

## **Seaside Heights seeks image makeover**

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Written by **Bonnie Delaney, Correspondent**

**SEASIDE HEIGHTS** — Family-friendly fun is what's in store for visitors heading to this Shore community for the beach, boardwalk and bay.

The Borough Council approved a number of measures at its meeting Wednesday night in an effort to transform its image from a party town to a family-friendly town.

"Special Police will be assigned to the beach to enforce the rules. They'll be checking coolers for alcoholic beverages, enforcing the smoking ban, and making sure people have beach badges," Mayor William Akers said, adding smoking has been prohibited on the entire beach for the past two years. Before that, there were designated smoking areas, he said.

The council passed a resolution to hire 50 Class I and II special officers for the summer season to augment the 24-member, full-time police force, Akers said.

Last year, beach employees were responsible for enforcing rules on the beach, he said.

"I think it makes a difference if a uniformed officer asks to see your badge or check your cooler rather than a 17-year-old beach employee. Police assigned to the beach will wear summer attire, such as a short-sleeve golf shirt and shorts," Akers said.

The council also filled an unexpired term on the borough Redevelopment Board, appointing Angie Lombardi to the position. Lombardi, a resident and photographer, does promotions for the Seaside Heights Business Improvement District and its tourism arm, Exit82.com.

Michael Graichen, program coordinator of special events for Exit82.com, said attracting families will be the main focus of events this season.

He said Exit82.com is working with radio stations to come up with creative events that are free to families to drive visitors to the boardwalk and local businesses. Some possible events are live broadcasts, concerts, movie nights, promotions and contests with the Lakewood BlueClaws, and a bounce house event.

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