

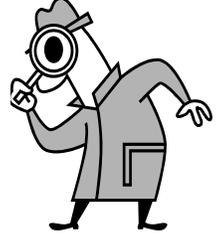


Newsletter Highlights

- Mediacom Survey Results Available—Page 2
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- Fiscal Year 2011 Budget Overview—Page 4
- Update on Utility Relocation on Garfield Parkway—Page 7
- Conversion to Pay Stations—Page 10

Bethany Beach

May 2010



Nature Center and Conservation Area Re-Opens

This summer, the Bethany Beach Nature Center and Conservation Area will again open its doors to visitors. The culmination of over a decade of work by citizens, and the determination and commitment of the Town to preserve the “Natter property,” the Nature Center is the largest parcel of undeveloped land within the Town of Bethany Beach.

The land was purchased from the heirs of Annie K. Natter in March 2001 through a public/private partnership to protect the unique 26-acre parcel for habitat conservation, environmental education and passive recreation. It consists of three acres of forested uplands, more than nine acres of freshwater wetlands, and fourteen acres of tidal wetlands.

The Center for the Inland Bays (CIB) has partnered with the Town of Bethany Beach to bring the Inland Bays to residents and visitors through state-of-the-art exhibits, and a demonstration native plant garden.

(continued on page 3)

From the Mayor's Office

Hello! I hope you had a good winter and are looking forward to a beautiful Bethany Beach spring and summer. I know I am. I would be remiss if I did not take a few lines to thank all who have wished me a speedy recovery from recent surgery. As fate would have it I recently suffered a heart attack and within days found myself at Johns Hopkins waiting for a triple bypass. Fortunately all seems to have gone well and I am on the mend but the overwhelming support from so many of you has been truly heartwarming and I can't tell you how much it has meant to me and my family! On to business...

Once again the Town was pounded by a significant storm during the off season and the impact on our protective dune has been significant. I want to reassure you, that your Council, State officials, and your Congressional Delegation are doing all in their power to find the funding to restore the dune as soon as possible. Your Delaware Congressional delegation is totally invested in helping with our problem and we are all hopeful that some funding will be available in the future to repair our dune.

Please take the time to read our newsletter. There are many things happening in our community presented in this edition of our little paper. Our town has recently adopted its 2011 Budget and remains in excellent financial condition. We are moving ahead with relocating utilities on Garfield Parkway, a project that will have a significant impact on the center of

Bethany Beach, and a host of other issues and items I know you will find of interest!

I encourage any of you who have questions, comments or concerns to contact Town officials and let us try to answer your question and help with your concerns. I have been impressed during my time on Council and as your Mayor with our Town staff's commitment to being responsive and view that as a strongpoint in Bethany government. Too often it seems that misconceptions or misinformation that could be resolved with a phone call or an email create problems or issues for citizens, so I encourage you to reach out to our staff when the need arises. We can be contacted at admin@townofbethanybeach.com.

Sincerely,

Tony McClenny,
Mayor of Bethany Beach

Mediacom Survey Results



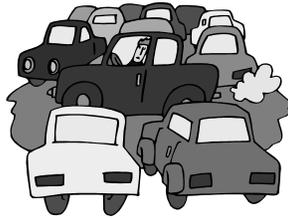
In the August 2009 Bethany Beach News-letter we included a survey evaluating Mediacom's service performance for Bethany Beach resident users. You were asked to fill it out and return it to the town by September 30 so that we would have an idea of the quality of that company's cable, internet and telephone services to town residents.

The survey has now been completed. We received responses from 350 residents using one or more of the services provided by Mediacom. The Town's existing franchise agreement for cable service with Mediacom is due to expire on November 21, 2012. This survey is the first step in the three year process for renewal/non-renewal of that franchise. Our next step will be a town meeting with a representative of Mediacom to discuss the survey results, to explore additional comments made on the completed surveys and to answer questions posed by residents attending that meeting. This meeting will be held in the late spring. In the interim, other vendors will also be contacted to determine their interest in serving our area.

For those interested in viewing the survey results prior to that meeting, you may find a presentation of them on the Town's website, www.townofbethanybeach.com. Our thanks go to all of you who participated in the survey. This information should help us in assessing our cable services provider options as the process continues.

The Town will be holding a public hearing regarding Mediacom at 6:30 p.m. on Friday, June 18, 2010. Anybody interested in this subject is encouraged to attend.

Submitted by:
Councilman Jack Gordon



Changes in Residential Parking Permit Regulations

At the request of the Town's Charter and Ordinance Review Committee (CORC), the Council reviewed regulations concerning residential parking permits. The Council unanimously agreed with the recommendation from CORC to change the number of seasonal parking permits owners of improved residential property are entitled to from three to two per residence.

Anniversary of the Bethany Beach Loop Canal

July 10, 2010 will be the 100th anniversary of the Bethany Beach Loop Canal. When opened, the canal greatly facilitated the journey to Bethany Beach. Previously, after traveling by train to Rehoboth and by boat through the bays and into the Assawoman Canal, visitors would transfer to horse and buggy to complete their trip to Bethany from Ocean View. The Loop Canal, dug from the Assawoman Canal to a dock at 1st Street in Bethany, made it possible to travel directly from Rehoboth to Bethany by boat.

The Loop Canal Park was established at the 1st Street site at the close of the Bethany Beach Centennial Year in 2002, and bears a plaque from the State of Delaware Archives office. The canal and the park, beautified by our town horticulturist, are a little piece of the history of Bethany Beach. CHAC is hoping to give recognition to this centennial occasion during the summer of 2010.

Submitted by
Carol Olmstead, Chair
Cultural and Historical Affairs
Committee

Update from Cultural and Historic Affairs Committee

October 27th The Cultural and Historical Affairs Committee (CHAC) had a showing of "Flying Pumpkins" here in our Town Hall. The 88 minute film presented a history of the annual **Pumpkin' Chunkin'** event that has become a Sussex County tradition. It was both interesting and entertaining to see the ingenuity that is put forth and the fun experienced by those participating, as well as the multitudes attending this unique event.

The committee is happy that, after much planning, we are beginning to interview our citizens who will contribute to our oral history project. These are citizens that the committee has identified as having been associated with Bethany Beach over a significant period of time and/or have been in some specific way related to the town's history. When completed and edited the interviews will be presented on DVD and included on the kiosk in the town museum.

Perfect weather created the background for the Bethany Beach Seaside Craft Show this past June 6th. The show was very well attended and the committee received lots of favorable feedback from crafters once again. Plans are already underway for next year's event which will take place on the first Saturday in June 2010. Interested crafters can find the application for this juried fine crafts show at www.townofbethanybeach.com under "Activities".

Submitted by
Carol Olmstead, Chair
Cultural and Historical Affairs
Committee

Nature Center, Continued

Sally Boswell, Education and Outreach Coordinator for the CIB, worked with Town Manager, Cliff Graviat, to create “Our Inland Bays...A Delicate Balance,” an exhibit that tells the story of the Inland Bays watershed in a state-of-the-art format called an “I-Wall.” Photographer Elaine Rifkin generously donated photographs to bring this story to life.

The –I Wall Exhibit located inside the Nature Center is interactive; the visitor moves a monitor across a wall graphic, which signals the on-board computer to display graphics animation, audio and video content, providing many layers of images and information as the visitor moves along the “wall”.

The story begins in the freshwater wetlands, and headwater tributaries of the Inland Bays, and transports the visitor through the maritime forests, salt marshes, sand beaches, inter-tidal flats, to the shallow water, then the open waters of the Bays.

Behind the Nature Center is the Native Plant Demonstration Garden. Created in 2006, with a \$5,000 grant from the CIB, the garden showcases many plants native to our watershed and provides information about the environmental benefits of gardening and landscaping with “natives”.

From the Nature Center, a boardwalk leads the visitor beside fresh water wetlands, though the maritime forest habitat, over the salt marsh, to the edge of the Salt Pond. Educational signage informs the visitor along the way.

The Center for the Inland Bays commended the Town of Bethany Beach for its foresight and action to protect this precious island of undeveloped land to the heart of the Inland Bays watershed.

The Nature Center is currently open Thursdays – Saturdays from 9:00 a.m. – 3:00 p.m. and Sundays from 10:00 a.m. – 2:00 p.m. Starting Father’s Day weekend, the Nature Center will be open six days a week from 10:00 a.m. – 3:00 p.m. Closed on Sundays. Youth programs run every Saturday from 10:30 – Noon. These programs include story, discussion, and craft/activities. All ages are welcome – rain or shine!



Youth Programs Are Held Every Saturday at the Nature Center from 10:30 a.m.—Noon

Update on Voluntary Recycling Program

For three years the Town has been able to provide citizens with curbside recycling by using the Delaware Solid Waste Authority (DSWA) and their State subsidized service. That Service cost subscribers \$32.00 a year, or one dollar a pickup, and currently 677 residents subscribe to the service.

Almost one year ago municipalities were advised by DSWA that, effective July 1 2010, they would no longer provide this curbside pickup service to our municipality at their current rate and, at some point in the near future, would no longer provide any pickup service.

The Town began to explore alternatives and solicited bids from private hauling companies and the DSWA to provide the service. The low bid received doubled the cost of the pickup, from the current \$36.00 to \$72.00 for the 36 pickups in one year. DSWA did not bid to continue to provide the service.

The Town then looked at the possibility of providing the service as part of the sanitation service that it already offers to residents.

Recent changes the Town had made in winter residential trash pickups, decreasing the pickups from two to one off season, had made it possible for the Town to consider providing the service without increasing fulltime staff. In addition DSWA had advised the Town that if the Town elected to provide recycling as a municipal service and not contract with a private vendor, DSWA would give the Town the 677 recycling containers currently used by Town subscribers at no charge.

With those two major cost drivers (fulltime staff and the purchase of recycling containers) not a factor in providing the service, the Town estimated that it could provide the service at \$1.25 per pickup, or \$44.00 a year. Incurring one time costs of \$10,000 to retrofit two trash trucks, and annual costs including fuel and seasonal personnel of \$26,000.

Given the significant increase in rates residents would realize if the Town opted to use a private vendor and the unknown future of various state recycling initiatives the Town Council has voted to have the Town’s Sanitation Department provide recycling pickup in our community.

Recycling schedules will remain the same with weekly pickups on Fridays during the summer and pickups on the 1st and 3rd Fridays of the month off season.

If you do not already recycle your Town Council strongly urges you to consider using this service. You may sign up for the service by calling 302-539-8011 or on the web at www.townofbethanybeach.com.



FY 2011 Budget Overview

Budgetary Process

The budget is prepared by the Town Manager in conjunction with the Finance Director and Department Managers. Department requests are discussed with an emphasis on minimizing waste while ensuring that employees have the tools needed to meet operational needs. The town-wide budget is compiled into a draft budget and submitted to the Budget Committee for review.

The purpose of the Budget and Finance Committee is to provide assistance and guidance to the Town Manager and staff leading to the development, drafting and review of the Town's annual budget, both short-term and long-term. The committee reviews the proposed budget and schedule of fees, conducts mid-year reviews comparing the budget to actual results and makes recommendations regarding budget adjustments. The Town's Fund Balance Policy gives direction to the Budget Committee regarding the appropriate level of Operating, Capital Replacement and specific reserves in each fund.

The Budget Committee holds meetings, which are open to the public, generally in the months of January, February, March, July and October to accomplish these tasks.

The budget is presented to the Town Council in March. The Town Council reviews the budget and holds a public hearing to allow the public to provide input. The Council then votes to approve the budget or request specific changes. This vote usually occurs at the March Town Council meeting.

Fiscal year 2011 runs from April 1, 2010 to March 31, 2011.

Budget Segments

The General Fund is the largest segment of the Town's budget and encompasses all Town services except for the Sanitation and Water Departments. The three main funding sources are property taxes, rental taxes and parking. The largest portion of funds goes to Public Safety which includes the Police Department and Beach Patrol (lifeguards). The second largest portion of funds goes to Public Works that includes Streets & Parks, Stormwater and maintenance of the Beach, Boardwalk and Comfort Station.

The Sanitation Department is managed as an Enterprise Fund. This means that it is a self supporting department so that sanitation fees are used only for sanitation related expenses. The Sanitation Department's main operational costs are for personnel and for disposal fees charged by the Delaware Solid Waste Authority. Reserves are maintained for the replacement of trash trucks.

The Water Department is a stand alone Enterprise Fund. The operational and capital needs of the town water system are funded entirely through water specific revenue. Water services are priced with a goal of fully funding the current and future water service needs of the town. The Water Department's main operational cost is personnel followed by the chemicals needed to treat the water and then the electricity needed to run the equipment.

The Water Department Debt Service Fund is funded through a Sinking Fund Fee. This fee is charged to all properties based on front footage. Monies raised from this fee are restricted to use for repayment of the principal and interest of Water Department debt.

FY 2011 Budget

On March 19 the Town Council voted to adopt the budget for fiscal year 2011, which runs from April 1, 2010 to March 31, 2011.

The Town continues to be financially sound. Results of the fiscal year which ended March 31, 2010 show that revenues exceeded the amount budgeted by more than 8% as the town was less adversely effected by the nationwide economy than expected. Real Estate Transfer Tax revenue on the sale of homes showed only a 3% decline from the previous year. This revenue is the main source of funding for major capital projects.

The town-wide FY 2011 Revenue Budget increased 3% from the prior year, mainly from revisions to estimates. Three fee changes were approved; a \$5 increase to the court cost fee, a \$7 decrease to the ambulance fee and a \$12 increase for the voluntary curbside recycling program. Most property owners will only be affected by the \$7 decrease.

Operating Budgets increased 4% in the General Fund and Water Fund. The increase in the General Fund is from one-time costs and program enhancements rather than true increases in the cost of operations. The Sanitation Fund operating budget increased by 17% for two main reasons; dump fees charged by the Delaware Solid Waste Authority (DSWA) increased 30% and the Town will begin providing recycling services directly in July. The cost for the recycling service will be fully recovered from fees charged to those who sign up for this optional service.

Funding for reserves and capital projects was carefully considered using the Town's Fund Balance Policy as guidance. This policy recommends minimum and maximum levels for operating and capital replacement reserves in each fund with the main goal of ensuring the long-term financial stability of the town.

The FY 2011 Capital Budget includes funding of \$1,060,000 for utility relocation on Garfield Parkway. This project has been under discussion for many years and is an important first step in improving the appearance of the downtown area. Funding for this project is 46% Transfer Taxes, 33% Building Permits, 14% Parking revenues and 7% Rental Taxes.

The FY 2011 budget provides a strong basis for the continued financial strength of our town.



Town Council Adopts Fund Balance Policy



During the approval process for the FY 2010 budget, there was significant discussion regarding the amount that the Town holds in various reserves. The purpose of these reserves was also questioned. The Town Council directed the Budget and Finance Committee to review reserve funding.

The Budget and Finance Committee met and discussed the Town's current reserves and prepared a Fund Balance Policy for Town Council to consider. The Government Finance Officers Association (GFOA) recommends that governments establish a formal policy on the level of unreserved fund balance that should be maintained in the general fund and other funds. The GFOA's Recommended Practice document titled *Appropriate Level of Unreserved Fund Balance in the General Fund* was used as guidance in preparing the Town's new policy.

The new Fund Balance policy:

- Sets recommended minimums and maximums for Operating Reserve Funds based on budgeted operating expenses,
- Sets recommended minimums and maximums for Capital Replacement Reserve Funds based on the Town's capital assets; and
- Provides for the creation of reserves for specific projects, such as the current Reserve for Water Storage.

How the policy changes the way the budget is prepared

Under the former process, the Capital Replacement Reserve was determined by taking the prior year's balance, adding the annual contribution (which is calculated as annual depreciation plus 5%) and subtracting the current year's budgeted replacement spending. The total available funding is allocated to the operating, capital and debt budgets, then to specific reserves and the Capital Replacement Reserve. Any amount remaining is classified as Undesignated Funds.

Under the new policy, funds will be fully reallocated each year. The total available funding will be allocated to cover the operating, capital and debt budgets and then to any specific reserves. What remains will be split between the Operating Reserve (which replaces Undesignated Funds) and the Capital Replacement Reserve with the goal for both of those reserves to be above the minimum stated in the policy.

Benefits of the policy:

- It addresses the concerns raised by property owners by setting recommended minimum and maximum reserves.
- The process and resulting budget should be easier to understand.
- The Budget and Finance Committee will have clear guidance to use to determine if current fees and taxes are inadequate or excessive.
- The Budget and Finance Committee and Town Council members will be able to use the policy to help determine if they support spending for a specific capital project.
- Adequate reserve funding will help the Town minimize the need for new debt.
- Compliance with the policy improves the financial stability of the Town.

Effect of the draft policy on town reserves

The policy results in reserves that are similar to our previous reserves, and so did not require immediate, fee changes. The table on the following page shows the current reserves compared to what the reserves would have been if this draft policy had been in effect.

General Fund	FY 2010 as Budgeted	FY 2010 New Policy	Recommended range for Reserves	
Emergency Reserve	300,000	-		
Beach & Boardwalk Reserve	800,000	-		
Contingency Reserve	100,000	100,000		
Capital Replacement Reserve	1,766,000	3,129,000	3,038,000	5,797,000
Operating Reserve (minimum)	872,000	609,000	609,000	1,218,000
Total Reserves	3,838,000	3,838,000		
 Sanitation Fund				
Capital Replacement Reserve	900,000	845,000	328,000	655,000
Operating Reserve (maximum)	99,000	154,000	77,000	154,000
Total Reserves	999,000	999,000		
 Water Fund				
Water Storage Reserve	500,000	500,000		
Capital Replacement Reserve	263,000	424,000	575,000	1,386,000
Operating Reserve (minimum)	277,000	116,000	116,000	233,000
Total Reserves	1,040,000	1,040,000		

The General Fund Capital Replacement Reserve is 3% more than the recommended minimum. The draft policy ends the Emergency Reserve since the Operating Reserve will serve the same purpose. The Beach & Boardwalk Reserve also ends since the Capital Replacement Reserve will cover the replacement of the boardwalk.

The Sanitation Fund Capital Replacement Reserve is currently above the maximum. The planned replacement of three trash trucks over the next three years will bring the reserve to within the recommended range.

The Water Fund Capital Replacement Reserve is currently \$151,000 under the recommended minimum. The Town established the specific Water Storage Reserve of \$500,000 in FY 2010, which limited funding available for the Capital Replacement Reserve. In the FY 2011 budget, this reserve is above the recommended minimum and the water storage reserve was increased to \$800,000.



Mark your calendars.....

You won't want to miss the **Bethany Beach Farmers Market** which will be held on Sunday mornings from June 27th to September 5th from 8:00 a.m. to Noon at the PNC Bank Parking Lot.

Utility Relocation on Garfield Parkway

The Town of Bethany Beach has been working for over a decade to improve the functionality and appearance of the center of our community, the three blocks of Garfield Parkway east of Delaware Route 1. Much of that work has centered on the development of a "Streetscape" concept that the community as a whole could embrace and make Garfield Parkway more pedestrian friendly and visually appealing.

Many citizen groups and committees have been involved in the development of our Streetscape designs and concepts. In addition Streetscape has been discussed over 25 times at various Town Council meetings and the subject of 4 separate Special meetings (the most recent of which was March 1st, 2010) whose sole purpose was to hear input from the public regarding various aspects of the Streetscape Concept.

There are many elements to the Streetscape Concept, sidewalks will be redesigned and made ADA compliant, parking meters will be removed and replaced with pay stations, pavers and other aesthetic enhancements will be used to make our downtown area significantly more attractive. However, the single most dramatic element of Streetscape, the first objective of the dialog and planning has been the removal of utility poles on Garfield Parkway between Route 1 and the Boardwalk.

A utility relocation project would involve removing all wooden utility poles (20), associated guy wires and overhead wires that run east to west on Garfield Parkway from Delaware Route 1 to the Boardwalk. Utility services currently provided to the front of buildings (phone, electric and cable television) would be transferred to the rear alleyways for service delivery. Electric service for new lights would then be installed underground

in Garfield Parkway. In the place of the unsightly existing utility poles 24 high end "Main Street" style pedestrian lights would be installed from Delaware Route 1 to the Boardwalk. The estimated cost for a project of this scope would be \$1,060,000

At the February 2010 Town Council meeting the Bethany Beach Town Council voted to move forward with the utility relocation and the Town's fiscal 2011 budget was also adopted containing a Capital allocation to fund the project. Funding for the project will still leave ample reserves to maintain and enhance existing infrastructure as mandated by the Town's newly adopted fiscal reserve policy which is covered in another article in this edition of your newsletter.

The project will move forward in a manner to offer minimum disruption to the community and will involve no work on Garfield Parkway's streets or sidewalks until sometime after October 1st, 2010. Delmarva Power and Light already makes electricity available to property owners from the rear alleys adjacent to Garfield Parkway. Mediacom and Verizon will need to underground service lines in these alleys to provide service to property owners and new service lines will be in place as existing utility poles and guy wires are removed from the sidewalks. Current planning has the project completed and new lighting installed with Springs approach in 2012 and calls for all work of any significance to have been completed off season.

On the opposite page is a schematic of the placement of our new lights on Garfield Parkway with an outline of their effective lighting radius.

4th of July Parade

The year 2010 represents the 27th Independence Day Parade and Celebration in Bethany Beach. We use the grounds and facilities of St. Ann's Church and the Christian Church Conference Center to assemble our parade and since July 4, 2010 falls on a Sunday, which precludes us from using their grounds, and therefore, we will have the parade on Monday, July 5th.

The 4th of July Parade Committee is an all volunteer group. The town of Bethany Beach does not provide us with any funds but supports us with a great deal of logistical help such as Town officials, their staff and town employees, the Police Department, Volunteer Fire Company and the Public Works Department and their crew.

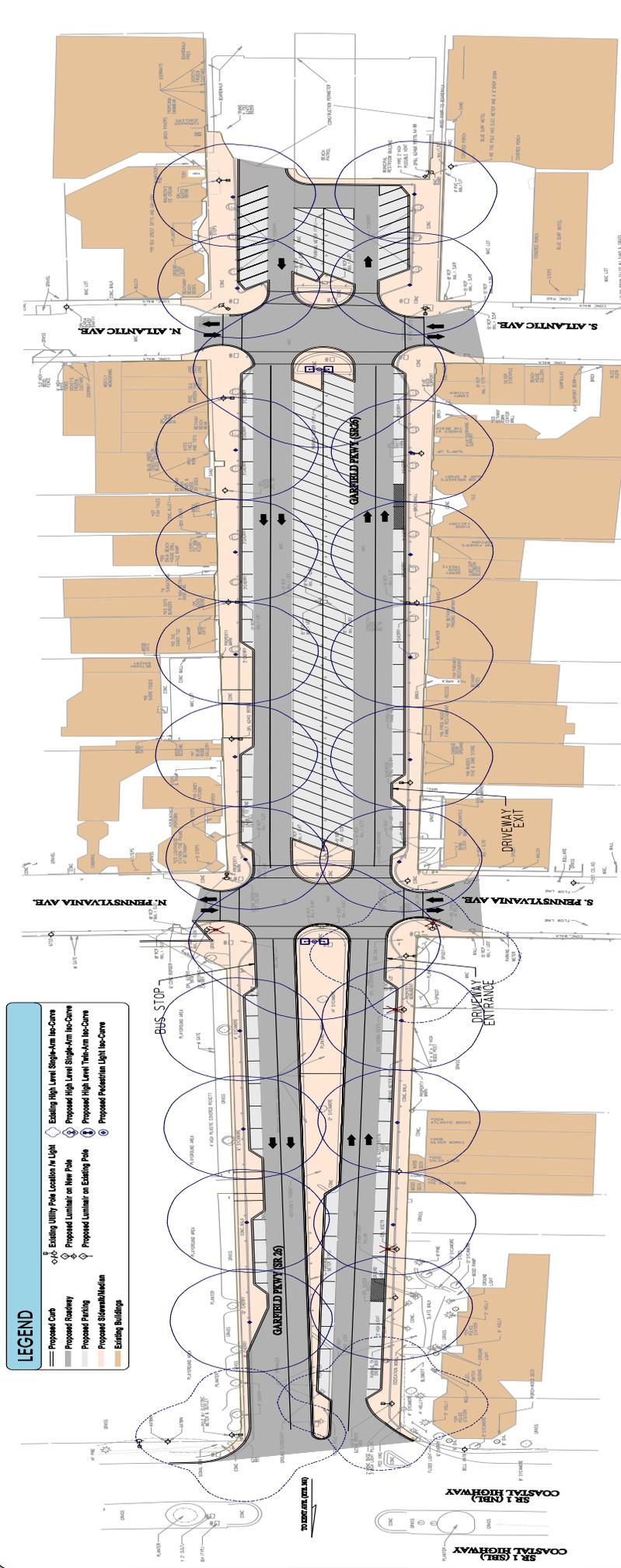
We are planning for a special event for 2010 by adding more marching bands, other entertainment groups, etc. All funds to cover the cost of the parade are realized from donations from civic-minded citizens, business, Town governments, civic groups, various homeowners associations and the sale of T-shirts.

The Second Annual Bethany Beach Firecracker 5K Run & Walk will be held on Sunday, June 27, 2010 in downtown Bethany Beach starting at 8:00 a.m. This is a fundraiser to support our parade. Entry forms will be available at the Town Hall and at the T-shirt sales table on the boardwalk on weekends starting on Friday, May 28; further information is available by e-mail: bethanybeach5k@gmail.com





Bethany Beach Garfield Parkway Lighting Concept



February 2010

Scale: 1" = 20'

Beach Update May 2010



As summer approaches we know there are many who have questions regarding the state or condition of our beach front. There seems to be a perception that the beach has somehow been damaged and will not be able to adequately accommodate visitors this summer. Nothing could be farther from the truth. In fact fall storms did do significant damage to protective dunes in both Bethany Beach and South Bethany Beach. In addition to damaging the dunes the storms also decreased the overall elevation of beaches in both communities. This sounds significant and in hearing it might create the impression that our beach will not be as wide and accommodating as we would like, but actually the end result has been quite different. The massive amount of sand from the reduction of beach height and dune damage due to the storms is moving north and south (depending on wave and wind action) just off our beach front. The net effect has been to create a wider than usual beach at this time that will only get wider as the season approaches and the southerly flow of wind and wave builds and widens the existing beach. Because of these unusual conditions we anticipate having a wider beach than we have enjoyed in some time for the summer 2010 season. The Town along with DNREC (Delaware Department of Natural Resources) is committed to making sure the beach is accessible and given its already impressive width we are sure it will be enjoyed by many this summer.



More importantly than the width of our beach for the summer, the State of Delaware, Delaware's Congressional delegation and your Town Council are doing everything in their powers to receive Federal Funding that would allow the reconstruction of our protective dune. The latest word we have received is that we should expect no Federal action or work of any sort on our beach and dune (even if funds were to become immediately available) until sometime in the fall. It is not clear at this time to those actively working on this issue in Washington, D.C., what the current Administration's position will be on funding these United States Army Corp of Engineers projects. All are hopeful that it will be positive and that we can look forward to the dune being reconstructed in the future. When we receive additional information on the status of the efforts of our Congressional Delegation we will post that information as soon as possible on the Town's website and post it to our list-serv for those who subscribe to the service. It should be noted that our Congressional Delegation was in contact with Town officials within hours of these storms and that Senator Carper actually visited our beach front to personally view the damage within days of the storm.

Update from Beach Patrol

As we look ahead to the summer season, the Bethany Beach Patrol wishes everyone a safe and prosperous 2010. Before we know it, our talented young men and women lifeguards will be back on the sand ready to serve you. Coming off another safe and successful 2009 season, preparations are already underway to ensure that 2010 will be even better.

(Beach Patrol, Continued)

Within the last year, the Bethany Beach Patrol was awarded advanced agency certification under the guidelines set forth by the United States Lifesaving Association. Advanced agency certification is a three-year certification, which the Bethany Beach Patrol has been awarded for the third time. Individual lifeguards have given a tremendous amount of effort into their lifesaving training and physical conditioning to help the BBP maintain that level of certification. It is something that the lifeguards are proud of and work hard to continue. The 2010 lifeguard staff will demonstrate the same pride and dedication moving forward into the new season.

Lifeguard staffing is well underway as many of our current lifeguards have chosen to come back for the 2010 season. The openings that we will have for the new season will be filled by equally talented and hard working individuals. Please contact lifeguard Captain Joe Donnelly for information regarding the hiring process and tryouts. All contact information can be obtained by visiting the Town of Bethany Beach web site.

The junior lifeguard program will again be offered this season. Like last season, we will try and meet the needs of our local and visiting families in two ways. We will continue to offer our afternoon single sessions held on Tuesdays, Wednesdays, and Thursdays throughout various weeks of the summer. In addition, we will conduct our morning season long program on Tuesdays and Thursdays starting in late June. We received a lot of positive feedback on the season long program and look to improve upon last season's successes this coming summer.

The Bethany Beach lifeguards will be eagerly awaiting your arrival this summer. Should you ever need assistance at any point while enjoying the beach, just look to one of our outstanding lifeguards ready to serve you.



Bethany Beach making change to Parking Pay Stations

Bethany Beach will join the many municipalities across the country in the conversion of single-head meters to electronic pay stations. Although single-head meters continue to serve a purpose and will remain on North and South Pennsylvania (1st to 5th Street and Hollywood to Cedarwood, respectively), the change to pay stations on Beach Lots and Garfield Parkway will allow the use of credit cards as well as quarters.

What is a Pay Station? ...an automated "meter" that replaces individual meters in the near vicinity. The machine still accepts quarters, but will also accept credit and debit cards, making the parking process more convenient for the public. Receipts are issued that are placed on the dashboard with the time of expiration printed in large type; a tear-off copy can be retained as a reminder of your expiration time. The ticket receipt allows the driver to use any unexpired time at another location. Pay stations also enable the Town to track revenue, and usage and maintenance data wirelessly from our office. An additional advantage of receipts, IF a particular pay station is out of order, customers can purchase a receipt at any nearby pay station.

Why change?...the technology change was mainly motivated by the increased convenience and reliability for customers. An additional factor was that the existing single-head meters are aging and require more maintenance to insure consistent performance and acceptable appearance. Furthermore, the "live" transfer of information allows better management of the parking system. Additionally, the eventual removal of meter poles enhances our streetscape and will free up sidewalk space. The specific units are solar powered, eliminating the need for any external electrical connection. Each one also includes a communication screen

with which public messages may be posted (ex: beach closings due to storms; lost child; etc). Machines are very secure and robust, plus include an illuminated display for better viewing at night.

Does the cost to park change?...hourly parking rates remain at \$1.50 per hour...or \$.25 per 10 minutes. Quarters are the only coin accepted in Pay Stations (similar to single-head meters), but credit and debit cards may be used. The minimum amount of time for credit card usage is two hours (\$3.00). No penalties are assessed for use of a credit or debit card.

Placement and timing?...the first installations for the summer of 2010 will be at beach lots along Atlantic Avenue. A total of 18 units will be installed, one on each block so that parking on Atlantic Avenue and the beach lot will be covered (the bigger lots, such as Wellington, Campbell, Central and Ocean View will have an additional unit). Signs will be mounted throughout the area with an arrow pointing toward the nearest pay station. For 2011, pay stations will be installed on Garfield Parkway and the business area on North Pennsylvania. We expect that 17 machines will be required to provide adequate coverage of the commercial area. Additional units beyond the 35 may be installed in future years, depending on need.

Pay Stations accessible to people with disabilities?...yes, the coin and credit card aperture locations, controls, and operating mechanisms are compatible with the Americans with Disabilities Act requirements. Payment for parking of handicap-tagged vehicles is not exempt from meter space payment.

Parking citation while purchasing a ticket?...parking spaces are located within a reasonable and visible distance of a pay station and officers are prepared to look at the kiosk. If a customer is inadvertently issued a ticket while paying at the pay station, the receipt may be used at

Alderman's Court to dispute the citation. All customers are provided an extra two minutes of parking on the receipt to allow time to return to the vehicle and place the receipt on the dashboard...ex: you purchase one hour of time at 1:00PM; the receipt will show an expiration time of 2:02PM.

Will converting to Pay Stations be expensive for the Town?...the total expense for the lease purchase of Pay Stations over a 5 year period is \$448,090. This price is \$131,540 less than other comparable Pay Stations the Town obtained bids for and includes no actual expense for the Town until fiscal 2012. The conversion to Pay Stations on average increases parking revenue by 15%. When this 15% increase is included with saving from the reduced maintenance costs for the upkeep of 1000 individual meters and poles, it is estimated that Pay Stations will have paid for themselves within 5 years and that the Town will realize an additional \$932,700 in parking related revenue over the next ten years with the conversion.

Any questions?...

Please call Bill Dowdell, Parking Supervisor at 302-539-1000



Sample Pay Station

Instructions for CITEA Pay and Display Payment Options

Payment with Credit Card

2. Press Yellow Button for desired Parking Time.

1. Insert Credit Card and Remove Quickly.

3. Press Green Button for Receipt.

4. Take Receipt Display Receipt on dashboard with expiration time facing upward.

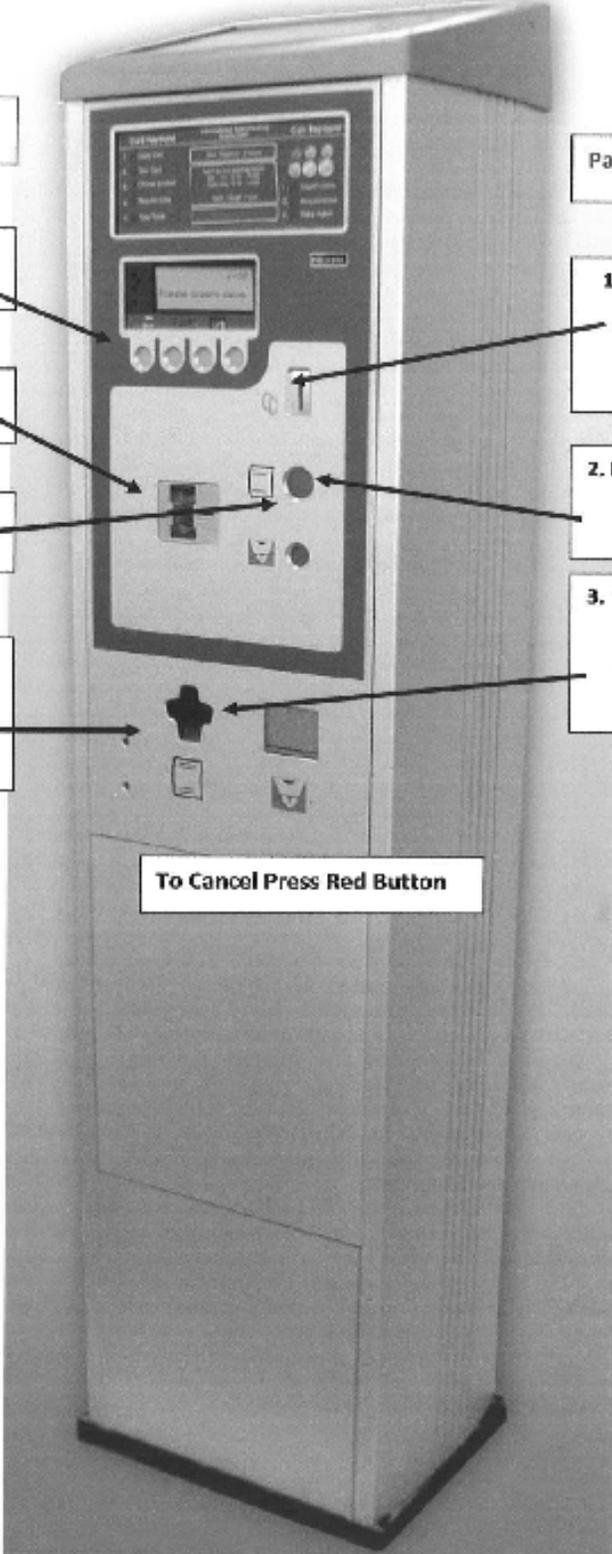
Payment with Coins

1. Insert Coins (Quarters Only) into coin slot until desired parking time is displayed.

2. Press Green Button for Receipt.

3. Take Receipt Display Receipt on dashboard with expiration time facing upward.

To Cancel Press Red Button





214 Garfield Parkway
P.O. Box 109
Bethany Beach, DE

We welcome your comments and suggestions. Feel free to contact us either by telephone (302-537-3771) or email (admin@townofbethanybeach.com).

Tony McClenny, Mayor

Carol A. Olmstead, Vice-Mayor

Jack Gordon, Secretary/Treasurer

Jerry Dortman, Council member

Joseph T. Healy, Council member

Lew Killmer, Council member

Margaret Young, Council member

Clifford M. Graviet, Town Manager

Lisa A. Kail, Administrative Assistant/Town Clerk

Ralph J. Mitchell, Public Safety Director

Michael D. Redmon, Chief of Police

Town of Bethany Beach

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Bethany Beach, DE



A special thank you is offered to all of those individuals who contributed to this issue of the Bethany Beach Newsletter!



Town of
Bethany Beach

One of the
Quiet Resorts