



## House of the week

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## Coastie saves choking man at restaurant

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165th YEAR NO. 1 CAPE MAY, N.J. Serving America's National Historic Landmark City WEDNESDAY, JANUARY 2, 2019 \$1.00

## Former mayor Gaffney dies

By JACK FICHTER  
Cape May Star and Wave

CAPE MAY — Former mayor and councilman William “Jerry” Gaffney, 86, passed away at home Dec. 28.

He was current chairman of the city Public Safety Building Advisory Committee and was honored at a town hall meeting Nov. 28 for his 20-plus years of service to Cape May.

Gaffney was elected mayor in 1990 and again in 1999 under the previous form of government.

With his wife, Mary Ann Gaffney, he raised five children and had seven

grandchildren. Mayor Chuck Lear said Gaffney’s life has been marked by service to country and community, serving as a borough commissioner in Medford Lakes for eight years before moving to Cape May.

“He served our city as a council member for 16 years and as mayor for four,” Lear said.

A career as an insurance underwriter was immensely useful to Cape May, said the mayor.

Gaffney was instrumental in bringing Cape May into the Joint Insurance Fund



GAFFNEY

(JIF) and served 10 years as a member of the JIF board, Lear said.

Among Gaffney’s accomplishments while serving on City Council and as mayor was his participation in the design and development of the city’s desalination plant.

Gaffney was a lifelong member of the Knights of Columbus and served as a Eucharistic minister at Our Lady Star of the Sea Catholic Church for more than 30 years.

Information on services was not available as of press time.

## Wearing winter boots, planning for flip-flops

Tourism officials already preparing for summer

By KRISTEN KELLEHER  
Cape May Star and Wave

CAPE MAY COUNTY — In January, some people don’t think of sunny days and swimming at the shore. But convincing crowds to come to Cape May County, however, is an effort that starts in the winter.

Diane Wieland, director of the Cape May County Department of Tourism, said 75 percent of the department’s funding is spent on a summer marketing campaign.

“Now is the time to start to lay out the campaign,” she said.

Months before summer arrives, county employees meet with media outlets, review pricing for advertisements and review their marketing target.

Wieland said they look into the “new and emerging markets and what are our tried and true,” she said.

“The Philadelphia market we’ll never walk away from, but we’re finding now ... that we can maybe expand. The Lower Merion area of Pennsylvania is a growing market for us, and we want to see how we can we get

“If we’re targeting baby boomers, we want to get an ad that has people that look like that. If we want to target millennials, we want to make sure it’s (reflecting) what they want to do.”

—Diane Wieland, director, Cape May County Department of Tourism



more response from them,” she said.

Winter is also a time when the county works with its graphic designers to create advertisements.

“If we’re targeting baby boomers, we want to get an ad that has people that look like that. If we want to target millennials, we want to make sure it’s (reflecting) what they want to do,” she said.

Digital marketing campaigns allow them to really develop a campaign that targets their market, Wieland said.

According to visitor surveys the county distributes, about 47 percent of the county’s visitors are families.

“While we hear often it’s the millennials that are the up-and-coming, we’re not seeing that. We’re still seeing baby boomers (vacationing),” Wieland said.

Wieland said baby boomers often are taking the vacation but will bring millennial visitors with them.

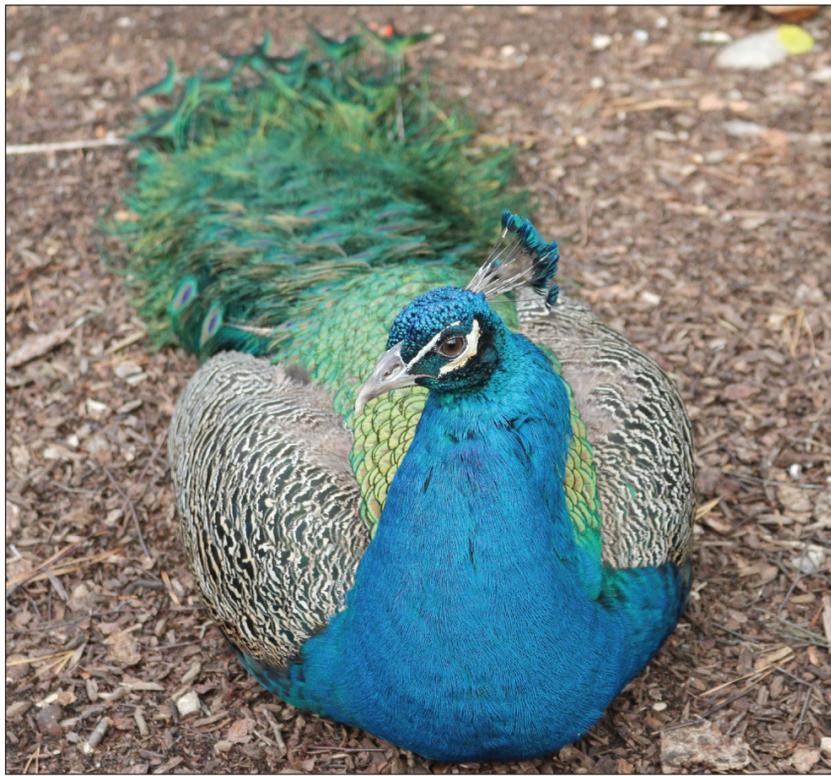
“We’re looking more of that multi-generational,” she said, “so it’s the young parents with kids and now we have the baby boomers who have more than one generation that they travel with.”

Wieland said they advertise in print and digital media outlets in the Philadelphia and New York City markets.

Cape May County started to see a growth in visitors from the New York City area about six years ago, according to Wieland.

She believed that after Superstorm Sandy in 2012, vacationers who ordinarily vacationed farther north came to southern New Jersey.

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Kristen Kelleher/SENTINEL

A peacock rests at the Cape May County Park and Zoo in late December. The zoo is open year-round. The staff has plans in place for the animals during the winter.

## Winter at the Zoo

Staff prepares animals for the season, heating enclosures, but many creatures enjoy the cold

By KRISTEN KELLEHER  
Cape May Star and Wave

CAPE MAY COURT HOUSE — Snow leopards hail from the mountains of central Asia, lions are found largely in sub-Saharan Africa, and the Dromedary camel is native to northern Africa and western India.

So how do these animals, which can all be found at the Cape May County Park & Zoo, weather New Jersey winters?

With some supplemental heat, pretty well.

According to Dr. Alex Ernst, an associate veterinarian at the zoo, all of the zoo’s animals remain on-site in the winter. The zoo has about 200 different species.

“We do make some accommodations for some of our animals that can’t really tolerate the cold,” he said. “For the most part, most of our animals here at the zoo have indoor housing. In the summer, it would be air-conditioned and in the winter it will be heated.”

Most of the zoo’s animals stay in their usual habitats, Ernst said. If the temperatures are too low for a certain animal, the staff will put them in an indoor habitat or a habitat where they can access an indoor habitat and the outdoors.

“We have a lot of species that people don’t really associate with cold weather but do very well,” Ernst said.

This includes the zoo’s lions, which, according to Ernst, are “very cold-tolerant.” “Our lions will go outside all winter long,” he said.

If there is deep snow or the temperatures are bitterly cold, they are kept inside.

Ernst described the day he was interviewed as a “fairly typical winter day in Cape May County,” with temperatures in the mid-40s and sunny. The lions were out, according to Ernst.

“That can be said for a lot of the animals here at the zoo. We have cheetahs that live

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## Cape May year in review 2018

### JANUARY

— West Cape May Commissioner Carol Sabo was elected mayor during the borough’s annual reorganization meeting. John Francis received his oath of office as West Cape May’s newest commissioner. Peter Burke continued as deputy mayor.

— Winter storm Grayson dropped 9.5 inches of snow Jan. 3-4. Cape May recorded a wind gust of 59 mph on Jan. 4 during the powerful nor’easter. The city of Cape May declared a state

of emergency Jan. 4 due to blizzard conditions.

— Before a standing-room-only crowd Jan. 9, the city’s Planning Board voted 7-2 against declaring Washington Commons, City Hall, the firehouse, Macedonia Baptist Church, the Franklin Street School, the Blue Rose Inn and other buildings between Franklin and Ocean streets an area in need of redevelopment. In order to be declared an area in need of redevelopment, the board had to find the site met several state standards such as

having dilapidated, obsolete or substandard buildings, municipally-owned land that has been vacant for 10 years and likely to be developed by private capital or lack of proper utilization resulting in stagnant conditions. Resident Jules Rauch said not one fact was exhibited in a report to prove the Acme market and buildings in front of the Methodist church were dilapidated or obsolete. Following the meeting, Mayor Chuck Lear

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Kristen Kelleher/CAPE MAY STAR AND WAVE

A pair of otters swims at the Cape May County Park and Zoo in late December.

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