

Welcome to



DEWEY BEACH

Town of Dewey Beach 105 Rodney Avenue Dewey Beach, DE 19971 www.townofdeweybeach.com

SPRING

2011

DEWEY BEACH EMERGENCY INFORMATION, NEWS DIRECTLY FROM TOWN HALL, NOTICES AFFECTING YOUR PROPERTY IN DEWEY.

This is a strict list of only property owners, a valid local address on your property will be required to add you to our town's mailing list.

Click addme@deweytown.us to submit the following information:

- (1) Email Address to add for mailings
- (2) Name of property owner(s)
- (3) Dewey Beach address of property owned
- (4) Full time year round address of property owner(s)

As we request your emails for Town notification purposes, we have absolutely no intention to share your email address with any other organization, we are only asking so we can adequately inform property owners directly from our town hall.

The Town of Dewey Beach is attempting to send this Spring Newsletter out electronically by all means possible, using various groups and their mailing lists within or town. Our goal with this mailing is to add your name and email to our town master list. We apologize if you receive this more than one time, as we are sure many of you belong to several of our town's different email lists.

Summer is quickly approaching here in Dewey Beach as we are preparing for what we all hope is the best summer ever in Dewey Beach! Homeowners are arriving to fix up their homes, business owners are getting their businesses opened, our police are training their summer officers, and our lifesaving team is shaping up their summer squad to protect our beaches for all to enjoy!

This 2011 edition of our Town Newsletter is being prepared by the Dewey Beach Marketing committee, and being emailed out by every source possible to reach as many homeowners as possible. We are hoping to increase the amount of property owner email addresses with this effort and hope you can take a quick second to submit some information to down the road we are able to email more updates directly from the town management.

Please visit addme@deweytown.us and submit the following information:

- (1) Email Address to add for mailings
- (2) Name of property owner(s)
- (3) Dewey Beach address of property owned
- (4) Full time year round address of property owner(s)

This will greatly help our town employees keep you in the loop on important issues facing Dewey Beach and save money by not creating mass paper mailings. Dewey Beach continues to be one of the few towns with NO property taxes, in order to keep this long standing way of life, we need to find ways to contact our property owners without spending unnecessary funds. Please forward this email to any property owners you know to help us build our email newsletter list! Thank you very much, we hope you have a fantastic summer season whether its enjoying your property with loved ones and friends, or using your property as rental income for you with great tenants.

Mayor's Comments

Hello Everyone,

It is important for our town to provide direct communication to the property owners about what is going on, especially as we approach the busy summer season. That's why I'm so pleased to announce that the town newsletter has been resurrected under the auspices of the marketing committee which will be editing and proofreading the newsletter. Thank you to the marketing committee for taking on this task.

Our committees are being very productive with plans for implementing a voter registration system, activities to market our town, a balanced budget (that includes weekly bonfires and movies on the beach and reducing parking fines), a new policy manual in the works, and mitigation of flooding at Bayard Avenue. See the reports in this newsletter from the various committees for more information. We are very blessed to have so many wonderful and talented people willing to volunteer their time and skills to our town. Thank you to all our volunteers.

We hope you will take the time to attend our town meetings to learn more about what is going on. Meetings will be held on Friday evenings starting at 6:00 in June, July and August.

As we look forward to a wonderful and successful summer, feel free to contact me with any of your concerns.

Diane Hanson

Dewey Beach Town Council & Staff

Diane Hanson Mayor
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Todd Fritchman Captain of Lifeguards
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Bill Mears Building Official
LEEINSP@aol.com

Reports

Town Manager Report

DIANA SMITH

Summer is upon us once again and with it brings high energy to Dewey Beach. As you will see throughout this newsletter, there are many issues and events taking place in Dewey Beach over the next few months. Please take a moment to look through the articles to find out what is going on in your community.

Movies on the Beach and the bonfires on the beach are back this year on Monday and Wednesday nights and our Marketing Committee is bringing new and exciting events to Dewey Beach this year.

The Town is establishing an e-mail distribution list so we can keep property owners informed of town related matters. If you received this newsletter through another organization or person, and would like to receive this and other important information from the Town directly, please go to our website at www.townofdeweybeach.com and click on the left hand side of the page where it says "Town E-Mail List Sign Up."

Don't forget that the regular Town Council meetings are webcast so you can stay informed on town issues even when you aren't in town. You can also go to www.townofdeweybeach.com to view prior Town Council meetings that you may have missed.

As some of you know, Mike Koston was offered an amazing opportunity with the State of Delaware in March and we will miss his dedication to the Town and his wonderful sense of humor. With Mike's departure, we were able to hire Katrina White who previously worked for our police department and also assisted in the Alderman's Court. Katrina is a fantastic addition to Town Hall and I hope everyone will take an opportunity to welcome her.

On behalf of everyone at Dewey Beach Town Hall, we wish you a safe and joyous summer!

Police Chief Report

SAM MACKERT

As we prepare for the 2011 summer season, we are proud to serve this town with our 8 full time officers and our 25 seasonal police officers.

We are appreciative of the effort set forth by The Starboard Restaurant, The Lighthouse, and Nalu to help us get through the big Memorial Day weekend. They are financially supporting an effort to bring in extra uniformed police officers from surrounding local jurisdictions to aide our staff on the biggest weekend of the season. Last year it was a tremendous success as we feel it not only helped on Memorial Day, but set a tone for the season that we wanted our visitors to have fun, but obey our rules.

Finally, I hope that everyone has received the postings on our parking regulations for the summer season, permits will go into effect beginning May 15th.

Lifesaving Report

TODD FRITCHMAN (CAPTAIN DEWEY BEACH PATROL)

The Dewey Beach Patrol will be back in action on Friday, May 27. Normal operating hours are from 9am to 5pm ending Labor day. Visitors and residence to the Town of Dewey Beach should anticipate the Watchful eye of the Beach Patrol staffing and their responses to situations requiring Open Water Rescue, Emergency Medical Services, Ordinance Enforcement, Preventive Actions and Overall Beach Usage Management. Headquartered at the Lifesaving Station on Dagsworthy Street and the Beach, the DBP provides emergency first aid and or basic life support from 9am to 5pm daily. The Beach Patrol also hosts a variety of complimentary recreational and educational activities for both public and private use. Handicap access chairs and service are provided daily. Both Evening Youth Recreation and Jr. Lifeguard Programs, and Group Educational and recreational programs are available through the Dewey Beach Patrol. Visit www.deweybeachpatrol.com to learn more and or register.

Our secondary programming is funded through private donation. If you wish to contribute to Beach Patrol Programs please contact us directly in care of the Dewey Beach Patrol, 105 Rodney Ave., Dewey Beach DE 19971. We may be contacted by phone (in season) at 302- 227- 6365 or at deweybeachpatrol@comcast.net.

Dewey Beach is truly a remarkable place, However, the marine environment does offer its dangers. Respect the Ocean and always check in with a lifeguard when entering the facility to inquire about the conditions and potential hazards of the day. Always respect the commands of the Lifeguard, obey ordinances, and follow a trash in trash out policy so that beach is enjoyed by all. Most importantly have a safe and enjoyable summer season.

Budget & Finance Report

DAVID KING (CHAIR)

In March the Town Council passed a balanced budget for FY 12 (April 1, 2011 – March 31, 2012). And with the March financial reports now available, we see that the Town finished FY11 with a slight operating deficit, -\$2,940 in a budget of \$2.43M (approx. 0.1%). The Budget & Finance Committee will be spending much of its time during the coming months in review of the Town's various sources of revenue, in an effort to establish a fair and sustainable method for financing Town operations.

Committee Reports

Infrastructure Committee Report

RICK JUDGE (CHAIR)

There will be a public hearing May 13th at 6 pm at the Lifesaving Station to discuss the Bayard Avenue project and additional infrastructure needs of the town. All property owners are invited to attend.

The Infrastructure Committee is pleased to report the Bayard Project is almost complete, is on budget, and on schedule. On Saturday, April 16, a full moon high tide and a severe weather system put the 80% completed project to its first real test. What could have been a very serious three day flood event was limited to an overnight event. When the project is completed these storm events will be avoided and emergency vehicles and residents will be able to safely transit this area.

Marketing Committee Report

DENISE CAMPBELL (CHAIR)

The Marketing Committee has had a very busy and productive year thanks to Committee members Jill Carr, David Ferry, Joy Howell, Marie Hutton, Steve Montgomery and Kelly Ranieri.

This year the Marketing Committee created a Mission Statement to guide its activities. The Marketing Committee Mission Statement is:

To promote an image of Dewey Beach as a vibrant, fun, year-round beach resort community that is an ideal place to live and an attractive vacation and event destination for families and singles. Dewey has cottages and condos, single family homes and businesses, each bringing a unique value to the town. The Marketing Committee evaluates projects, events and initiatives according to the following criteria:

- Do they promote a healthy image for the town?
- Do they benefit the majority of the town's residents and visitors?
- Do they build the property values (residential and commercial) of the town?
- Do they attract visitors to Dewey who will enjoy our Town but will also respect Town rules and resources?
- Do the events/initiatives add more to the town than they require in town services?

With that Mission in mind and working within the constraints of having no budget, the Marketing Committee has been able to accomplish the following during its term:

- 1 Secured continued funding from the Town for "Movies on the Beach."
- 2 Provided recommendations to Town Council regarding ways to increase Town revenue.
- 3 Suggested stronger enforcement of speed limits in Town to insure public safety.
- 4 Partnered with area businesses to bring 3 new events to Town that will build increased awareness of Dewey's beautiful bay and ocean beaches.
- 5 Compiled a list of media contacts in Delaware, southeast Pennsylvania, Baltimore and Washington DC so that there will be greater coverage of the great events happening in Dewey.

In addition to these contributions, the Marketing Committee has partnered with area businesses to bring some new programs to the area for the enjoyment of Dewey's summer residents and visitors. This season's events include:

There are other storm drainage repairs within our municipality which need to be addressed. None are as complex, expensive and dangerous as the Bayard area but they must be repaired. Dewey Beach is also responsible for the street lights on Highway One. These lights are old and one collapsed last year.

Dewey Beach incorporated thirty years ago and is fortunate to not have needed major capital funding in the past, but our infrastructure is catching up and the Infrastructure Committee has many major challenges ahead in the interests and responsibility for the health and safety of the Dewey residents.

Yoga on the Beach

BEGINNING DATE: Monday, May 30, 2011. Classes will continue into the fall shoulder season as demand and weather permits
DAYS / TIME: 8 am, Monday & Tuesday (Sundays may be added)
PARKING: Free morning parking in Dewey Beach until 10 am
LOCATION: Dewey Beach – STREET TO BE DETERMINED
COST: \$11 (\$1 of which will be donated to a Lifeguard Fund)
SKILL LEVEL: All levels welcome
EQUIPMENT: Towel and/or Yoga Mat, Sunscreen & Water
TEACHERS: Ed Harold is teaching most of the Tuesday classes. He is highly respected in the Yoga Field and well known in this area. Heather Shafer of Kaya Wellness and her instructors will be responsible for the Monday class.
QUESTIONS: Heather Shafer info@kayawellnesscenter.com, or Ed & Wendy Harold comfortzoneyoga@comcast.net

Town of Dewey Beach Treasure Fest – Saturday April 30, 2011

We were very happy with the turnout on the town's first ever Treasure Fest, a town-wide yard sale Saturday, April 30th. Marketing committee member Kelly Ranieri organized the event which brought many people to our town as property owners were able to clean out their houses and sell items they didn't need. A donation of \$5 was collected by committee member Marie Hutton from all properties that participated to help cover costs of advertising the event. The sale went from 9am-1pm, afterwards all remaining items were picked up by the local All Saints Thrift Store, the closest thrift store to our town. Thanks to all homeowners that participated, the businesses that did so, and especially to Kelly Ranieri for her help in pulling off a great new Dewey Beach tradition! Was wonderful to see so many people come to our town in the final weekend of April.

Stand Up the Coast Meet and Greet Events – two paddlers from Florida, Mike Simpson and Will Rich are paddling up the East Coast from Key West to Maine. Mike and Will are paddling for two charities, The Wounded Warrior Project and Sup-Cleanup.com, a beach cleaning organization. Both paddlers will be stopping in Dewey on their way to Maine. Come out and meet Mike and Will while they are in Dewey late May/early June and give stand up paddling a try courtesy of East of Maui and DelMarVa Board Sport Adventures. Go to www.SuptheCoast.com to track Mike and Will's progress and see when they'll land in Dewey.

Marketing Committee meetings are public and are listed on the Town website. Come and join us and share your ideas!

Committee Reports

Elections Committee Report

BEVERLY CORELLE (CHAIR)

Thanks to generous support from Dick Cleaveland, Betsy Damos, David King, Richard Hanewinkel, Dave Davis, and Jim Laird, work is under way on the "Pre-Implementation" phase of a voter registration system for the Town of Dewey Beach. Several other volunteers have offered to assist when needed.

The work is to organize and verify current voter eligibility records and convert them to electronic format, i.e., an Access database, organized by individuals, not by properties. The goal is to develop this file from information available from the County and other sources instead of requiring everyone to submit registration forms. The challenge is to reach beyond the "owner of record" to identify and obtain contact information for all owners, trustees, lease-holders, and permanent residents.

The committee plans to conduct an informal on-line and in-person "voter-satisfaction" survey in Sept. The purpose is to identify specific areas for attention in improving the voting process. Please participate when the survey is available. You may also send comments at any time by contacting committee members through the Town web site.

The committee's next meeting is scheduled for Saturday, May 14, 2011, at 2 pm at the Life Saving Station.

Town News



Monday Night Movies – are Back!

Every Monday night during the peak of our summer season, our local Chamber of Commerce hosts a fantastic tradition, Monday Movies on the Beach! This family friendly experience has averaged over 300 people per week the past couple of years, hopefully you can join anytime you're in town on a Monday evening and enjoy some great (G) rated movies with your beach chair on our fabulous beach. Movies are shown at Dagsworthy Street on the beach each Monday starting mid June 20th – August 29th, they kick off at dark, generally about 8:30pm.

June	20	Mega Mind
	27	How to Train Your Dragon
July	11	Despicable Me
	18	Nanny McPhee Returns
	25	Shrek Forever After
August	1	Tangled
	8	The Sorcerer's Apprentice
	15	Yogi Bear
	22	Secretariat
	29	Toy Story 3

More Town News

First Annual Taste of Dewey

As we get ready for summer 2011 in beautiful Dewey Beach, be sure to mark your calendar to save the date for the first annual "Taste of Dewey" to be held June 18, 2011 from noon to 4 pm in the lions club parking lot off McKinley Street & the Bay. Enjoy scrumptious tastes of the specialties from old favorite and newly opened Dewey area restaurants, a wine tasting, other beverages, and a DJ with proceeds going to support our lifeguards and our towns beautification efforts.

Volunteers Needed: Beautification Day – May 7

Dewey Beach Civic League in cooperation with the Town of Dewey Beach Plans Town Beautification Day on May 7.

Volunteers are needed for cleanup after the winter, planting of trees and flowers, and lots of great camaraderie with fellow members of the town. It will be capped off with a Happy Hour at The Dewey Beach Lions Clue catered by the Starboard and Bethany Blues from 5 to 7pm that evening.

To volunteer please contact Chair Marie Hutton at mariefhutton@msn.com or by phone at 302-674-5159. Volunteers will meet at our Lifesaving Station at 8:30am. Bring gloves, sun tan lotion, tools, hats and anything else you can think of! Then join all at the Lions Club at 5pm, whether you landscaped or not!

Accommodations Tax Reminder

Tax due on accommodations provided between October 1 and March 31 of the year were to be remitted to the Town by Friday, April 15, 2011.

2011 Rental Licenses

A reminder letter and application forms were sent in December to all those who had previously applied for a rental license. If you decide to rent your property but have not previously, a license is required. If you rent and you've not sent in your payment, it is required to be paid before actively renting your property.

Recycling comes to Delaware

Recycling is now in effect for residential properties. Whatever trash collection company you use should provide you with a recycling container at no cost. You can co-mingle aluminum cans, glass bottles, plastic, and paper all in this same container. Contact your private trash collector with any questions.

Another Year of 'No Permits Required'

Council approved another year of 'No Permits Required Monday-Wednesday after 5pm.' In an effort to showcase our Monday Movies on the Beach and Wednesday Bonfires on the Beach, as well as assist the business community on the slower weeknights, council for the third straight year has agreed to suspend parking permits on Monday-Wednesday nights after 5pm. Meters are still in effect, this only applies to permit spaces.

Looking Out for Your Safety: 911 Re-addressing

Sussex County has been requested to evaluate the street addressing in Dewey to assure prompt response from emergency services. Due to confusion in some parts of town, there will need to be some changes. The good news is that their preliminary evaluation is that it will be isolated changes and, for the most part, minimal. In some cases a building number may need to be added while the addressing and unit numbers remain the same. We also need to make sure the proper numbers are posted and clearly visible. This is for your safety as well as the convenience of renters or guests. If your property is affected, you will be notified. The new system will not be implemented until this fall.

Volunteer of the Year, Dick Cleaveland

Our volunteer of the year for 2010 is Dick Cleaveland. Dick has been a very active and dedicated volunteer. Those who attend town meetings regularly know that Dick has implemented the webcasting system for our town meetings. Now you can watch the meetings from anywhere in the world! He has also been our webmaster for the town website and photographer for events such a Beautification Day. Thank you, Dick, for all you do for our town.

Dewey Businesses Donate for Extra Memorial Day Weekend Police

It worked beautifully last year, so a few Dewey Beach businesses have offered to contribute money to bring in extra full time police to show a presence over Memorial Day weekend. The theory is on our first major summer weekend we have full time officers in marked cars riding our streets from 9pm-2am each night in an attempt to set a tone for the season that we appreciate our visitors, but want them to respect the neighbors and be quiet while walking home on the street. Steve Montgomery of The Starboard, Jim Baeurle of Ruddertowne, and Regan Derrickson of Nalu/Ponos have agreed to spend \$6,000 again this year to pay for this service. The full time officers are brought in from other jurisdictions by our Chief of Police Sam Mackert, they are fed each evening by the Starboard, Ruddertowne, and Nalu/Ponos. Then they patrol our streets with minimal lights flashing as a reminder to all to respect the property owners, we want everyone to have fun, be safe, and go home quietly.

Signs were also posted throughout town reminding people of this message: Welcome... have fun, but please get home quietly! It is felt that set a tone for an excellent summer last year, complaints in general were down significantly, not only on Memorial Day weekend, also for the remainder of the summer season. Thanks to The Starboard, Ruddertowne, and Nalu/Ponos for your help and generosity in this effort to work with everyone.

2011
Season

TOWN OF DEWEY BEACH

Rules and Regulations

PARKING PERMITS

PARKING PERMIT RULES – STRICTLY ENFORCED

Parking Permits are in effect May 15 – Sept. 15, as follows:
Monday/Tuesday/Wednesday – 10am – 5pm
Thursday/Friday/Saturday/Sunday – 10 am – Midnight

Vehicles parked on the right-of-way between the hours 10 am and Midnight must display a permit.

2011 Parking Permit Fees

Seasonal	\$200.00
Weekly – Any seven (7) consecutive days	55.00
1 Day – For use on a Mon/Tue/Wed	10.00
1 Day – For use on a Thurs/Fri/Sat/Sun or any Holiday	15.00
Weekend – For use on any three (3) consecutive days	35.00

Dewey Beach property owners who have paid their Beach Replenishment Tax may purchase up to two (2) Seasonal Permits prior to May 30, 2011 for \$100.00 each.

Parking Permit Sales

May 15 – Sept. 15, Monday – Saturday, 9 am – 5 pm
May 15 – Sept. 15, Sunday sales at Parking Permit Machines only.

Parking Permits may be purchased at any time at the Parking Permit machines located at the entrance to the Town Hall Parking Lot.

Mail Orders (Seasonal Permits only!)

Seasonal Permits may be purchased by check through the mail. However, permits purchased in this manner must be picked up at the Town Hall; they cannot be mailed.

Lost or stolen Seasonal Permits may be replaced one (1) time at half the original cost, provided the Police Department is notified and a report filed.

PARKING METERS

Parking Meters are in effect May 15 – Sept. 15,
10 am – Midnight, seven (7) days a week – no exceptions.

Parking Meters are in use at selected sites; a parking permit is not valid at these locations.

GENERAL PARKING GUIDELINES

Failure to pay a parking fine within the prescribed time can result in a \$35.00 fine increasing to \$120.00, a \$70.00 fine increasing to \$145.00 and a \$100.00 fine increasing to \$175.00; the vehicle is also subject to the Town's "Scofflaw" List.

It is the responsibility of property owners to designate private (off street) parking for their guests or tenants (as governed by the laws of the Town). As a general rule, telephone poles mark the line between the right-of-way (where permits are required) and private property.

A \$50.00 fee will be charged on any check returned because of Non-sufficient Funds.

TOWN HALL OFFICE HOURS

Monday – Friday, 9 am – 5 pm

SYNOPSIS OF THE MUNICIPAL CODE FOR THE SUMMER SEASON

(May 15 – September 15)

- No alcoholic beverages are allowed in public, including the beach.
- No one is allowed on the beach between 1 am and 5 am.
- No sleeping is allowed in vehicles or other public places, including the beach.
- No surf fishing is allowed within 100 ft. of bathers between 10 am and 5 pm.
- No private vehicles are allowed on the beach during the Summer Season.

The following are prohibited on the beach:

- Glass bottles or glass containers.
- More than three (3) beverage containers unless in bulk metal or hard plastic containers.
- More than three (3) empty beverage or food containers.

Curfew for Minors – No minor shall remain in or upon any public place between the hours of 11 p.m. and 5 am of the following day except on Fridays and Saturdays when the curfew hours shall be from 12 Midnight to 5 am.

Disorderly Houses are prohibited. Convictions may lead to a tenant's eviction, and the owner could be subject to the loss of his/her Rental License. To report a disorderly house or noise emanating from a commercial establishment, call the Dewey Beach Police Department at: (302) 227-1110.

Occupancy Limits are two (2) persons per bedroom, plus a maximum of two (2) additional persons allowed in a general living area.

Dogs must be licensed with the Town (may be obtained at Town Hall) at a one-time cost of \$15.00 unless lost (replacement license is also \$15.00). Dogs are not allowed on the beach between 9:30 am and 5:30 pm during the Summer Season (May 15 – Sept. 15). Owners/handlers must clean up and dispose of the pet's feces in a sealed container. Doggy bags are available at each street end at the entrance to the beach (blue boxes).

Beach Fires require a \$30.00 Permit, plus a \$40.00 Security Deposit; this \$70.00 must be in the form of cash!).

Volleyball Play will be permitted only in areas and at times as designated by the Town.

Littering is prohibited within Town limits and on the Beach.

No Commercial Activity is allowed on the beach or public streets unless approved by the Town.