

Lower Township

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going to like what they see." Beck said when he takes office in January he would begin to take away some of the things that "blind" government. He said they would provide more information for people to see, establish a mayor's advisory board, and address MUA concerns as soon as possible. Beck said he would need the cooperation of the full council to do these things.

"This is not a one-man show, it's not a two-man show, it's a council initiative. There are three other people (on council) and I look forward to working with them," Beck said.

Beck downplayed the notion of the first time an independent candidate was elected mayor in Lower Township. He said it's not about Beck and Lare, but about ideas.

"People responded to the call that government can succeed, that government can be there for the people," Beck said. "It's not a new idea but it's an idea whose time has come."

Asked if he thought some people voted for him because they were disenchanted with the current administration, Beck said there are "pushes and pulls in each election." He said he believes he and Lare were good candidates, but he thinks the last four years were not kind to Lower

Township.

"And the people voted that way," he said.

Asked if there might be a change in the township manager, Beck said that would be a council decision.

"I've never had a discussion related to that. It's a decision that may have to be made but I'm not making it - it's a council decision," he said.

Beck also dismissed the idea there was such a thing as an "independent voting block" on council, saying the five members vote as a council, and he did not anticipate having problems working with any other council member.



Kevin Lare (center with hat) and Mike Beck are surrounded by supporters Tuesday night at the Lower Township Municipal Hall after results showed they both won the election.

PR firm reviews efforts

By CHRISTOPHER SOUTH
Cape May Star and Wave

CAPE MAY - The Sherry Group, a Cherry Hill-based public relations firm hired to promote Cape May tourism gave a review of its first three months on the job recently to the Cape May Tourism Commission.

Hired July 1, the firm has been attempting to determine what processes it would use and to develop relationships with Cape May businesses, non-profits and other organizations.

Greg Sherry and Melissa Hoistman presented a list of primary objectives, including conducting an aggressive media campaign to promote various aspects of Cape May, to establish TSG as the primary media source for Cape May, and to schedule media visits.

Sherry said their objective is to get the media outlets to take a broad-based approach to their coverage of Cape May.

"So many times the media

focuses on one thing. We hope they will get the broader story," he said.

Sherry said in the short three months since they were hired they have worked with the Nature Center, Mid-Atlantic Center for the Arts, the Cape May Jazz Festival, Historic Cold Spring Village, and South Jersey Marina. They have been working with local groups to develop stories as a wedding destination and other travel stories. Sherry said he wants to make sure his firm is complimenting and augmenting what local groups are doing.

Sherry said TSG has been in touch with 100 of the 250 travel media outlets in a 250-mile radius of Cape May. They are proposing a press tour in late November to promote Christmas in Cape May. He said they have arranged for 10 media visits, five of which have already taken place.

Sherry also mentioned the forbestraveler.com listing of Cape May as being among the "Top 20 Prettiest Towns in

America." Cape May shares the distinction with towns like Annapolis, Md., Lake Placid, N.Y., Aspen, Colo., Santa Fe, N.M. and Bodie, Calif.

Sherry said when they learned of the selection they hit the ground running and got the news out to local and regional media outlets.

"The recognition is something extraordinary," he said. "We took what Forbes had, reshaped it and got it out to the press."

Sherry said the city should make the most of the distinction, perhaps hanging a banner in town, putting up signage, or getting the governor to issue a proclamation commending Cape May on its distinction.

Sherry also said his firm has been responsible for 73 million impressions of Cape May related press articles worth about \$300,000 in ad value.

He said the group is currently working on promoting

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Liquor licenses

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had about 20 members of the public.

The vote on the liquor licenses was going to take place about a year ago, but some confusion over filing the paperwork resulted in the delay.

"For whatever reason, and I believe things happen for a reason, having (the issue) out there for that time allowed people to think it through," Kaithern said. "There is alcohol across the street, alcohol coming in our restaurants, and to thumb our nose at this particular source of revenue would be looking a gift horse in the mouth."

Kaithern said the commissioners decided the consumption license would be offered to a restaurant, not a free-standing tavern or bar. No

decision has been made on the distribution license, although the idea of a wine store has been suggested. Kaithern said the commissioners would have to balance what the community wanted and what it would take to make the license attractive to a potential buyer.

"If we're too restrictive it binds your hands," she said.

So far, the sale of the licenses is restricted to the commercial district. Kaithern said the retail store might be limited to Park or Sunset Boulevard. She said the commissioners have been trying to enact the will of the people, and the wait of more than a year enabled people to talk to them and she said they still need public input.

"Now more than before we need to hear from people. People said this is a good

idea, now the parameters have to be drawn," she said.

Kaithern said a bid package would be put together so people would know what they are bidding on. The commissioners will begin discussing the question at the meeting on Nov. 12, as they have been discussing the matter for some time.

"It's been an ongoing discussion and we need to decide where to go, the time frame, just a lot needs to be done," she said.

The borough can add the revenue to its budget at any time as unanticipated funds. Kaithern said the money doesn't have to go in the coffers before Dec. 31. She said the down season during the winter months would give someone time to prepare for opening with a liquor license in the spring.

Election

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who require our help, whose lives we have to make better in whatever capacity, whether in Congress or the presidency. We have to serve the working and middle class

people in this country and elevate them. In elevating them, we will elevate ourselves and our nation," Kurkowski said.

Contacted by phone, LoBiondo noted that he cam-

aigned on his issues and his record and expressed gratitude to voters for re-electing him to an eighth term.

"We have a long list of challenges to deal with: jobs and the economy are really at the top of the list. The subtitles there are the financial crisis, energy instability and depending on President Obama and his choice of initiatives, whether it's health care or education, transportation, or homeland security. The next Congress will have a very full plate," LoBiondo said.

LoBiondo said he will continue to put the people he re-elected before any party or politics.

He said Obama has a "very clear mandate" based on the Electoral College results and the popular vote, with 349 to McCain's 163. LoBiondo said he looks forward to working with President Obama.

"I'm going to be thrilled to see if we can work together to make progress for the people we're tasked to represent. I've never been about getting credit for an idea; it's all been about results - the rhetoric

doesn't matter. I think my time in Congress, I've developed a very strong relationship with colleagues on both sides of the aisle or decision makers and I can build on that foundation to do my best to represent the people of South Jersey," LoBiondo said.

At the Bellevue Tavern, Republicans were somber that McCain lost the presidency, but were elated at holding on to a congressional seat and county offices.

Gary Schaffer, an Ocean City resident, won handily against Democrat George Hallett for Cape May County Sheriff. Neither man ran for elected office before and each had impressive law enforcement credentials.

Schaffer won with 24,446 to 15,881.

Schaffer thanked his supporters, calling it a "team effort."

"Ocean City came through big for me and I'm pleased with that. It is my hometown. When you look at my life of 35 years of law enforcement, 25 was devoted to Ocean City. My family is still there, too," Schaffer said. "I've done a lot of things in my law enforcement career...this is one of the most difficult and demanding things I had to do. It took a toll on my family and was rough on them because I was away from them campaigning. I'm just glad to get my family back."

As sheriff, Schaffer said he wants to examine cost containment while supplying services.

"There's an increased demand for court security

and we've got the new construction going on at the jail. The biggest challenge I think in my first year is going to try to contain costs while still supplying the necessary services and keeping our officers and corrective officers safe also," Schaffer said.

Incumbent Cape May County Freeholders Daniel Beyer and Ralph Sheets, both Republicans and both unchallenged, easily won re-election to their seats. Beyer received 27,308 votes and Sheets received 27,259 votes.

Beyer, who has been in office since 1988, said he was "appreciative of the public's support."

Beyer said the cutbacks in revenues by the state and federal government will affect the county's budget. He said the county would have to control spending in 2009.

"Right now we're the lowest county tax rate in New Jersey for the third year in a row. We either have to look at each item more thoroughly or postpone some things," Beyer said.

Sheets said the win proves people approve of the direction of the county board.

"It tells me people are satisfied with the job we've been doing with the county. I'm elated, of course," Sheets said. "The entire board tries very hard to give good government and I've been very happy for our success over the years."

In Upper Township, incumbent Republican Committeeman Frank Conrad won re-election, beating Democrat Robert Vicario 3,683 to 2,155.

All results cited are unofficial, according to the Cape May County Clerk's Office.

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