



CITY OF MARGATE CITY
MUNICIPAL BUILDING
9001 WINCHESTER AVENUE
MARGATE CITY, NEW JERSEY 08402
(609) 822-0424

“Margate City News”
Spring 2015

A message from the Mayor & Commissioner of Public Safety...

February was a terrible month for weather. Winter was compressed into one month but spring is just around the corner and the gloom of winter will be replaced by the hope of spring and then summer.

Almost eight years have passed since I became Mayor - it's hard to believe time has passed so quickly and I am extremely proud of the condition of the city. There has been a lot of changes that have occurred that benefit Margate now and also in the future. These changes have occurred with the help of a lot of good people. To all of you who have worked so diligently and so hard to help this great city - Than You. As we move forward be assured that we will continue to make Margate's Government more efficient.

Once again I report to the people of Margate:

- Our ratable base has risen every year since 2007 and is now over 3.5 billion dollars.
- There will be no municipal tax rate increase for 2015 which means Margate has had no municipal tax rate increase for FOUR consecutive years.
- To control runaway debt we have cut capital spending by 2 million per year.
- The number of city employees continue to decline. As employees retire each position is evaluated and replaced only if necessary.
- There is a lot of construction taking place in Margate resulting in more ratables which help keep our finances stable.
- Services provided by the city are exceptional. We stand tall when we compare our services to other towns.

Finally, I hope we can find a way to work together for the good of the residents of this great city.

~Mayor Mike Becker



***A Message from Commissioner of Revenue & Finance,
Maury Blumberg...***

To Margate Homeowners,

As commissioner of Revenue and Finance, I am extremely pleased and proud to announce a 3rd consecutive year of NO MUNICIPAL TAX INCREASE! This is

extraordinary, particularly since we have been able to accomplish this goal with no sacrifice in the great services you have come to expect. In fact, we are evaluating our surplus at this time and may even be able to provide a small tax reduction.

Thank you to all our department heads and their staffs for another fine job in managing spending and resources. Thank you to our Business Administrator, Revenue and Finance team, grant writer and all Margate employees involved in effectively managing our money, increasing revenues and maximizing our investments. We are positioned for another great year in 2015 and will continue to look for ways to reduce your tax burden.

As you may be aware, in late February, the Army Corp. of Engineers cancelled bids for the beach project. This was a great win for democracy and the residents of Margate who believe there is a better and more cost effective way to protect our island. Expensive, unsightly dunes and the financial burdens that accompany this pork barrel project are not welcome in our town.

We are committed to continuing to work toward a compromise that does not include dunes and enhances protection for our *entire* island from extreme flooding. Heighten bulkheads throughout the town and master Jetty in Longport are only two of many solutions that should be considered as alternatives. I will continue to advocate for these and other measures that don't destroy our beaches. In the meantime, we are FREE to enjoy our beautiful beaches, as we have for many generations!

Have a wonderful spring.

~Commissioner Maury Blumberg



A Message from Commissioner of Public Works, Brenda Taube...

Hurray, spring is finally here! As you can imagine, it was a busy winter for our Public Works Team! But they did an outstanding job managing the snow and ice, keeping our streets and public sidewalks clear, safe and passable, all while managing the frozen pipes and water shut offs throughout the City. I applaud our team and give each and every one of them a heartfelt thank you!

Time has flown by! My first term is nearing an end and I'm gearing up for another opportunity to serve Margate for another term. Yes, politics can be challenging at times but the rewards are greater. I enjoy my service and I'm proud of my accomplishments and contributions. I've served honestly and fairly, asking hard questions when something didn't seem right or accurate because it's my responsibility as a Commissioner. I care about our residents and wish to do right by them so I've tried my best to provide responsible oversight.

In my term, we've improved City operations both financially and administratively, with a flat tax rate for four straight years in a row. I'm also proud of organizing the state program "Sustainable Margate", starting this newsletter "Margate City News", arranging weekly, year-round recycling collection and retaining our very experienced part-time Business Administrator.

I wish you all a happy spring! As always, if you have any questions, concerns or suggestions, I'm happy to speak and meet with residents personally. I may be reached at (609) 822-0424.

~Commissioner Brenda Taube

“NOTABLE MARGATIANS”
Jerome “Jerry” Greenberg
Margate Emergency Management Coordinator

by Brenda Taube

Flora Swift, a 5th grader at Eugene Tighe School recently visited the Philadelphia Art Museum with her entire class, thanks to Jerry Greenberg and his wife, Myra. Flora was elated as she described the experience of the Philadelphia Art Museum. Her favorite part was abstract art and Pablo Picasso’s work. She said the whole class had a lot of fun and thought the trip was really interesting. This treat and its imprint on our youth, the future of Margate, is just one reason why we are honoring Jerry as one of Margate’s Notable Margatians.

Jerry was born and raised in Atlantic City and graduated from Wharton School of Business at the University of Pennsylvania. After college he served two years in the Army on a Nike Guided Missile base in Lincoln, MA. He then joined the family insurance agency, Louis Greenberg, Inc. in 1957. He was an insurance agent for over 40 years. Former Commissioner Tom Markowski was an associate of Jerry’s at the insurance agency, where they wrote the first Flood Insurance policies in New Jersey.

Jerry has lived in Margate for 54 years, as long as he and his wife, Myra have been married. Myra Bernstein Greenberg taught Science and Chemistry at Atlantic City High School and was a member of the Margate School Board. Jerry and Myra have two sons, Paul and Dan who are both married. Paul lives in Westport, CT with his wife Ellen. Granddaughter Susan is a senior at the University of Pennsylvania; granddaughter Amy is a freshman at Stockton University. Son Dan resides in Lexington, MA with his wife Jennifer and grandson Sam.

Numerous professional organizations have benefited from Jerry’s involvement and experience including the Atlantic County Association of Independent Insurance Agents and the Independent Insurance Agents of New Jersey where he served both organizations as President.

In Margate, Jerry served as Margate Civil Defense Director (1968-1970) and later was appointed as its Emergency Management Coordinator (1987), a position he holds today.

Jerry has volunteered for numerous organizations including his alma mater, where he chaired the alumni committee which interviewed prospective students applying to the University of Pennsylvania. He was a Boy Scout and Explorer leader, and President of Ye Olde Tymers Club of Atlantic City where he chaired the Student Assistance Committee and was responsible for establishing the Ye Olde Tymers Club Scholarship Fund at Stockton University.

Jerry is a member of Justice Lodge #285 and trustee of the Justice Lodge Scholarship Foundation, a member of the Board of Margate Terrace, member of the Board of Shalom House and its current Treasurer. Jerry is an amateur radio operator (call sign-W2ZMU), enjoys boating, fishing, gardening and traveling. Jerry and Myra have had the fortune to visit and explore 42 states and 40 foreign countries.

As Margate Emergency Management Coordinator, Jerry has had his work cut out for him with three weather related emergencies, just in the last four years: Hurricane Irene (Aug 2011), Derecho (June 2012) and Hurricane Sandy (Oct 2012). During a state of emergency, Jerry is in charge and coordinates efforts with local, county and state offices of emergency management and then advises the Commission and emergency personnel of procedure.

For not only his gift to Flora and her 5th grade classmates but for all his many contributions to making our community a better place, we say “thank you” to Jerry. The City of Margate is honored to name Jerome “Jerry” Greenberg as a Notable Margatian.



”Gardening by the Sea”

By Ellen Lichtenstein

As a beach dweller, the adage ‘If you’re lucky enough to live at the beach, you’re lucky enough’ probably resonates with you. However – if you’ve ever tried to pull a lush garden from this sandy loamy soil then surely you know its travails as well!

Every spring we get exciting opportunities to rethink our garden. Today, we know how to increase our chances of creating landscaping that will endure. There are many factors that contribute to the successful growth of plants. Here are some that you should consider:

- Choosing plants that are sustainable &/or natural (native to our area) helps the gardener pick the right plant for the right location for the right purpose.

For instance we can focus our attention on attracting beautiful and beneficial wild life (like planting native Milkweed - including: common, swamp and orange -for monarch butterflies), and/or plant a native garden that would be sustainable throughout the hot & dry spells of our summer climate.

- Every spot has its own microclimate.

The hardiness zone maps have been refined. Zone 7 no longer describes all of South Jersey. Experience tells us that what might work for our neighbors across the bridge has no bearing on whether that plant will thrive near the ocean. And while you might be beachfront, where only native plants withstand sea spray and harsh winds - your house may have a hidden alcove – allowing you to place a less resilient species in its shelter.

- Choosing the right species of a plant gives it the best chance to thrive – saving ourselves disappointment and loss of resources.

When Lucy the Elephant began her watch over our seaside she observed the natural landscape. Scrub Pine and Pitch Pine, the flowers of Rosa Ragusa and dune grasses like *Ammophila breviligulata* were abundant. As indigenous species, they sustained themselves for many years. *Ammophila* (which means ‘sand lover’) is not a lover of all sandy areas. This beach grass species, *Breviligulata*, is considered an invasive species to the Pacific coast. The same thing can happen here. We can visually enjoy non-native species, but they will most likely not adapt well, or worse – their roots may spread too far and wide, pushing out the plants that need to be here, the ones that support our indigenous wild life.

There is a vast array of species found here – from which one can create the most beautiful gardens and landscapes while benefiting the entire ecosystem.

- Indigenous trees attract and harbor native birds to our area, which in turn, consume harmful insect populations.
- Allowing wild flowers to bloom fosters bees that pollinate the plants we depend upon for food.
- Planting rain gardens (comprised of the thirstiest plants) at the spots which always seems to be the last to dry-out will reduce flooding.

- Being mindful to water minimally, reduces the drain on our aquifers and encourages sustainability. Our lawns need only one inch of water per week. The roots of the grass grow deeply to reach for the water lower in the soil, creating more drought resiliency. Overwatering results in run off; taking with it any fertilizer or chemical we have applied. On its way to a drain, this water will pick up additional elements from cement and asphalt then empty into our bays and oceans, producing red bloom algae, suffocating the waters in which our fish live.
- Have your garden soil pH tested before using additives, so you know exactly what to adjust; providing your plantings with the most nutritious growing medium. You can easily obtain this test kit from Rutgers Atlantic County Master Gardener Help Line. Call: 609-625-0056.
- **There will be a tree give away Saturday, April 18th from 9AM to Noon** at the Public Works Yard located at 101 North Benson Avenue Margate, NJ

This is the second year the city of Margate is participating in the Arbor Foundation's NJ Tree Recovery Campaign. Last year, Sustainable Margate handed out over a thousand seedlings of 5 different types of trees and bushes. Trees provide shelter, nourishment, shade, oxygen, sequester carbon dioxide, hold top soil in place, prevent flooding, buffer wind, and are beautiful. It's one of the easiest and best gardening choices one can make.

Lists of plants that are native to this area are widely available. The Native Plant Society of NJ's list is pages long! See http://www.npsnj.org/pages/nativeplants_Plant_Lists.html

<http://www.arborday.org/trees> is a wealth of information about trees. On this site you can find guidance for choosing and caring for the right tree for your land.

Butterfly gardening info can be found at: <http://www.nativeplantwildlifegarden.com/milkweed-for-monarchs>

The library has many great books to borrow specifically at Index #635.9

[Seaside Gardening](#) [Gardening at the Shore](#) [NJ Gardeners Guide](#)

Many local gardening centers provide a wealth of native planting information.

A great book written by one is [Best Garden Plants for New Jersey](#) by Lorraine Kiefer

The 4-H Club hosts the Master Gardener's native plant sale annually.

3210 Route 50 Egg Harbor City, NJ 08215 609-625-0056

The surfer's organization (Surfrider) advocates on behalf of oceans and ecology. Their website includes information on Ocean Friendly Gardens among many other topics.

<http://surfrider.org/programs/entry/ocean-friendly-gardens>

This spring make your beautiful garden great!

Resident Reminder...
Recycling is now being collected
EVERY WEEK
on the same day as your trash.

Upcoming Events...

- Sat., April 18 from 9 to 12 noon – Tree seedling giveaway at Public Works Yard
- Sat., April 25 starting at 9 am – 30th Annual Beach Sweeps on the Granville Ave. Beach sponsored by Clean Ocean Action
- Sat., April 25 from 8 to 12 noon – Paper Shredding Event at the Public Works Yard
- Sat., May 2 & Sun., May 3 – City Wide Yard Sale
- Sat., June 7 – Tour de Downbeach
- Sat., June 27 - Beachstock, ‘The Planet’s Biggest Beach Party’

Margate City Recreation Department

The Summer 2015 Brochure will be mailed out to all local residents and be available for pick up in various locations around town such as Margate City Hall, the Martin Bloom Community Pavilion, the Margate City Public Library, the Margate City Recreation Department (William H. Ross III School). The Summer 2015 Brochure and all program details and registration materials will also be available online at www.margate-nj.com ("Recreation Quick Link"). For further assistance please contact us at 609-823-6658.

To the world you may be one person, but to one person you may be the world.
~Anonymous

Congratulations and Best Wishes to the following employees...

Retirements:

City Clerk Thomas Hiltner retired January 1st, 2015 after 29 years of service.

City Clerk Rosemarie Freed retired February 1st, 2015 after 23 years of service.

Public Works administrative assistant Rosie Gunter retired March 1st, 2015 after 29 years of service.

Promotions:

Deputy Tax Collector Linda Morgan was appointed as Tax Collector beginning January 1st, 2015.

Firefighter Anthony Tabasso Jr. was promoted to Fire Lieutenant on January 8th, 2015.

Engagements:

Police Detective Joe Scullion asked Rayanna Littleton to marry him and she said, “yes.”

Police Officer Shane Conesky asked Amy Ordille to marry him and she said, “yes.”

Police Lieutenant Ken Bergeron asked Margate School Teacher Debbie Fawley to marry him and she said, “yes.”

Love is in the air in our Margate City Police Department!

Other good news...

On February 19th, 2015 the 2015 Municipal Budget was introduced with no increase to the local tax rate for the fourth straight year.

Congratulations to our children at the Eugene Tighe School and the William H. Ross School for 4th and 5th respectively in the statewide 2014 Recycle Bowl Competition!

Things to think about...

- One used oil change can contaminate 1 million gallons of fresh water.
- A full bath tub uses up to 70 gallons of water.
- Taking a five minute shower uses only 10-25 gallons of water?
(Source: US EPA – District 2)

We can complain because rose bushes have thorns,
or we could rejoice because thorn bushes have roses.
~Abraham Lincoln

2015 Beach Badge Information

Beach badges are required to be worn on the beach during the summer season by everyone 12 years of age and older. **The pre-season cost for a regular badge is \$7 and for a senior citizen, 65 years or older, the cost is \$3.50 (may only be worn by a senior citizen). The cost for all badges purchased after June 1st is \$15.00**

Beach Badges are available now at the Margate Municipal Building and the Bloom Pavilion.

Margate Municipal Building

9001 Winchester Avenue

Monday thru Friday – 9:00am to 4:00pm

&

Bloom Pavilion

Huntington Avenue and the Beach

Monday thru Friday – 10:00am to 3:00pm

Beginning April 4th 7 days a week 10:00am to 3:00pm

Reservation Policy

Badges may be purchased through the mail and held for in-person pick up at a later time. To reserve badges, send check or money order payable to “City of Margate” in the exact amount of the purchase to the following address:

Attention: Beach Badges
Margate Municipal Building,
9001 Winchester Avenue
Margate, NJ 08402

Include a phone number and the quantity of badges you wish to purchase. Reservations must be in City Hall by the close of the business day on May 31st and postmarks are not accepted.

Veteran Badges are available at the Martin Bloom Pavilion. Those eligible include: Active Military and Active members of the NJ National Guard, their spouse and dependent children over 12. Other Veterans who were Honorably discharged receive 1 badge with military ID or discharge papers. Proper identification required. For more information call 609-822-2285.



Like Us on Facebook
Margate City now has an official Facebook Page
“Margate City, NJ”

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 special Work Session at 7:00 pm provided there are agenda items (call 822-2605 to find out). These meetings are open to the public and attendance is strongly encouraged.

Enjoying this newsletter? Please tell your friends and neighbors so we can increase our database and serve more residents. Email NEWSLETTER@margate-nj.com with the subject “NEWSLETTER” to have email addresses added to our newsletter distribution.

If you have any suggestions on how to improve this newsletter or if you have recommendations for a “Notable Margatian”, we want to know! Please call 609 822-0424 or email Brenda at commissionertaube@margate-nj.com.