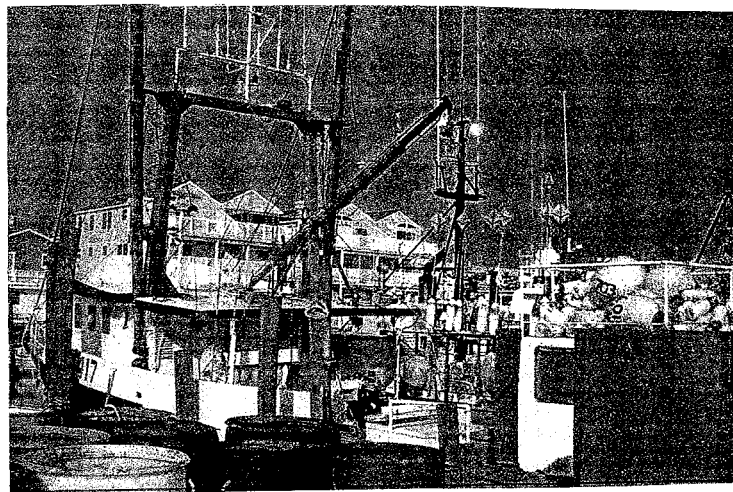
*Currently our city is tentatively planning to have the restored Ludlums Beach Lighthouse located in the north end of Sea Isle. The goal is to have it recommissioned as a working lighthouse/museum.*

*In addition to the lighthouse, in the middle of the 1800's Sea Isle had 3 life saving stations. These were the forerunners of the Coast Guard. These stations housed rescue boats and other very unique rescue equipment, such as "the breeches buoy" and a small cannon to fire lines out to a sinking vessel in order to save shipwrecked sailors and what could be saved of the wrecked ship and its cargo.*

*The history is interesting and relatively unknown to most people. It could be presented in exhibits in the marina area or possibly in the proposed Excursion Park (Promenade & JFK Blvd.) Fortunately we have an excellent historical society, which could be very helpful and possibly provide leadership in these areas.*



Boat launching at the Marina



Commercial fishing at the Marina

*The Maritime, Excursion Park and the Lighthouse can all be tied together by our Maritime theme and would certainly provide a pleasant bike ride for residents and guests.*

*The Maritime theme could also be incorporated into other public or commercial enterprises particularly restaurants that feature fine seafood.*

*Every community should be true to its roots, and our roots are maritime.*

## City Council Meetings - Let's Participate

The Council Meetings for the remainder of 2007 are as listed below. As good citizens we should plan to attend as many meetings as possible. All meetings are held in the Council Meeting Room, 2<sup>nd</sup> Floor, Public Safety Bldg., 233 John F. Kennedy Blvd. Citizen participation will help to assure good government.

Aug. 14 <sup>th</sup>	Tues.	10:00 AM
Aug. 28 <sup>th</sup>	Tues.	7:00 PM
Sept. 11	Tues.	10:00 AM
Sept. 25 <sup>th</sup>	Tues.	7:00 PM
Oct. 6 <sup>th</sup>	Sat.	10:00 AM
Oct. 23 <sup>rd</sup>	Tues.	7:00 PM
Nov. 8 <sup>th</sup>	Thurs.	10:00 AM
Nov. 27 <sup>th</sup>	Tues.	10:00 AM
Dec. 11 <sup>th</sup>	Tues.	10:00 AM
Dec. 27 <sup>th</sup>	Tues.	10:00 AM

## New Library

Mayor Desiderio arrived near the close of the July 10 Council Meeting and announced that the county would build a new, state of the art, library in Sea Isle City. The current facility would be torn down and replaced by a new modern library.

Prior to the Mayor's arrival, the Council discussed the library situation. There was some feeling that county library services are too expensive. It was also mentioned that the city would be better served by a new library on the elementary school property, where there would be more parking.

It's difficult to find a parking spot near our current library in the summer. The current library property might even be converted into badly needed parking for the center of town.

This is a situation that begs for a city wide master plan to help make the most of this opportunity.

## Good Samaritans



A group of Good Samaritans, organized by the parish council of St. Joseph Church, recently spent 4 days working in New Orleans's 9<sup>th</sup> ward helping to clean up the mess left by hurricane Katrina. It was hot and the work was dirty and laborious, but spirits were high and the accomplishments were many and rewarding.

They posed for this formal picture in their dress uniforms after having spent the day gutting the house in the background. Several members of this fashionable group take an active role in our Sea Isle City community and you must know some of them.

Despite their disguises, can you identify anyone? (Answers on the bottom of page 10)

### Treasurer's Report

We would like to thank all who have renewed their TW/TP membership. If by any chance you forgot, now is a good time to renew.

Numerous people have contributed even more than the stated membership fee and that's much appreciated. Nearly all of our income is spent on printing, mailing and advertising. Very little is carried over to the next year.

Please encourage your friends and neighbors to join, because a well informed public is essential to keeping Sea Isle City a family community.

To renew a membership, which is \$5.00 for an individual or \$10.00 per family, just send the amount to:

Town Watch/Town Pride  
PO Box 17  
Sea Isle City, NJ 08243

**Sea Isle City Police Department**  
**Noise & Tenant Responsibility Report**  
 July 30, 2007

DATE	LOCATION	INC #	CITED	OWNER	BLK & LOT	Permit #	3-4.2	3-4.8	3-11.2	3-11.4	
1. May 26	3820 Central Ave FL 2 W	20705769	10	HATTON	38.04 41	71632, 71633, 71634, 71635					
2. 27	379 43 Place Unit A	20705932	17	LEIGHTY	42.05 34		17				
3. 30	5302 Landis Ave N # 3	20706197	1	RANDAZZO	53.03 23.01 C-N		1				
4. June 2	4109 Landis Ave S porch	20706378	15	STIER	41.02 3.02		15				
5. 7	21 40 St Apt 3 # 2	20706705	3	PFLUGFELDER	39.02 4.01		3				
6. 9	3820 Central Ave FL 1 S	20706879	3	HATTON	38.04 41			3			
7. 15	3600 Landis Ave Fl 2	20707256	3	JOHNSTON	36.03 24				3		
8. 16	329 56 St E	20707267	11	JONES	55.05 1586 C-E		11			3	
9.	234 E 40 St	20707280	2	KANOPKA	40.04 121 C-E					2	
10. 23	21 40 St Unit 3	20707793	2	PFLUGFELDER	2 <sup>ND</sup> OFFENSE				2		
11. 30	3310 Landis Ave. S	20708271	12	WHELAN	33.03 12		12				
12. July 4	136 39 St Front unit	20708712	3	DONOHUE	39.03 15 C-A	1980					
13. 7	131 39 St W	20709204	5	COULTRE	38.03 3.04			5		3	
14. 15	219 E 40 St	20709918	8	CRESCITELLI	39.04 15 C-E		8				
15. 20	134 93 St	⊗ 20710389	1	GUERIN	94.02 11 C-A		1				
16. 21	379 43 St S Unit A	20710478	7	LEIGHTY	2 <sup>ND</sup> OFFENSE		7				
17. 26	136 39 St	20710957	8	To Be Determined				8			
Totals to Date :							111	64	34	5	8

**EGEND: 3-4.2: Noise**  
**3-11.2: Tenant Register Violation**  
 ⊗ Private Citizen Complaint  
 ■ Correction made to owner

Answer to Good Samaritan question on page 9. Left to right: Rick DiBrunno, Councilman Mike McHale, Mary Anne Milke, Jamie Mullholland (who was the lead organizer), Karen Popanak, Ann "Chickie" Flora, Lisa DiBrunno, Lori Larkin, SIC police Sgt. Mike Jargowski and J.B. Flora. Photo taken by fellow Samaritan Marlene McHale. TW/TP salutes our Good Samaritans.