

# City of Seaford News



Issue Number 6 | April | 2015

## City Election Day - April 18; Be Sure To Vote!

Three City residents have filed for the two available positions on city council. Those running for the three-year council terms are:

- **Grace S. Peterson (302) 629-9844**
- **Orlando A. Holland (443) 359-1125**
- **Shane F. Beard (302) 236-7343**



The City of Seaford 2015 Municipal Election will be held on Saturday, April 18 in the City Council Chambers, City Hall, 414 High Street, between the hours of 10:00 a.m. E.D.S.T. and 6:00 p.m. E.D.S.T.

If you have any questions or would like more information about or from the candidates, contact them at the numbers given above.

A nonresident property owner to be eligible to vote must be the owner of record for a period of six (6) months immediately preceding the date of the Annual Municipal Election (October 18, 2014) and shall have one vote provided he or she is registered on the "Books of Registered Voters" maintained at the City Hall.

The City of Seaford has independent registration procedures for the Annual Municipal Election. To vote, you must meet the eligibility requirements and be registered on the "Books of Registered Voters" maintained at City Hall.

All voters will need to show proof of residency which may be a State of Delaware driver's license, a federal or state tax return with Seaford address, a City of Seaford utility bill or real estate property tax bill, or a City of Seaford acceptable proof of residency or ownership.

If you will be out of town or unable to come to City Hall to vote on April 18, please contact City Hall at 302-629-9173 for information on absentee voting. The ballot must be returned to City Hall by April 17, 2015.

## City Seaford Celebrates 150 Years!

The City of Seaford is proud to be celebrating its 150<sup>th</sup> birthday! In order to commemorate this significant event in style, the city is partnering with the Greater Seaford Chamber of Commerce to host the Towne and Country Fair and to celebrate "150 Years of Seaford."

This event will take place Memorial Day weekend, May 22 – 24, and will include many fun activities: a Friday night kickoff ceremony at City Hall, the Historical Vintage Car Club of Delaware's 1<sup>st</sup> State Meet at the Ross Mansion on Saturday morning, live music, educational exhibits, crafters, food vendors, a free outdoor showing of Pixar's hit "Big Hero 6," and so much more. Please visit [www.seafordchamber.com](http://www.seafordchamber.com) or [www.facebook.com/seaford150th](http://www.facebook.com/seaford150th) for more details and information on this great event. We hope you will celebrate with us!

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- **Online Payments can be made now.**
- **E-bills can be sent directly to you.**

## A Message from the desk of Mayor David Genshaw .....

Spring, my favorite time of year, has finally begun! After the cold winter we experienced, I think we deserve some great weather to enjoy time outside in beautiful Seaford.

The past few months the City has focused on key areas which I believe give us the best opportunity for growth. At the top of the list has been the promotion and education of the public and interested investors and developers regarding the DDD (Downtown Development District) incentive package offered by the state and also additional incentives offered by the City of Seaford. At this writing, one application has been submitted with several more in the works. This program is doing exactly what Governor Markell had hoped – giving serious investors and developers the incentive to move ahead on their projects now. I am excited about the interest we have seen and proud of our city staff for the intensity of the work they have put forth to help make this process fast and simple.

In February the City unveiled its new brand, “*Seaford a Perfect Place to Start*,” which I believe will energize the marketing of Seaford and all our community has to offer. While developing the new brand, we strived to honor our heritage and give purpose to what Seaford will look like tomorrow. Now City staff is working with several community organizations on ways to integrate the brand into their promotional efforts.

We’re looking forward to Seaford’s upcoming 150<sup>th</sup> Anniversary celebration in May and hope everyone will participate in the festivities.

One last note: elections for two city council positions will be held on Saturday, April 18. Please vote!

*David Genshaw*

## Congratulations Blades, Delaware - 100 Years and Going Strong!



The City of Seaford congratulates the Town of Blades for its 100 years. The 100<sup>th</sup> Anniversary Homecoming Celebration will be held on May 15 and 16 along with the Nanticoke River Marine Park Festival on Sunday, May 17. For more information on the festivities, contact the Town of Blades at 302.629.7366.

# “Light It Up Blue” For Autism Awareness; City to Host Walk and Lighting Ceremony

**Autism Awareness Walk** - Wednesday, April 1

5:15 p.m. at City Hall, Seaford

**“Light It Up Blue” Ceremony** - Wednesday, April 1

6:30 p.m. at Gateway Park, Seaford

The month of April is Autism Awareness month. The City of Seaford and the Sussex Health Promotion Coalition’s Worksite Wellness Program are partnering to kick off the City’s community walking club with an Autism Awareness Walk & Ceremony on Wednesday, April 1. The 3.4 mile walk will begin at City Hall at 5:15 p.m., looping around Hooper’s Landing and back to Gateway Park for the Lighting Ceremony at 6:30 p.m. The first 75 people registered will receive a special gift.



We support Autism Speaks with “Light It Up Blue,” a campaign designed to color the world blue in an effort to increase awareness of the challenges faced by people with autism. Awareness is the key to funding research for a cure and helping develop treatments that provide opportunities for people with

autism to thrive in this world. Even more importantly, awareness leads to the acceptance of people with autism and their differences. Given that one in 68 children is now being diagnosed with autism, just imagine how many community members have children, family members, or close friends who are affected!

Our Delaware “Light It Up Blue” committee is successful in lighting up schools, University of Delaware, Legislative Hall, Nanticoke Memorial Hospital, City of Seaford, Seaford School District, Greater Seaford Chamber of Commerce, Gallery 107, St. John’s United Methodist Church, Soroptimist Club’s Your Sister’s Closet, Nanticoke Automotive, Penco’s Elegant Designs, Hertrich Family of Dealerships, and other local businesses.

**We hope other local businesses will support our awareness efforts and join us in lighting their facilities and windows blue during the month of April.**

Thanks for helping us shine a light on Autism. For more information, visit [autismspeaks.org/LIUB](http://autismspeaks.org/LIUB), Autism Delaware or contact Carlyle and Marcia Windley, [cw20@comcast.net](mailto:cw20@comcast.net) or [mlwindley@comcast.net](mailto:mlwindley@comcast.net)

## Seaford Community Swim Center

### Normal Summer Hours

Monday - Friday

11 a.m. - 8 p.m.

Saturday, Sunday

10 a.m. - 8 p.m.

The pool will open on  
Saturday, May 23.

Membership and swim  
team forms are available  
on the City of Seaford  
SCSC Web site:

[www.seafordde.com/scsc/](http://www.seafordde.com/scsc/)

Remember: Swim lessons  
will be given throughout  
the swim season at the  
Seaford Community Swim  
Center; lessons are open to  
**ALL** regardless of  
membership.



## Parks & Recreation Online Registration

Did you know that you can now register online for our Parks and Recreation programs? Just go to the City's Website - [www.seafordde.com](http://www.seafordde.com) and click on Recreation; it will take you to the registration information!

Like us on Facebook and Instagram (Seaford Parks and Recreation) to see pictures, get news and updates. If you have any questions or have any problems, please contact Natalie Wilson, Supt. of Parks and Recreation, at 302-629-6809.

## National Telecommunications Week

National Telecommunications Week will be held from April 12-18. Our nation honors those who answer 911 calls, dispatch first responders, and handle other emergency communications tasks. The week offers dispatchers the opportunity to take credit for the critical work they perform and for communities to recognize the specialized skills that dispatchers provide. Seaford's communications center handles thousands of calls each year.



**Thank you to our dispatchers for their service and the job they do for our community.!**

## Senior Citizen Tax Exemption

Are you a senior citizen, 65 years or older before July 1, 2015 who owns property in our City? Have you owned the property for at least 10 years? Is this your place of residence? Is your income, other than Social Security, less than \$13,000 as a married couple or less than \$9,000 as a single person? Then you may be eligible for a senior citizen exemption on your property taxes.

Those who qualify are required to re-apply each year. The 10-year residency requirement is waived for those who qualified for the exemption prior to 2008.

Applications will be sent out in April to the seniors who are currently noted in our records as exempt and will be available at [www.seafordde.com](http://www.seafordde.com) and at City Hall after April 1.

## Parks & Recreation Happenings

- The Recreation Department is working with the Boys & Girls Club to sponsor a Pitch, Hit and Run competition on April 25.
- Adult softball leagues are now forming: Men's slow pitch will start in early April. Men's modified softball will begin in May and coed softball will start in June.
- There will be a Little Smashers tennis program in June for ages 4-7 and a tennis clinic in July for ages 8-12.
- Youth flag football and tackle football registration begins in May.
- Register for programs at the Parks & Recreation office or online at [www.seafordde.com](http://www.seafordde.com).
- The City of Seaford will also sponsor Movie Night in the Park in the coming months. For more information, please call the office at 302-629-6809 or visit us on our Web site and Facebook page.



FREE TO THE PUBLIC!

Friday - May 1, 2015

5:00 to 8:30 PM  
Downtown Seaford

2nd Annual

LIVE for  
CHOCOLATE

A Night of Fun, Laughter and Support -  
Promoting Women's Health in Sussex County

Nanticoke is again partnering with the Greater Seaford Chamber of Commerce and the City of Seaford to promote women's health awareness through Live for Chocolate, a night of fun, laughter and support. The event will be held in Downtown Seaford and will include food, wine tasting, games, education, shopping, music and more. The evening will feature a Scavenger Hunt with chocolate treats at every stop!

More than 16 Downtown Businesses along with many of your favorite vendors from last year will be partnering for a great night. Games, prizes and fun activities will be located throughout downtown shops and just across the bridge in Blades.

Mark your calendar! Tell your friends!

For more information go to [www.nanticoke.org/girlsnightout](http://www.nanticoke.org/girlsnightout) or call 302-536-5386.

Co-Hosted By:



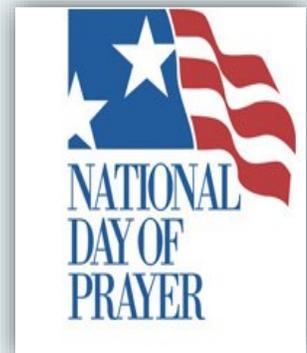
Sponsored By:



National Day  
Of  
Prayer

Join us on  
Thursday, May 7  
from 12:20 to  
12:40 p.m. to  
celebrate  
"National Day of  
Prayer."

The program will  
take place on the  
steps of City Hall,  
414 High Street.  
We hope to see  
you there!



# Prepare For Clean Up Week

## May 11 - 15

Annually, the City of Seaford schedules a clean-up week in order to improve the appearance of the City. During this week, Public Works will haul away unwanted materials at no charge for **CITY RESIDENTS ONLY!!**

A City Resident is defined as anyone who receives utility services from the City of Seaford.  
(i.e. Electric, Water or Sewer)

**HEAVY MATERIALS:** Stoves, furniture, cement pipe, etc. will be collected separately as special equipment may be needed.

**WEIGHT LIMITS:** When filled, bags and containers shall not weigh more than 50 lbs.

**CONTAINERS:** Please use disposable containers as they will not be returned.

**PLACEMENT:** All materials to be picked up must be placed on the curb line no later than 8:30 a.m. on the day scheduled for your area's pick up. Our employees are not permitted to go on private property. Once a street has been cleared, the trucks WILL NOT RETURN.

**PRIVATE CONTRACT WORK:** Debris from any work done by a private contractor (cutting trees, construction, etc.) is the responsibility of the contractor. Do not place on curb line for the City to remove.



- Do not place leaves, limbs, twigs or grass clippings on the curb line during clean-up week. Normal pickup of these items will resume the week after clean-up week.
- No household garbage, paints or hazardous chemicals will be picked up. Call Delaware Solid Waste Authority for proper disposal of household hazardous waste: 800-904-7080
- No freezers, refrigerators, air conditioners or other appliances which contain, or may have contained, Freon will be picked up.

### Pick-Up Schedule

<b>Monday, May 11:</b>	East of Front Street, Mearfield
<b>Tuesday, May 12:</b>	Front St., to the RR track, Including Virginia Commons, Wilmar Village & Hurley Heights.
<b>Wednesday, May 13:</b>	RR tracks to Nylon Blvd.
<b>Thursday, May 14:</b>	Martin Farms, Westview and Parsons Village.
<b>Friday, May 15:</b>	Woodside Manor, Belle Ayre, Governor's Grant

Call Delaware Solid Waste Authority for proper disposal of household hazardous waste at 800-404-7080.

### What To Do:



**Please Remember Clean-Up Week Is Only For Residents Within the Corporate Limits of Seaford!**

# Cabin Fever This Winter? Get Out On the Golf Course

Now that spring is finally here, it's a good time to clean those golf clubs and head to Hooper's Landing for a day on the links.

Located at 1019 W. Locust St. in Seaford, Hooper's Landing offers quality, well-maintained greens, a golf shop, and friendly, helpful staff.

Yearly golf passes are available from April 1, 2015 to March 31, 2016. These passes include:

- ◆ unlimited greens fees (walk at any time)
- ◆ cart fees - \$15 for 18 holes
- ◆ discounts in golf shop and on range balls



Rates: Single Golf Pass \$825 for the year or \$125 a month (April thru October) and \$75 a month (November thru March); Family Golf Pass \$1,350 for the year or \$200 a month (April thru October) and \$125 a month (November thru March); Junior Golf Pass (age 12 - 19) \$350

Rates for 18 holes are:

January to end of March- every day

\$30 w/cart; \$20 walk

April to end of October

Monday-Thursday:

\$40w/cart; \$25 walk

Friday-Sunday:

\$45w/cart; \$30 walk

Every day Twilight (after 3 p.m.):

\$30 w/cart; \$20 walk

November to December- every day:

\$30 w/cart; \$20 walk

*Rates for nine holes are available at little more than half the 18 holes rate.*

Want to learn the game or sharpen your skills? Golf lessons are available with PGA Head Professional Michael Connor. The cost is \$65 for a one (1) hour lesson or five lessons for \$260 -- 5 for the price of 4! Ladies' clinics will be offered this spring, and clinics for Juniors offered this summer.

The Golf Shop is fully stocked with golf name brand clothing and accessories, complete lines of clubs from Callaway, Taylor Made and others, golf balls, and much more. Shop hours: Spring and Fall - 7:30 a.m.-5:30 p.m.; Summer -6:30 a.m. to 6:30 p.m.

***For more information, call 302-629-2890. See you on the green!***

## Sewer or Electric Problems After Hours? Now What?

Did you know that the City of Seaford has an after-hours emergency number for all sewer and electric issues?

This after-hours emergency line is monitored by our communications center when the City's offices are not open. You won't be greeted by a recorded message; a live call taker will answer and have someone from the appropriate department call you direct or respond to the location of the issue.

**For after-hours concerns, please call 302-629-4550.**

## Earth Day Tree Raffle

Earth Day was founded in 1970 to demonstrate support for environmental protection. Demonstrate your support by entering to win a free, energy-saving, shade tree for your home or business. Shade trees naturally provide a welcoming spot to cool down during hot summer days. When shade trees are properly located and planted, they can reduce home and business energy costs by reducing the need for summer air conditioning. The savings associated with trees doesn't stop with summer. In the winter, trees lose their leaves which allows the sun to warm up homes and business, reducing heating needs and lowering heating costs.

The 2015 Earth Day Tree Raffle is part of the City of Seaford's Earth Day Education campaign to teach its citizens more about energy efficiency and conservation. Seaford has provided a display at City Hall for the public to learn more about this year's overall message: Think Locally, Act Locally, and Buy Locally to benefit health and quality of life while saving money.

**To register for the raffle please stop by City Hall at 414 High Street.**

# DEMEC Reward the City for Outstanding Demand Response



Left to Right: Bill Bennett, Seaford Electric Superintendent; Dolores Slatcher, City Manager; Rick Garner, Electrical Engineer; Mayor David Genshaw; Charles Anderson, Asst. City Manager; Scott Lynch, DEMEC Energy Services Manager.

The Delaware Municipal Electric Corporation (DEMEC) congratulates the City of Seaford for its outstanding participation in the 2014/2015 Demand Response Program Year. The City of Seaford received a cash incentive for reducing their energy consumption during high energy use hours last summer.

Participation in the DEMEC/Comverge Demand Response Program contributes to the reliability and stability of the regional electric grid while rewarding its participants with monetary incentives. Demand

Response is one of the most effective tools used by utilities to combat high electricity costs while supporting electric reliability.

How it works is simple. Customers typically consume the most energy during the summer months. On especially hot days the regional grid becomes strained as customers demand more energy. In an effort to reduce the strain, large energy consumers are incentivized to reduce their energy use during peak hours when energy is most expensive. These reductions provide an effective and valuable service that results in a savings on power supply costs for all DEMEC members.

This incentive was created as a reward to municipal, commercial, and industrial customers who are doing their part to ensure grid reliability, keep costs down, and for being a good steward of the environment. To learn how your company can earn incentives for participating in the DEMEC/Comverge Demand Response Program, contact Scott Lynch, Energy Services Manager for DEMEC at (302) 653-2733 or by email at [slynch@demecinc.net](mailto:slynch@demecinc.net)

In an effort to promote the local economy and better familiarize our community with its businesses, the City wants to recognize newly established businesses and highlight significant accomplishments and accolades of its existing businesses.

Has your business been recognized in some way or is it expanding? Then we would like to put it in the "spotlight!"

Information can be sent to the City's Economic Development Manager Trisha Newcomer at: [tnewcomer@seafordde.com](mailto:tnewcomer@seafordde.com).





# Seaford

The Perfect Place to Start.

On Monday, February 9, 2015, the City of Seaford unveiled its new marketing campaign – *The Perfect Place to Start*. This campaign lends itself to multiple facets in marketing, whether Seaford is the perfect place to start a business, to retire, to start a family or to start a vacation.

The City recognized that it was time to create a new brand with which visitors, potential businesses and residents could connect. The Seaford community is one with tremendous pride in its historical heritage, but it's difficult for new residents or those considering the area to connect with a history unknown to them. The goal was to create a seamless marketing package that will promote the community and its assets.

The City was fortunate to use funding by USDA Rural Development and the Delaware Economic Development Office. With this grant they hired Arnett Muldrow & Associates to conduct the intensive three-day Charrette process. Mr. Muldrow met with the Steering committee, seven Focus Groups made up of public stakeholders, and held a public workshop during the process. Focus groups were comprised in the following categories:

- Arts, Attractions & Tourism
- Healthcare & Education
- Business & Property Owners
- Real Estate
- Merchants
- Ministerial Group
- City Staff

The results were presented to the Steering Committee which made some recommended changes; the final brand package was presented and approved at the City Council meeting on January 27. The City of Seaford and its staff are excited to embrace the new brand and put it into action, showcasing Seaford and its many attributes.



The Perfect Place to *Start a Business*.

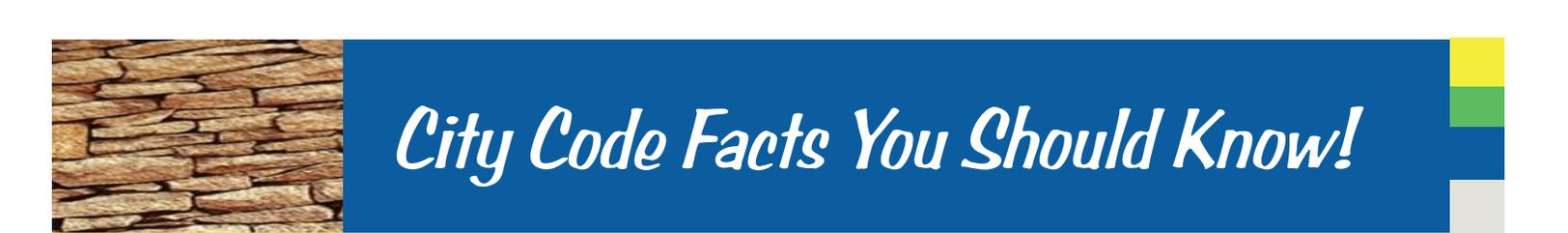
[www.seafordde.com](http://www.seafordde.com)

Whether trading, growing, manufacturing, or creating, Seaford has had a long and historic connection with productivity. The combination of the nature of our workers, and their passionate connection to their region creates an environment focused on loyalty and an ethic for the power of hard work.

Seaford is a traditional community, whose historic downtown is nestled along the Nanticoke River, our thriving retail provides for shoppers throughout the region, our hospital cares for our own with the attention given when you know someone by name, and our inspired leaders are crafting a bright future for this place we call home.



The Perfect Place to Start. For More Information, contact us today 302.626.9173.



# City Code Facts You Should Know!

***If you have any questions or would like a complete copy of any of the City Codes, please don't hesitate to contact the Code Department at 302-629-9173.***

## ***Dog Ordinance***

The City Council adopted a "Dog Ordinance" several years ago to promote the health, safety and general welfare of the citizens of our community and to also promote the responsible and humane handling of the dog by its owner. Highlights of the Ordinance: All dogs over the age of six months must have a license issued by the Delaware Department of Natural Resources; a rabies vaccination is also required; No more than three (3) dogs over the age of six months are permitted in a dwelling unit;

Know where your dog is at all times; dogs are not permitted to run at large;

Dogs must be on a leash or securely confined indoors or in a kennel, pen or fenced area which is designed to prevent the dog from escaping;

Dogs cannot be tethered to any object for an extended period of time;

The dog kennel, pen, yard or enclosure must be cleaned daily to ensure the dog's good health and welfare.

When walking your dog, please clean up your dog's waste.

If a dog bites a person or another animal, call 911 immediately.

## ***Property ID***

Is your house the only one on your street that does not have house numbers? Is your place of business clearly identified? Several years ago, the City Council adopted an Ordinance to require the clear display of the properly assigned house or building numbers. This assists police, fire and emergency services to better locate a property in case of an emergency. The numbering of buildings also enhances the 911 system. Important points: All entrances from public streets to buildings fronting on streets shall be numbered. The numbers should be placed in the immediate area of the front entrance.

- All residential address numbers shall be a minimum of three (3) inches in height.
- Commercial and industrial address numbers shall be a minimum of 10 inches in height. In higher density commercial areas, the height of the numbers may be reduced only with the approval of the Building Official.
- The numbers should be of a reflective material or have sufficient visual contrast with the background material to be easily discernible with the aid of an emergency vehicle spotlight.
- In buildings with multiple occupants, separate numbers should be posted on, above, or to the side of the entrance to each unit.

## ***Weeds & Vegetation***

This Ordinance requires that all grass, weeds, and uncontrolled vegetation be no taller than 10 inches. Please don't blow grass clippings into the street as they can block the storm drains and cause deterioration of the pavement. Please bag them and place them along the curb line for the City to pick up. If your property backs up to an alley, please remember to cut the grass in the alley behind your property.

## ***Swimming Pools***

Did you know that before you set up any type of swimming pool, including an inflatable pool that holds more than 300 gallons of water, you have to obtain a permit from the City? In addition, your yard must be fenced or the pool must have swing up steps with a lockable gate and must be kept locked when the pool is not in use. These precautions protect you and the public.

## ***Trash***

The accumulation of trash is a health and safety hazard to you, your neighbors and the general public. Trash bags should be stored inside durable metal or plastic containers with tight fitting lids, and the containers should be emptied on a regular basis or at least once a week. Several trash collection companies operate within our community; they will provide a container for your use and pick up the trash on a weekly basis.

## ***Playing Games***

If you have a portable basketball net, please remember that it may not be placed at the curb for playing basketball in the street. Playing games of any kind in the street is prohibited. This is for everyone's safety.