



# Dewey Beach Civic League NEWSLETTER

Spring Edition

April 2010

## Letter from the President

As you approach a warm spring season at the Beach, you will see many changes in the town which should be a source of enthusiasm and pride. This annual newsletter, which-- along with our annual membership meeting—we have moved from the fall to the spring, will give you a sense of many great ways both the enjoy your summer and to get involved in the how your town is run. We hope you will do both in a fun-loving and laid-back way, leaving city and national stress-producers at home!

This summer, many people have worked to sponsor a range of activities for beach-goers and their families, many of which are described below. These include movies and bonfires on the beach, Civic League happy hours, town picnics, the Radio Disney event, Town beautification activities, and—starting this year—an annual Dewey Tree Lighting night at Fifer's on Thanksgiving weekend. Many of these are the result of close collaboration between town residents, business owners, and the Town government in a new spirit of cooperation and good will.

There have of course been significant changes in the Town government following last fall's election and Civic League Candidate Forum. We have a re-configured Town Council, a new Mayor, and a new Town Manager. Council meetings are run in an organized and professional manner and are webcast so that all can watch the proceedings. Much has been accomplished, and many challenges remain. The Civic

League, through its refurbished website at deweybeachcivicleague.org will try to educate our membership about these issues and give you a chance to express your views on various issues facing the town through member surveys and emails.

This year, following our new focus on spring, we will sponsor our semi-annual town beautification day on Saturday morning, May 1, with all volunteers gathering at Sunset Park at 8:30 am for cleanup, planting, and camaraderie. Later that same day, at 4:00 pm, we will have our annual Civic League member meeting at the Lion's Club Building, featuring remarks by, and discussion with our new town manager Diana Smith. The meeting will be followed by a Happy Hour for all town residents at the Lions Club from 5:00 to 7:00 pm to celebrate a day of hard work and accomplishment.

Our town beautification activities are financed largely by the annual Blue Banners project, in which business owners pay a modest fee to colorfully advertise on the flagpoles in the Route 1 median. All the proceeds from those sponsorships go to beautification projects, and we thank them for this contribution to our town.

We are especially pleased with, and grateful for, the expanded make-up of the Civic League Board, which is both unified, diverse, and representative of the many perspectives that make up Dewey Beach—homeowners, business owners, and full-time and part-time residents. All love our

town and work hard for it in different ways. We hope you will let all of us know how we can serve you and the town better, and pass on your ideas and feedback.

Most importantly, please enjoy our town and all it has to offer, along with the wonderful people who make it special. See you on May 1, and on the beach and around town all summer long!

David Main  
*President*

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# Family Fun Nights

Join us on the beach! Bring your beach chair and family at **Dagsworthy Street and the Beach**, over the dune from the Lifesaving station.

## MONDAYS

### FAMILY MOVIE NIGHT!

Join us at the beach for a kid-friendly movie shown on a giant screen. Mondays at dusk (8:30pm).

#### 2010 Movie Schedule

June 21	Planet 51
June 28	Shrek
July 5	Shrek 2
July 12	Bee Movie
July 19	Cloudy With a Chance of Meatballs
July 26	Surf's Up
Aug 2	Over the Hedge
Aug 9	Madagascar
Aug 16	Bedtime Stories
Aug 23	Cars
Aug 30	The Princess and the Frog

## Wednesdays

### FAMILY BONFIRE NIGHT!

Bring your family to a bonfire on the beach and don't forget your marshmallows.

For cancellations due to weather, listen to WGMD 92.7 FM or see notice posted at the Lifesaving Station at Dagsworthy Street. No Parking Permits or Meters needed after 5pm Mon-Wed!

# Join us for the Annual Dewey Beach Civic League Unity for Beauty Day

The Dewey Beach Civic League, the Town of Dewey Beach, and local businesses unite once again to enhance our town's beauty.

**When:** Saturday, May 1, 2010

**Where:** Meet at 8:30am at Sunset Park (Dagsworthy St. Bayside)

**Who:** You. Volunteers are needed to plant flowers and trees and do general clean up. Don't worry if you are limited in physical ability or movement. We have jobs even for people who can't bend, stoop, or lift or who have bad backs and knees.

Contact Information: To volunteer or to make a donation, contact Marie Hutton at [mariefhutton@msn.com](mailto:mariefhutton@msn.com).

Donation checks should be made out to the **Dewey Beach Civic League** and mailed to:

Dewey Beach Civic League  
C/o Bob Duncan, Treasurer  
102 Cullen Street  
Dewey Beach, DE 19971

Happy Hour with free munchies and reduced drink prices at 5pm at the Lions Club: the white building at the west end of McKinley Street.

Celebrate a good day's work and build unity as you get to know other volunteers, property owners, and business owners.

## Radio Disney is Coming to Dewey Beach!

The Chamber of Commerce Marketing Task Force is bringing RADIO DISNEY to Dewey this summer! This is going to be one very popular, heavily attended event on our beach. The traveling road show from Disney will set up to entertain thousands of young children in front of the lifesaving station at Dagsworthy Street on Tuesday, June 28 from 6:30-8pm.

Radio Disney will cost several thousand dollars to bring to town but when the idea was pitched in a Chamber Marketing Task Force meeting, Monty from The Starboard, jumped at this event saying this is exactly the type of thing our town should be hosting! If the town was unable to pay for the event, that he would go door to door to our local businesses for donations, and/or foot the cost himself.

So mark your calendars, if you have kids, grandkids, or friends with kids... this is an event they will NOT want to miss. If we are cursed with bad weather, the rain location will be at the Baycenter.

## NOTICE: Annual Meeting of the Membership of the Civic League

The annual meeting of the membership of the Civic League will be held at 4pm on May 1, 2010 at the Lions Club Building, the white building at the west end of McKinley Street in Dewey Beach.

At the meeting, League business will be conducted and we will hear a presentation from Town Manager Diana Smith on changes being made in town governance.

Standing for election to the Board of Directors will be Marie Hutton, and standing for re-election will be Rob Marshall, Steve Montgomery and Joe Nelson. All members from dues-paying households are welcome at the meeting.

The meeting will be followed by a happy hour social gathering at the Lions Club from 5-7pm to which all town residents of the town are invited.

# WELCOME DIANA SMITH Our New Town Manager!

At the Civic League Annual Meeting on Saturday, May 1st, we will welcome Diana Smith to Dewey Beach as our new full time town manager. Diana has been in town since February 1st, and has all in our small town extremely excited on the level of professionalism, experience, and legal background she brings us. She has a short window to prepare for her first major summer season, but has already made huge strides to improve our signage in town, council meeting agenda's, and a general level of professionalism to the every day business of our town.

On a personal level, Diana was born in Pennsylvania and settled in Virginia after her Dad got out of the Marine Corps and became a police officer. Moving to Florida 20 years ago and to Georgia 10 years ago. Diana worked as a paralegal prior to starting her career in the work of local government. She does not have any children, her boyfriend and her have 4 cats (the rescue cat that adopted them in January had 3 kittens on Valentine's Day) and shares custody of their German Shepherd. Diana has been quite involved with the American Cancer Society as a volunteer and also volunteered with the local Humane Society in Georgia. She enjoys playing golf, hiking and relaxing at home with family and friends.

## Dewey Beach Offers Free Parking Monday – Wednesday After 5pm All Season!

Again this year, in an attempt to aid local businesses and to bring people in for the Monday Movies on the Beach, and the Wednesday Bonfires on the Beach, the Town Council has agreed to suspend parking permits on Monday-Wednesdays at 5pm. In addition, to avoid confusion from any of our visitors, they have also voted to suspend parking meters Monday-Wednesdays at 5pm. This will eliminate any visitor from hearing about no permits, assuming there are no meters, and getting ticketed. The Chamber of Commerce Marketing Task Force has done a beautiful

The areas of expertise listed on Diana's resume are:

- Public Management
- Strategic Planning
- Government Relations
- Grant Research / Writing
- Legislative Research / Reporting
- Policy / Program Development
- Public Relations
- Budget Preparation
- Lobbying on State and Federal Level

To all involved in bringing Diana to Dewey Beach, there was one common theme, she was a slam dunk in terms of the right person to make Dewey Beach the greatest run beach town on the East Coast! In her short time so far, she has been overwhelmed with the fantastic resources we have in this town with such a diverse group of property owners, she loves her full time support staff at Town Hall, raves about our police chief and his men, and is more than excited to see our town open back up to full capacity for the summer season.

Please join us as we welcome Diana Smith to our town at the Civic League Annual Meeting at the new Lion's Club building on Saturday, May 1st at 4pm.

job by bringing Dewey the Monday Movies and Wednesday Bonfires, so it is great to see Dewey's Council follow suit by granting this gesture so we can all work together to bring families and children to Dewey on Monday and Wednesdays for these great beach events. Both the movies and bonfires will start at approximately 8:30pm on their respective nights. The schedule of movies is listed not only in this newsletter, but also on the Civic League website, town of Dewey Beach website, and the Chamber of Commerce site.

## The Starboard, Lighthouse, and Nalu Offer Memorial Weekend Police

In an attempt to help keep the biggest Dewey weekend of the year safe as well as to make our visitors aware that Dewey is serious about protecting our property owners, Monty, Jim Baurle, and Regan Derrickson of The Starboard, Lighthouse, and Nalu have offered to pay for several extra full time police officers and the use of their vehicles from neighboring Delaware towns to help our Dewey Beach Police.

Basically, to show a presence throughout our Dewey neighborhoods, these restaurant owners felt it was a significant gesture to have extra police cars slowly patrol our streets as to help curb neighborhood noise and other issues. The opening weekend of each summer season is always as crowded as we see in Dewey Beach. To bring in extra officers and have them patrol our streets, with no arresting authority, but with the ability to radio our own police on any issues, would send the right signal to start out a new summer season.

All of us want our visitors to have a great time and enjoy the many things we all love about Dewey Beach. We just want them to understand we have rules and property owners to respect. This is being done on a trial basis in accordance with our police chief Sam Mackert, and if all goes well, will be something to be considered for major holiday weekends in the future. It is being fully funded by these three restaurants, and more may join the effort as the busy weekend approaches. The Civic League thanks these individuals for being proactive in our town with this major effort to help control the first major holiday crowds so we can all enjoy the kick off to summer!

# Dewey Beach Marketing Committee Update

Dewey Beach has a new marketing committee. Mayor Rick Solloway, commissioner Diane Hanson and our council have set up this committee to help market our town in a positive light, promote the great events we have in place, implement new events for all to enjoy, as well as to oversee noise, intoxication, and other issues that our town may face from time to time.

This new marketing group is separate from the existing Chamber of Commerce Marketing Task force formed by Monty, Carol Everhardt, and Steve Huse many years ago. We thank that task force for its many improvements to the quality of life here in town by bringing us the Monday Movies on the Beach, Wednesday Bonfires on the Beach, improved signage, Radio Disney this summer, landscaping to help control the amount of towing (which Monty of The Starboard did at his own cost), and general promotion of Dewey Beach through the many avenues our local Chamber offers.

This new town marketing committee has now met three or four times, and will help add to this effort in several ways. Currently

on the short list for this committee are efforts to:

- Help control the “June Bug” issues – we all deal with during the two weeks in early June as High Schools let out and head to the beach. Several new ideas are in the works.
- Parking simplification – new parking signage, easier to understand parking permits, and adding a “parking station” somewhere on Bayard Avenue will help not only sell parking permits to our visitors, but also to act as an ambassador to these visitors by answer any questions, help them understand all our town offers, etc.. This effort will model the ones already used in Rehoboth Beach.
- Parking Permits – for the first time ever, parking permits will be sold by our local real estate businesses as guests check into their summer or weekly rentals.

Developing a working relationship between our businesses and homeowners is something that is essential to survival in a town

like Dewey. Most all of us love Dewey Beach, and we all want to co-exist and enjoy our town. Therefore working together on issues and events is the best route for our town to take.

## Civic League to sell banners again this season.

Banners are again available via the Civic League. They are purchased by local businesses and organizations and are located on in the Route 1 median strip.

The cost is \$300 per banner (\$200 for non-profits).

The proceeds go entirely to town beautification.

For more information or to place an order email: Rob Marshal of the Atlantic Oceanside Motel at [rcm@atlanticoceanside.com](mailto:rcm@atlanticoceanside.com)

## Civic League Brings New Tradition to Dewey – A Dewey Beach Christmas!

In an effort to make our town more festive over the holiday period, The Civic League is taking on the task of adding a huge spruce to the state owned grass area just south of Fifer Orchards Market on the northern border of our town (west end of Chicago street & Highway One). This will be viewed by traffic heading both north and south, and will be a live spruce living year round.

We will decorate the tree for the season along with help from the town for power, watering, etc... and host a **Christmas Tree Lighting Ceremony on Saturday, November 27 at 6pm.**

Similar to one they have in Rehoboth on the Friday before, we hope to bring new life to Dewey for the holidays with this fun event for you all to come and enjoy. We will provide live music, Santa will visit, and more than likely we will ask Civic League members to bring treats for all to enjoy, in a pot-luck fashion. Fifer Orchards will remain open for this event with treats such as Hot Chocolate, Cider and Pies.

A family friendly event for all, please make plans to join us on that Saturday evening from 6-8pm for the Tree Lighting and a festive atmosphere for all to enjoy.

## Civic League Launches a Brand New Website!

[www.DeweyBeachCivicLeague.org](http://www.DeweyBeachCivicLeague.org)

In an effort to make our Dewey Beach Civic League website more useful to our property owners in town, we have completely revamped the site and it is already live.

There are several new features being added over the next few months with plenty of useful information. We have Happy Hours lined up at local businesses throughout the year and will continue to post local news on our town that you should all be kept aware on.

The Civic League thanks Dick Cleveland and Paul Bauer for their generous help and time in creating our new web design. Thanks guys, your efforts are greatly appreciated!

# Events

## May

### **Saturday, May 1**

Beautification Day  
Sunset Park, 8:30am

Dewey Beach Civic League Annual Meeting  
Lions Club, 4pm

Dewey Beach Civic League 1st Happy Hour  
Lions Club, 5-7pm

## June

### **Saturday, June 12**

Dewey Beach Civic League Happy Hour  
Ponos, 5-7pm

### **Monday, June 21**

1st Movie on the Beach

### **Wednesday, June 23**

1st Bonfire on the Beach

### **Tuesday, June 29**

Radio Disney on the Beach

## July

### **Saturday, July 10**

Dewey Beach Civic League Happy Hour  
Northbeach, 5-7pm

## August

### **Saturday, August 14**

Dewey Beach Civic League Happy Hour  
McShea's, 5-7pm

## September

### **Saturday, September 11**

Dewey Beach Civic League Happy Hour  
Woody's, 5-7pm

### **Saturday, September 25**

Dewey Beach Town Party  
6pm

## October

### **Saturday, October 9**

Dewey Beach Civic League Happy Hour  
Lighthouse Cove, 5-7pm

## November

### **Saturday, November 27**

Dewey Beach Civic League Tree Lighting  
Fifer's, 6pm

## To update the information we have on file:

Use the "how to join" option under "about us."

Select the "Join on-line" option and fill out the resulting form.

After you click on the "Send" button and the screen changes to instructions on how to use PayPal, just click on the umbrella at the top left corner of the screen and it will return you to the home page of the site. You will have provided the information to us and have not had to pay any additional dues.

Of course if you are renewing for this year and wish to pay online, you should continue appropriately.



Fan us on Facebook

Search for us by our email:

DBCL19971@gmail.com

or look up Dewey Beach Civic League

## BOARD MEMBERS AND OFFICERS

Paul Bauer

Bob Duncan  
*Treasurer*

Steve Huse

David Main  
*President*

Rob Marshall  
*Secretary*

Steve (Monty)  
Montgomery

Joe Nelson

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Bronie Zolper  
*Vice President*

**Dewey Beach Civic League**

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