



# CITY OF MARGATE CITY

MUNICIPAL BUILDING  
ONE SOUTH WASHINGTON AVENUE  
MARGATE CITY, NEW JERSEY 08402  
(609) 822-0424

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## “Margate City News”

Summer 2012 Newsletter

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### *A Message from Mayor Mike Becker*

Welcome to summer in Margate and a very special welcome to all our summer guests. I ask all of you to be careful driving, crossing streets and biking while enjoying all Margate has to offer ...beautiful beaches, fine dining, shopping, and fishing and boating.

There have been many accomplishments since May of 2011, when I was reelected to serve as Mayor of this great city. Each and every single initiative saves our taxpayers money and allows the City to operate more efficiently and productively. We hired a new auditing firm which is currently working on a comprehensive audit to be presented at our June 21<sup>st</sup> meeting; we hired a new local Bond Counsel who is working to restructure some of our City debt to save money; we hired a Business Administrator with a wealth of municipal experience; we cut capital spending by 2 million per year; we reorganized the beach badge department saving money on promotion and increasing sales revenue; we canceled the ordinance for firehouse #2, lowering the City’s debt by 2.8 million; we redesigned Firehouse #1 saving 2.5 million, and last but not least, we combined the Planning and Zoning boards for a saving of \$35,000.

In addition, we are holding Town Hall Meetings for our summer residents and we have instituted this quarterly newsletter in an effort to better communicate with all our residents both seasonal and year round. We have two Town Hall Meetings scheduled for this summer. One is scheduled for Saturday, June 30<sup>th</sup> at the Bloom Pavilion at 9 am and the other on Saturday, July 28<sup>th</sup> at the Bloom Pavilion at 9 am. I am all for transparency in government. I want our citizens to be informed and participate in the government of their home City.

Our next project will be a focus on the Union Avenue School property and we’d like your input. There will be a “Union Avenue School Town Hall Meeting” on Thursday, August 9<sup>th</sup> at 7 pm at City Hall. Please attend, as your input is important to us.

Hope to see you at one of the above Town Hall Meetings; in the meantime, slow down, be careful and enjoy the summer!

*Mike*

*Enjoy our beautiful beach but please, leave nothing behind but your*



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**“NOTABLE MARGATIANS” – SUMMER 2012**  
**ROY GOLDBERG, BUSINESSMAN & PHILANTHROPIST**

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Roy Goldberg, of Margate is president of Gold Transportation which coordinates over 1000 charter flights per year from over eighty cities into Atlantic City. Over 180,000 tourists arrive and depart each year on Gold Transportation flights, making it the largest charter operator at the Atlantic City International Airport.

After working in his family’s hotel business and then at Caesars World as its first director of Casino Marketing and assistant to the vice president of Casino Operations in the 1970s, Goldberg started the first independent junket business in New Jersey in 1981, forming a gaming-related travel business that provided customers and air transportation to the Atlantic City casino industry. In 1984 the business expanded with the startup of Sterling Coach Lines and the purchase of Grey Line Tours of Atlantic City. These businesses operated under the corporate heading of Sterling Transportation Services, moving thousands of employees and customers to the casinos. In a 1992 corporate restructuring, Sterling Transportation Services was sold to a New York company and the corporation was renamed Gold Transportation Group, Inc. Also that year, Goldberg entered the publishing business with the first issue of Atlantic City’s only in-flight magazine *Fun ‘N’ Games*. The editorial content of *Fun ‘N’ Games* is designated to promote Atlantic City tourism and serve as a guide to entertainment and local attractions. Over 35,000 tourists now see each issue.

From the inception of Gold Transportation Group, Inc. until today, the scope of the corporation has changed dramatically. Over those years, Goldberg has demonstrated an unwavering commitment to community involvement.

Goldberg initiated the Gold Invitational Golf Tournament in 1988. It continues as the foundation’s major fund raiser. In 2002 as part of the Gold Foundation, Goldberg established The Shirley Mae Breast Cancer Assistance Fund in honor of his mother, a breast cancer survivor. To date, through the Shirley Mae Run & Walk held each May, the fund has raised and donated over \$1,200,000 to breast cancer patients in southern New Jersey. This program provides relief for the unanticipated financial burdens of purchasing prescribed breast cancer medications that exceed insurance coverage, prostheses and wigs.

During the past 24 years, \$2,600,000 has been donated as a direct result of the Gold Invitational Golf Tournament, The Shirley Mae Run & Walk, and the Margate Rock Festival held on the bay in Margate.

Goldberg served as a director of The Boardwalk Bank in Linwood from 1999 until its sale to Cape Bank in 2008. In 2010 he was elected to the board of Cape Bank. He serves as vice chairman of Bacharach Institute for Rehabilitation in Galloway Township, and as a board member of the AtlantiCare System Board of Trustees. He also serves as chairman of The Gold Foundation and a board member emeritus for The ARC of Atlantic County. He previously served on the boards of Seashore Gardens and the Jewish Community Center in Margate, New Jersey.

Goldberg and his wife, the former Joanne Perskie, have three children.



### ***Update from Commissioner Maury Blumberg...***

I thought I might use this quarter's column to introduce you to an outstanding member of the Revenue and Finance team. Please meet Deputy Clerk Rosie Freed. Rosie has been with Margate City for over 20 years. She is a very special woman and an invaluable asset to the Margate City team. Rosie has been Acting Clerk for over 6 months and the City would not have been able to function as efficiently as it has in the absence of our Clerk without Rosie stepping up to take on additional responsibilities and pressures. Not one complaint have we heard from Rosie or the public she serves, while acting in this capacity. Duties of the Clerk and Deputy Clerk along with myself, include: oversight of the tax office, elections, and financial matters related to capitol, insurance, tax collection, preparation of resolutions and ordinances, licenses, and the oversight of the day to day City operations. Rosie's willingness to help and broad based knowledge of these functions and tasks at hand, allow for a smooth operation no matter what the apparent crisis. Please, next time you visit City Hall stop by and say "hello" to Rosie and join me in thanking her for the wonderful job she does for the City of Margate.

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### ***Update from Commissioner Brenda Taube...***

Greetings and Happy Summer everyone! It's been a busy first year and I'm proud of what we've accomplished so far. I'm most pleased about hiring Rich Deaney, our new Business Administrator. Rich's impressive municipal background has already helped us save thousands of dollars and the City and staff is on a better path of fiscal responsibility, organization, equality and overall morale. Communications in the community have improved as well, with the addition of this newsletter, the new call information system, the citizen's advisory board, and the summer town hall meetings we now host. I understand we'll always have challenges but I feel good about our talented team of employees, and the leadership and direction in which the City is heading. We've raised the bar so we will jump a little higher to serve you.

A couple of updates...weekly recycling begins July 4<sup>th</sup> and continues to Labor Day. And, some of you have asked me while discussing the City's opt out program for unwanted mail and catalogues, "how do we get off the phone solicitation lists? And, is there a separate list for cell phones?" Well, here's the answer...Call (888) 382-1222 from the land line or cell phone you wish to register. The separate cell phone list is an "urban legend". There is one number to call but you have to call from each phone number you wish to not receive calls on. You can also go to [www.donotcall.gov](http://www.donotcall.gov) to have phone numbers removed.

On a lighter note, in April my family adopted "Rosie", a Malti-Poo puppy. She is adorable and a delight but a bit of a responsibility that includes several daily walks. On these "Rosie walks", I recognize and appreciate more than ever just how beautiful Margate is and the great pride our residents take in caring for their yards and gardens. Thank you and have a wonderful summer!

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**ZONING TIDBITS**  
**By ROGER RUBIN, ZONING OFFICER**

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**HOME OCCUPATIONS**

We are often asked if home occupations are permitted in homes in Margate, and the answer is “Yes,” provided it truly is a home occupation as defined. The restrictions are:

- The practitioner must be the owner of the home in which the business is taking place, and must be the resident as well, along with his/her family.
- There may be NO non-resident employees in the home; only family members may work in the home occupation.
- There can be no outward physical appearance of a business, such as signs or mailbox indicators.
- You may not sell anything at the home, nor have customers present at any time; no clients may visit the site.
- There may be no deliveries (other than normal residential deliveries).
- You can't have any equipment in the home business that creates noise, fumes, odors, electrical interference.
- The home occupation must be “incidental and subordinate” to the principal use of the dwelling, as a residence for your family.

As always, if you have any questions, do not hesitate to call us at 822-5438.

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**Employee Happenings**

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**Congratulations to...**

- Anthony Edge in our Public Works Department and his wife Casey on their new baby girl, “Leah” born on March 2<sup>nd</sup>.
- Firefighter Ashton Funk who married Lisa Grossman on June 7<sup>th</sup>.

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**FLOOD WARNINGS**

- Margate City has implemented the Global Connect system to issue flood warnings to its residents. Residents will receive warnings and evacuation information via their telephone. All advisories or storm warnings are broadcast by all local radio stations (WFPG-AM 1450, WMID-AM 1340, WOND-AM 1400) and TV stations (Channels 3, 6, 10 and 40), weather radio and police vehicles equipped with public address systems. Comcast Television will broadcast up-to-date weather information and local emergency advisories or evacuation orders on Channel 2. Other sources of emergency information will also be heard on local radio stations. The ORDER TO EVACUATE is given only when the best efforts of local and county Emergency Coordinators have evaluated the projections of storm headings and all other storm related information. All persons with disabilities, invalids, and those who cannot care for themselves should contact the City at 822-1151. This list is kept in confidence; however, it is

your responsibility to update or change this information. The local newspapers offer supplements with "What to Do" details when hurricanes threaten.

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**MARGATE**  
***Brings back that neighborhood feeling!***  
***by Franz Adler***

**Margate Civic Pride: What is this?**

The organization was formed to unite the residents of Margate with their government and each other. Whether you live here year round or just for the season we are all part of this great city. Dealing with the daily challenges of the Public Works Department is done under the very experienced and educated leadership of Certified Public Works Manager Frank Ricciotti. Along with Commissioner of Public Works Brenda Taube, who leads our department from the executive position, this organization has a strong foundation. We as a team field concerns and suggestions from our citizens. This is achieved by members becoming Block Captains if they choose to do so, and assuming responsibility for their nearest inlet (storm drain) by cleaning off the debris such as litter or leaves. Also giving information packages and help to your neighbors, through communication and dialog on an informal level. Our mission is problem-solving without bias or prejudice towards any specific person or situation. The greater good of Community is always at the forefront of Margate Civic Pride.

**Who are we?**

We are your friends, neighbors and visitors. You can easily spot us cleaning a drain, picking up litter, giving out information to new neighbors or just giving a warm greeting around town. The people involved are residents and businesses alike.

**How can you be part of this?**

You can join Margate Civic Pride by contacting Franz Adler at 822-5038 or via email at [adler\\_franz@margate-nj.com](mailto:adler_franz@margate-nj.com). There is no cost for membership unless you put a price tag on Civic Pride.

**Where and when do you meet?**

Members and perspective members will meet in July and Block Captains will receive their shirts and new and existing members will be introduced to each other. Roger Rubin, who has contributed tirelessly to this project, sends out periodic email communications to the membership. We are 60 members strong and growing daily. Please consider joining us.

I am Franz Adler, Assistant Superintendent of Public Works and Founder and Chairperson of Margate Civic Pride. My background includes 24 years in Public Works and I've lived and/or worked in Margate since 1974. I'm a NJ Certified Recycling Professional and an instructor for Rutgers University/Continuing Adult Education. I have always felt a strong bond to the people of this community and I'm proud to serve them. Give back to Margate by joining Margate Civic Pride. I hope to see you at a meeting soon. Thank you!

**Just FYI...Work Sessions are held the first and third Thursday of each month at 4:00 pm, followed by Commission Meetings at 5:00 pm. On the second Thursday of each month there is an evening Work Session at 7:00 pm. These meetings are open to the public and attendance is strongly encouraged.**

**Have questions and want answers?**  
**Email the Mayor at [mayorbecker@margate-nj.com](mailto:mayorbecker@margate-nj.com) and your question may just get answered in the next edition of "Margate City News".**