



Newsletter

May 2022



Commissioners Joseph Franco Jr., Joseph M. Schiff and Don Cabrera

New administration takes shape in Wildwood Crest

Voters in the Borough of Wildwood Crest went to polls and elected three of the six candidates on the ballot to serve as borough commissioners through December 2025.

Don Cabrera was re-elected to his sixth term as commissioner after first being elected in 2001. He is serving as Mayor for the second straight term and will also continue in his role as the Commissioner of Public Works, Recreation and Tourism.

A Wildwood Crest resident since 1989, Cabrera was elected to the New Jersey Conference of Mayors Board of Directors as the representative for Cape May County in April 2019.

Cabrera is the CEO of the Cabrera Companies Inc., an organization that specializes in real estate, property management and home repair.

A past president of the Greater Wildwood Little League, Cabrera is a graduate of California University of Pennsylvania and holds a Bachelor of Arts degree in recreation and park administration.

To contact Mayor/Commissioner Cabrera, email dcabrera@wildwoodcrest.org or call (609) 729-8043.

Joseph Franco Jr. was elected to his first term as commissioner. He is serving as Deputy Mayor and the Commissioner of Revenue and Finance.

A lifelong resident of Wildwood Crest, Franco has previously served the community as a member of the Wildwood Crest Board of Education, the Green Team, the Tourism Development Committee, the Zoning Board and the Creative Arts Council.

Franco owns a small business in Wildwood. He is a graduate of Wildwood Catholic High School and LaSalle University and holds a degree in criminal justice.

To contact Deputy Mayor/Commissioner Franco, email jfranco@wildwoodcrest.org or call (609) 729-8042.

Joseph M. Schiff was elected to his first term as commissioner. He is serving as the Commissioner of Public Safety.

A resident of Wildwood Crest for 45 years, Schiff spent 32 years as a member of the Wildwood Crest Board of Education, including 15 years as president. He is also a past member of the Wildwood Crest Planning Board and is a current member of the Rotary Club and the organizing committee for the Boardwalk Basketball Classic.

Schiff possess a bachelor's degree in physical education from Temple University and a master's degree in education administration from Rider University. He is retired from a 36-year career as a physical education teacher. He also previously worked 32 summers for Stroehmann Bread as a driver/salesperson and most recently spent 10 summers as a transport driver for the Wildwood Crest Beach Patrol.

To contact Commissioner Schiff, email jschiff@wildwoodcrest.org or call (609) 729-8033.

Pacific Avenue on course for reopening by Memorial Day weekend

The Pacific Avenue resurfacing project is a phased effort that begins at Rambler Road in Wildwood Crest to Madison Avenue in Diamond Beach. The first phase of the project, which encompasses the area between Rambler Road and St. Louis Avenue, is nearly complete. To date, the drainage, electrical upgrades, concrete curbs and gutters have been completed for Phase 1.

All milling, concrete flatwork, base paving and other minor improvements are scheduled to be completed prior to Memorial Day weekend. The roadway is expected to be opened to two-way traffic on Thursday, May 26.

Surface paving, final striping and other markings are scheduled to take place after Memorial Day weekend and prior to Monday, June 13.

The second phase of this two-year project will begin in the fall and is scheduled to be complete in 2023.



Improvements to beach access areas to continue into early summer

Improvements to five additional street-end public beach access areas in the Borough of Wildwood Crest commenced earlier this spring.

Construction on street-end beach access areas at Jefferson, Washington, Pittsburgh, Preston and Denver avenues began in mid April. Construction has been authorized to continue throughout June and may continue in July. The borough and its contractor are committed to completing the job as quickly as possible and will make every effort to minimize disruption to beachgoers and neighbors.

Improvements and added amenities include wider and longer timber platforms with ADA access, cable railings, bike racks, additional benches and foot-washing stations/showers.

The borough has completed similar construction on street-end public beach access areas at Newark, Trenton, St. Louis, Charleston, Topeka, Hollywood and Syracuse avenues.

The borough was recently awarded \$2.5 million from the Cape May County Open Space program to help fund this project. The borough was also previously awarded a \$400,000 DCA Small Cities Grant for this project in 2021. The Borough of Wildwood Crest plans similar improvements to all other street-end public beach access areas south of Rambler Road by the spring of 2023.

More details are available on the Special Projects page of the wildwoodcrest.org website.

Wildwood Crest Police introduces department's first K-9 officers

The Borough of Wildwood Crest Police Department is set to add a pair of K-9 officers to its ranks for the first time in the department's history.

The police department first announced the program to the public during the April 27 meeting of the Wildwood Crest Board of Commissioners.

The two police K-9s, along with their handlers from the Wildwood Crest Police Department, are currently undergoing extensive training in narcotics and explosives detection at the John "Sonny" Burke Police K-9 Academy in Atlantic County.

As per Wildwood Crest Commissioner of Public Safety Joseph Schiff, the police department's new K-9 program is being fully funded through donations to the newly formed non-profit Wildwood Crest K-9 Association and has not created an increase to the police department's budget.

"I firmly believe the addition of our K9s will further add to the borough's already intensive public safety efforts," said Joseph Schiff, Wildwood Crest Commissioner of Public Safety. "To be able to bring another level of safety and security to our residents and visitors at very little to no cost to our taxpayers makes this program a very valuable additional tool in the borough's policing measures."

The Wildwood Crest K-9s are a 9-month-old Czech Shepherd, K-9 Quest, and a 16-month-old German Shepherd, K-9 Flex.

K-9 Quest, assigned to Officer Tyler Lavender, is in training for narcotics detection. Once graduated from the



K9 Quest and Officer Tyler Lavender



K9 Flex and Officer Zack Magnavita

K-9 Academy, K-9 Quest will be proficient in detecting the presence of narcotics, including ecstasy, cocaine, heroin and methamphetamine. Following the summer months, K-9 Quest and Officer Lavender will return to the K-9 Academy to complete patrol training, which includes instruction in tracking, building searches, article searches and criminal apprehension.

Officer Lavender has been a patrol officer for the Wildwood Crest Police Department since 2018.

K-9 Flex, assigned to Officer Zack Magnavita, is in training for explosives detection. Once graduated from the K-9 Academy, K-9 Flex will be fully trained to alert the presence of a variety of explosives, including gunpowder, black powder, Composition C-4 and Trinitrotoluene (TNT).

Officer Magnavita has been a patrol officer for the Wildwood Crest Police Department since 2019.

The K-9s are expected to complete their initial training on May 26 and are expected to be on patrol in time for Memorial Day weekend.

In addition to adding an additional layer of security to the borough on a daily basis, the K-9s will also play a vital role in the many public safety measures taken at events, festivals and other gatherings that regularly take place throughout the borough.

“This program has been developed to enhance public safety from routine patrol to special events,” Wildwood Crest Police Chief Robert Lloyd said. “As laws and crime trends change, the police department must adapt and deploy new resources to continue to meet the expectations of the community we serve.



The Wildwood Crest Wellness Committee unveiled its "2021 Healthy Town" banner at the recent Mayor's Wellness Walk

Wildwood Crest earns “Healthy Town” status for second straight year

The Borough of Wildwood Crest has received the highest honor from the statewide Mayors Wellness Campaign through the New Jersey Health Care Quality Institute for the second straight year, having been named a “Healthy Town” for 2021.

Each year, communities participating in the statewide Mayors Wellness Campaign complete a comprehensive Healthy Town Application outlining the research they’ve done to identify their community health needs and explaining how they have organized their local MWC

committee. The application also highlights the actions the towns have taken to make their communities healthier places to live, work and play.

After receiving a Healthy Town Up and Coming designation in 2018, Wildwood Crest has strengthened its MWC program each year and is now receiving a Healthy Town designation for the second year in a row. Wildwood Crest is one of just eight municipalities across the state and one of only two in South Jersey, along with Evesham Township, to earn “Healthy Town” status.

While physical fitness classes such as group exercise classes, organized bike rides, and wellness walks are staples of the program, the borough made some exciting additions this year. Responding to community needs, an online mental health initiative was implemented to provide a way to engage the public virtually on mindfulness practices. The page includes thoughtful and inspiring daily posts on all topics regarding meditation, self-care, fitness, diet and education, self-perception. This initiative served as a link for community members to read and discuss issues pertaining to mental wellness and balance. Emphasis was placed on developing healthy habits that help to boost vitality and improve relationships with self and others.

“Winning this designation again is such great news! Wildwood Crest has embraced wellness. It has become our brand,” said Mayor Don Cabrera. “I would like to thank our recreation department for coordinating the many wellness programs and events. Most importantly, I thank our visitors, residents, and staff for participating and supporting our wellness initiatives. Wellness touches each of us differently. Personal participation will vary. In the end, whatever wellness path one may take, it helps us create a better mind, body, and spirit. That is worth investing in for our community. Congratulations Wildwood Crest and all other communities. I’m looking forward to another strong wellness year.”

Wildwood Crest News Tidbits

PARKING METERS: Borough parking meters are in effect from 8 am to 10 pm daily from May 15 through Sept. 15. Meters are \$1.50 per hour and can be paid with quarters or through the ParkMobile app. A seasonal parking permit can be purchased from the tax office at borough hall for \$250.

SCOOP TAYLOR PARK RENOVATIONS: Renovations to Scoop Taylor Park were completed earlier this year. Upgrades include new playground equipment, a gazebo/shade structure and improved landscaping. The park is open daily from dusk to dawn.

SUNSET LAKE DREDGING: The Borough of Wildwood Crest and its dredging committee continue to work with

the New Jersey Department of Transportation in efforts to have the State of New Jersey dredge the state channel that runs through Sunset Lake. Requests have been made to realign the channel and partner with the borough to dredge more of the lake. The borough has engaged the services of an attorney who specializes in dredge projects to assist with the borough's efforts.

MEET THE NEW HIRES: The Borough of Wildwood Crest's administrative offices have welcomed three new employees over the past year. In the construction office, Richard Allen is the construction official and Karen Duffy is the administrative clerk. Both Allen and Duffy also work in concert with the Wildwood Crest Planning Board. In the tax collector's office, Tara Rosenberg has replaced Vicki Mason as a tax and sewer billing clerk, with Mason moving to deputy clerk.



Wildwood Crest 2022 beach information

LIFEGUARD COVERAGE: The Wildwood Crest Beach Patrol will begin guarding its beaches on Memorial Day weekend. Lifeguards will be on duty from 10 am to 5:30 pm Saturday through Monday, May 28-30, as well as on Saturday and Sunday, June 4-5. Beaches will be guarded daily for the summer season beginning Saturday, June 11.

The public is strongly advised to enter the ocean only when lifeguards are on duty.

Call 609-522-3825 for more information.

SURFING BEACHES: Surfing beaches for the 2022 summer season are as follows – Cardinal-Aster and Primrose-Rambler from 10 am to 5:30 pm and Hollywood-Topeka from 10 am to noon whenever lifeguards are on duty.

HANDICAPPED TRANSPORT: Transport for the handicapped and disabled is available each day when lifeguards are on duty from 11 am to 4 pm. Call 609-522-3825 to make arrangements.

MARINE SCIENCE PROGRAM: The Wildwood Crest Recreation Department offers Crest Coastal Comb, a free marine science program designed for people of all ages each Tuesday and Thursday from 11 am to 1 pm from June 21 through Aug. 25. Hosted by Miss Ocean (Danielle DeJesse), Crest Coastal Comb is designed for

participants to walk and talk with the program host and explore and learn about the intricate and interesting marine ecosystem contained on and around the beaches and surf of Wildwood Crest. No pre-registration is necessary. Call 609-523-0202 for more information.

Wildwood Crest to host extensive special event schedule

The Borough of Wildwood Crest will host a variety of special events in 2022.

Below is a brief rundown of all that is planned:

SPRING BOROUGH-WIDE YARD SALE: Saturday, May 21, 8 am-4 pm. Nearly 200 yard sale locations across the borough. Event was originally scheduled for May 7 but was postponed by inclement weather.

CREST BEST SWIM FEST: Saturday, May 28, 7:45 am. One-mile and quarter-mile swim races hosted by DelMoSports. Staged at Sunset Lake along New Jersey Avenue.

SUMMER KICKOFF CONCERT: Sunday, May 29, at 7:30 pm at Centennial Park, Fern Road and Ocean Avenue. Free outdoor concert with The Chatterband.

HEALTH & WELLNESS EXPO: Thursday, June 16, 10 am-1 pm at the Crest Pier Recreation Center. Health screenings, health and fitness related vendors, fitness demonstrations and more. Free. No pre-registration necessary.

CREATE IN THE CREST ARTS FESTIVAL: Saturday, June 28, 10 am-2 pm at Centennial Park, Fern Road and Ocean Avenue. First annual event featuring artists, entrepreneurs, photographers, musicians and other creators demonstrating, teaching and selling their art.

SUMMER MUSIC SERIES: Each Saturday from June 25 through Sept. 17, each Wednesday from June 29 through Aug. 31, and a special Independence Day show on Monday, July 4, at 7:30 pm at Centennial Park, Fern Road and Ocean Avenue. Various popular rock, pop, dance, country and tribute acts performing. Free, all-ages shows. Specific band schedule available at wildwoodcrest.org.



SUNSET CELEBRATIONS: Each Monday from July 11 through Aug. 22 along Sunset Lake near New Jersey and Louisville avenues. 7:30 pm in July, 7 pm in August. Live music, children's entertainment, free family photos and more.

LIVE MUSIC AT THE LAKE: Each Thursday from July 7 through Aug. 25 in the Sunset Lake Gazebo near New Jersey and Miami avenues. 7:30 pm in July, 7 pm in August. Live music with various solo, duo and trio performers.

SAND SCULPTING FESTIVAL: Friday, July 8, from 9 am to 2 pm at the Heather Road Beach. Free all-ages amateur sand sculpting contest, live music, beach games and more.

CAPE MAY COUNTY LIFEGUARD CHAMPIONSHIPS:

Friday, July 8, at 6:30 pm on the beach at Rambler Road. Lifeguards from Cape May County beach patrols competing in various swimming, rowing, running and ocean rescue competitions. Free admission.



WILDWOOD CREST FOOD TRUCK FESTS: Sunday, July 10; Sunday, July 24; and Sunday, Aug. 7 at Centennial Park (Fern Road and Ocean Avenue), 4-9 pm. Various gourmet food trucks, craft vendors, family entertainment and more.

CHRISTMAS IN JULY FESTIVAL: Saturday, July 23, along Sunset Lake at New Jersey Avenue from Farragut Road to Miami Avenue, 6-9 pm. Holiday-themed festival that includes visit from Santa Claus, live music, craft and food vendors, children's activities and boat parade at dark.



5K BEACH RACE: Saturday, Aug. 6, at 8:30 am, start and finish on beach at Heather Road. Fee required. Prizes to overall and age-group winners, as well as top beach patrol team.

NATIONAL NIGHT OUT: Tuesday, Aug. 2, at Centennial Park. 5:30 pm. Live music, children's games, vehicle displays and more. Hosted by Wildwood Crest Police Department, with assistance from

Wildwood Crest Volunteer Fire Department, Wildwood Crest Ambulance Corps and other local public safety agencies.

SEAFARERS CELEBRATION: Saturday, Sept. 24, along Sunset Lake, New Jersey Avenue from Rambler Road to Miami Avenue, 9 am-8:30 pm. Street festival with food and craft vendors, children's and family

entertainment, live music and more. Bayfront fireworks display at 8 pm.

FALL BOROUGH-WIDE YARD SALE: Saturday, Oct. 1, 8 am-4 pm. Dozens of sale locations across the borough. Free registration.

CREST BEST RUN FEST: Saturday-Sunday, Oct. 8-9. Various running races hosted by DelMoSports. Staged out of Centennial Park at Fern Road and Ocean Avenue.

For more information on all 2021 Wildwood Crest special events, log on to the Events and Festivals page at the wildwoodcrest.org website or call (609) 523-0202.



Crest to again host extensive outdoor fitness class program this summer

The Borough of Wildwood Crest is again set to host an extensive outdoor fitness program through its recreation department.

Outdoor fitness activities include the following:



ZUMBA: Outdoor Zumba classes will be held at Centennial Park (Fern Road and Ocean Avenue) each Saturday from May 28 through Sept. 3 and each Monday, Tuesday and Thursday from June 20 through Sept. 5 at 8:30 am. A special Memorial

Day class on Monday, May 30 will also be held.

BEACH PIER FITNESS CLASSES: Various outdoor fitness classes will be held Monday through Saturday daily on the Beach Pier at Heather Road from June 27 through Aug. 27 at 8:30 am. Schedule includes interval training (Wednesdays, Thursdays and Saturdays), Yogalates (Mondays), yoga (Tuesdays) and Pilates (Fridays).

SUNSET YOGA: Evening yoga classes will be held next to the gazebo along Sunset Lake at Louisville and New Jersey Avenues each Tuesday and Wednesday at 7 pm from June 28 through Aug. 31.

Cost for each Wildwood Crest outdoor fitness class is \$5. A punch card good for 20 classes can be purchased from any fitness instructor for \$80. No pre-registration is necessary for any class.

Call the recreation department at (609) 523-0202 for further information.

Crest Trash and Recycling Information



RECYCLING CENTER TAGS AVAILABLE: Official 2022 tags for usage at the Wildwood Crest Recycling Center located along Bayview Drive between Newark and Jefferson avenues are currently available. Tags can be picked up Monday-Friday from 9 am to 4:30 pm at Borough Hall at 6101 Pacific Avenue or at the Wildwood

Crest Information Center near the Rambler Road beach entrance, which will be open Fridays and Saturdays from 9 am to 4 pm and Sundays from 9 am to 1 pm from May 13 through June 12 before opening seven days per week for the summer season. Proof of residency/ownership is required when picking up a recycling center tag.

SUMMER COLLECTION SCHEDULE: Trash and recycling collection in Wildwood Crest begins the summer schedule on June 1. All zones will receive trash pickup twice per week and recycling pickup once per week through Sept. 30. Trash/recycling WILL be collected as usual on the four summer holidays – Memorial Day (Monday, May 30), Juneteenth Day (Friday, June 17), Independence Day (Monday, July 4 and Labor Day (Monday, Sept. 5). The specific trash/recycling collection schedule is available online on the Public Works page of the wildwoodcrest.org website. Call 609-522-7446 for more information.

RECYCLING CENTER HOURS: The trash/recycling drop-off at the Wildwood Crest Recycling Center located along Bayview Drive between Newark and Jefferson avenues is currently operating on summer hours through Sept. 30. Trash and recycling can be dropped off Monday through Thursday from 7 a.m. to 2 p.m. and Friday, Saturday and Sunday from 7 a.m. to 7 p.m. Those using the facility must have a current recycling center tag. Residents and visitors are encouraged to use the

recycling center for trash drop-off instead of discarding household trash into public trash and recycling cans. Call 609-522-7446 for more information.



Sunrise Park spray pad set to open

The popular spray pad for children at Sunrise Park (6901 Ocean Avenue) is set to open again for the 2022 summer season.

The spray pad's hours of operation will be as follows:
Friday, May 27, through Sunday, June 12: 10 am-6 pm.
Monday, June 13, through Sunday, Sept. 11: 10 am-7 pm.
Monday, Sept. 12, through Monday, Oct. 10: 10 am-6 pm.
Other recreational amenities at Sunrise Park (children's playground, adult fitness station, gazebo) are open daily from dawn to dusk.

For more information, call the Wildwood Crest Recreation Department at (609) 523-0202.

BOROUGH OF WILDWOOD CREST
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