2020 State of the Town

PRESENTED BY Mayor Mike Benton

2020

A year of

CARE

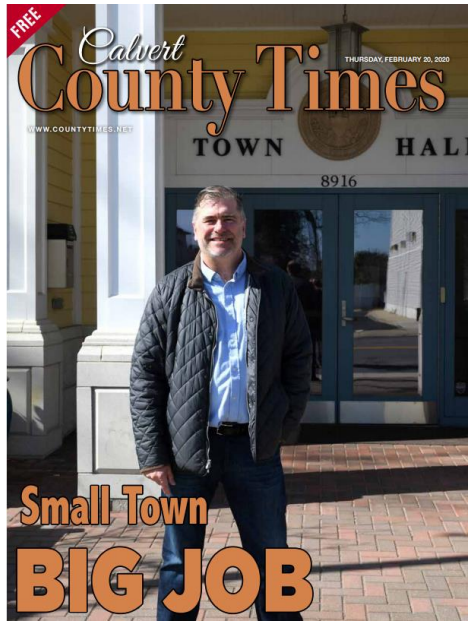
CAUTION

COMMUNICATION

2020 IN REVIEW
MAYOR MIKE BENTON

NORTH BEACH strong

NB
The Jewel of the Chesapeake Bay
North Beach, Maryland



2020
A year of
CARE
CAUTION
COMMUNICATION

Town of North Beach

COVID-19

Coronavirus

2020
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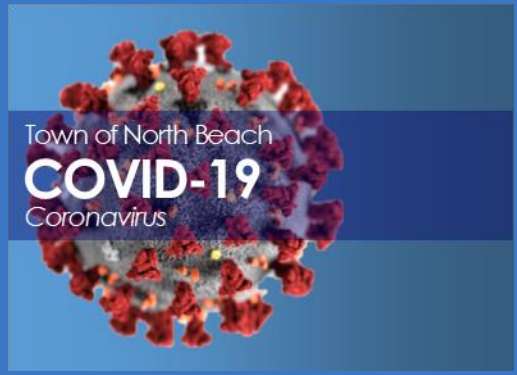
THE FIRST MONTH



- **February 28:** the first COVID-19 email communication that included CDC and State of Maryland guidelines was shared.
- **March 6 and 11:** new email communications were released that included additional updates from CDC, State of Maryland and Calvert County Health Department. The town urged citizens to be proactive, offered tips on how to stop the spread of germs and shared a list of COVID-19 symptoms.
- **March 12:** adjustments were made to Town Hall operations that included closing Town Hall to the public and live streaming the Town Council meeting.
- **March 13:** all upcoming public meetings were cancelled.
- **March 16:** the Town of North Beach entered the Emergency Phase. Town Hall was closed; staff began teleworking to perform job duties; DPW took extra precautions while working outdoors and with the public; Waterfront Staff worked as needed; and, public restrooms were closed.
- **March 18:** new guidelines were set forth regarding social distancing and avoiding groups of more than 10 people. Access to the beach was closed until further notice.
- **March 20:** the Coronavirus Resource page went live on the town website.
- **March 21:** the 'We Are Here for You' campaign was launched with a goal of matching those in need with those who wished to volunteer.
- **March 22:** the boardwalk, Wetlands Overlook Park and Sunrise Garden were closed to non-residents. Callis Park was closed to all citizens in response to guidance from Governor Hogan regarding high-touch areas being a potential source of spread of COVID-19.
- **March 26:** the boardwalk, bike path, pier and all parks were closed to all citizens.
- **March 30:** Governor Hogan issued a Stay at Home Order for all citizens and ordered certain businesses to close.

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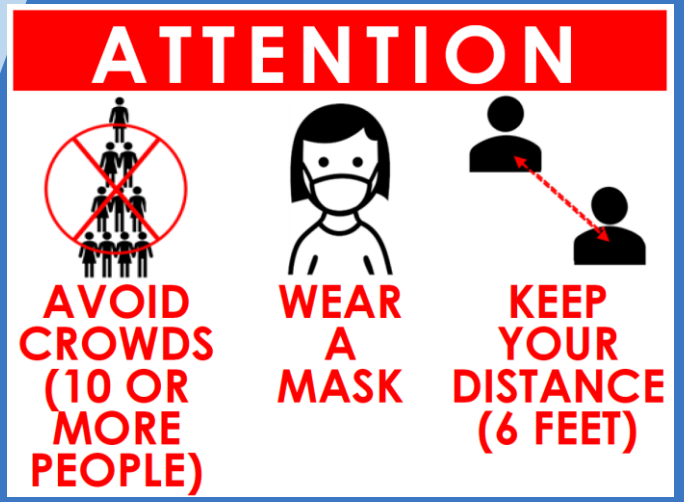
PREVENT THE SPREAD

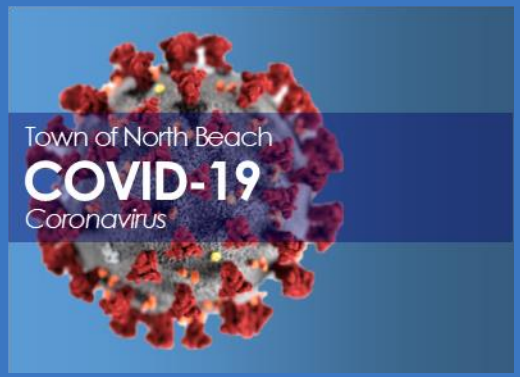
- Continually encourage citizens to prevent the spread of COVID-19.
- Close public spaces, as necessary, to reduce exposure.
- Stay abreast of changing guidelines from CDC and State of Maryland.



2020 A year of CARE CAUTION COMMUNICATION

RESOURCES & INFORMATION

- Created a COVID-19 resource center on the town website that includes any public notices, press releases, town news for residents and businesses, closures and openings, and shared information from Calvert County, the State of Maryland, Centers for Disease Control, etc.
- Worked diligently to maintain up-to-date information on this page to keep citizens informed. Many times, announcements of closures and/or reopenings were made and town staff had to react swiftly to prepare press releases, signs and posters; and to make logistical changes to adhere to guidelines set by Governor Hogan.



COVID-19 Coronavirus

The Town of North Beach continues to monitor and adjust to changing conditions related to COVID-19 Coronavirus. This is a rapidly evolving situation and new information specific to the Town of North Beach will be provided as it becomes available. Please check back regularly for any new information that has been posted.

Be Proactive! Stay informed!
Subscribe to News!

Listen to the experts!

CDC — Centers for Disease Control and Prevention
Maryland Department of Health
The Office of Governor Larry Hogan
Calvert County Health Department
Calvert County Maryland

Updates

2/3/2021: COVID-19 Vaccinations
1/22/2021: Resident Update
1/21/2021: Resources for Small Businesses and Self Employed
1/15/2021: Calvert County Health Department Opens Countywide COVID-19 Vaccine Pre-registration
1/12/2021: Governor Hogan Announces $1 Billion Emergency Stimulus and Tax Relief Package
1/8/2021: Resident Update
12/30/2020: Governor Hogan Announced That More Than $154 Million Available to Help Marylanders With Energy and Utility Bills
12/22/2020: Resident Update
12/11/2020: Resources for Small Businesses and Self Employed
12/11/2020: Gatherings Not Permitted in Public Areas
12/9/2020: Press Release: Two Employees Test Positive for COVID-19
12/7/2020: Protect Your Community! Don't Leave Home Without Your Mask
12/1/2020: Resources for Small Businesses and Self Employed
11/25/2020: Resident Update
11/24/2020: Governor Hogan Announces Launch of All-Hands-on-Deck COVID-19 Compliance and Enforcement Operation
11/18/2020: To Fight COVID-19 Surge, Governor Hogan Announces Hospital Surge Measures, Statewide Capacity Restrictions
11/13/2020: Resident Update

3/23/2020: COVID-19 Layoff Aversion Fund for Town Businesses
3/23/2020: Unemployment Benefits for Workers Impacted by Coronavirus in Maryland
3/23/2020: US Census Deadline Extended
3/22/2020: Press Release: Boardwalk and Parks Closed to Non-Residents / Callis Park Closed to All
3/21/2020: We Are Here For You
3/20/2020: Video Update from Calvert County Economic Development
3/19/2020: Information Regarding Disaster Relief Program for Town Businesses
3/18/2020: Press Release: Public Beach Closed
3/17/2020: Food/Drink Businesses
3/17/2020: President's Coronavirus Guidelines
3/17/2020: Ladies of Charity Food Pantry
3/16/2020: Public Notice Regarding Town Hall Operations
3/13/2020: Public Notice Regarding Cancellations
3/12/2020: Public Notice Regarding Town Hall / Council Meeting
3/11/2020: Proactive Measures to Prevent Spread of Viruses
3/6/2020: Updates Regarding the Coronavirus
2/28/2020: Be Proactive to Prevent the Spread of Illness

We are here for you!
Click here if you are elderly, disabled or housebound; can't get to the store; have a low food supply; or, need information.

Volunteer here!
Click here if you are willing to look out for your neighbor; able to go to the store for someone; or, if you want to share grocery items.

Resources for Small Businesses!
Click here if you are a small business and need information.

Still working for you!
The Town of North Beach staff is still working for you. Click here for direct phone numbers for each staff member.

Town of North Beach
301.855.6681
info@northbeachmd.org
8916 Chesapeake Avenue
North Beach, MD 20714
www.northbeachmd.org
"The Jewel of the Chesapeake Bay"
North Beach, Maryland

PRESS RELEASE

Public Beach Closed

March 18, 2020: The Town of North Beach continues to monitor and adjust to changing conditions related to COVID-19 Coronavirus. In response to new guidelines set forth regarding social distancing and the recommendation to avoid social gatherings in groups of more than 10 people, the Town of North Beach will close access to the beach effective at sundown this evening, March 18, 2020, until further notice.

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PRESS RELEASE

Boardwalk, Bike Path, Parks and Public Restrooms to Reopen

May 9, 2020: In collaboration with Governor Hogan's Maryland Strong: Roadmap to Recovery, the Town of North Beach will apply a Roll Out Plan for town-owned properties and buildings. This plan does not include a set of fixed dates, but serves as a guide to show the intended path forward.

Stage One of the Rollout Plan will reopen areas and activities with a lower level of virus transfer. Effective Monday, May 11, 2020 at 7 am, the following public areas will reopen with precautionary measures in place for staff and citizens:

- Boardwalk
- Bike Path
- Sunrise Garden

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PRESS RELEASE

Farmers' Market, Art Fair and Classic Car Cruise-In Canceled

June 12, 2020: The Town of North Beach continues to monitor changing conditions related to COVID-19 Coronavirus. Maintaining public health and safety and preventing exposures and transmissions of the virus remain at the forefront of concern of the Mayor and Town Council.

In following guidelines set forth recommending avoidance of large gatherings, the Town of North Beach regrets to announce the Farmers' Market, Art Fair and Classic Car Cruise-In for the 2020 season has been canceled. The popularity and success of the Farmers' Market draws crowds from near and far. At this time, the Town of North Beach will continue to err on the side of caution and will not promote gatherings of this magnitude.

For Immediate Release

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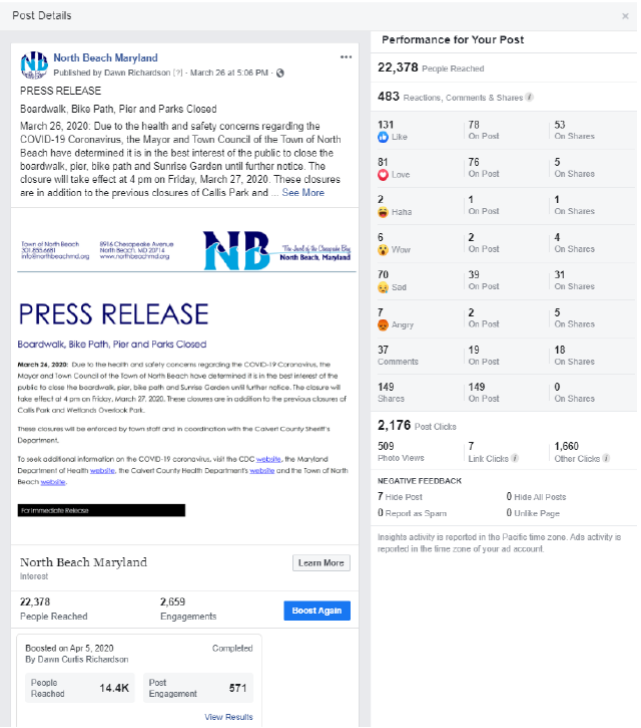
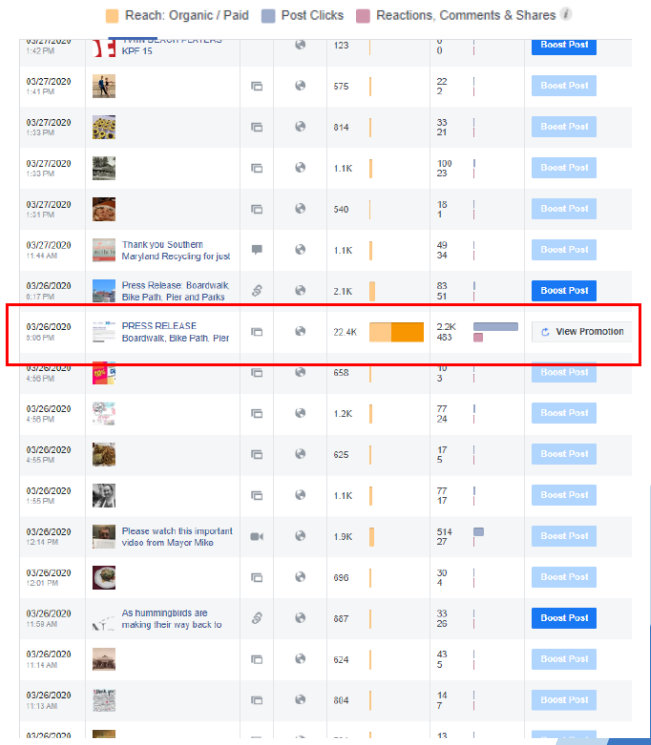
DIGITAL COMMUNICATIONS

- Utilized digital communications and social media campaigns to ‘extend the reach’ to citizens of the town, county and state.
- It was imperative to create impactful posts to alert any visitors prior to their arrival to the Town of North Beach that due to COVID-19, public spaces were closed and events were cancelled.
- It was just as important to alert any guests that our businesses were open with some restrictions.

Performance of the Post from the date of the original post (3/26/20) until now.



Snapshot of posts before and after the paid ad.
Original post 3/26/20; Ad period 4/5-4/10/20



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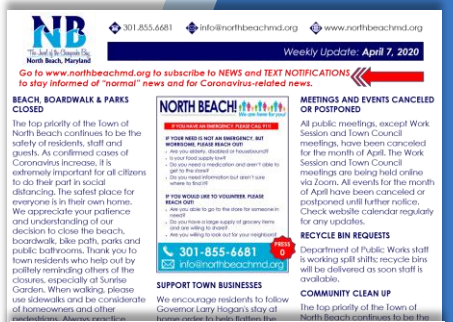
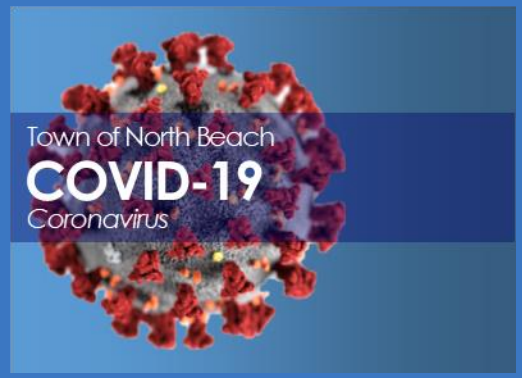
SUPPORTING OUR RESIDENTS

- Kept residents up to date of COVID-19 related news with an updated webpage, email communications, posters and signs.
- Closed public spaces when necessary to help prevent the spread of COVID-19.
- Closed the beach and cancelled events to prevent high traffic to the town.
- Live-streamed Town Council meetings so residents could continue to keep abreast of agenda items and council discussions.
- Utilized the 'We Are Here For You' campaign to connect residents in need with those who wanted to volunteer.





NORTH BEACH! NB
We are here for you!

CALL OR EMAIL, IF:

- You are in need.
- You would like to volunteer.

301-855-6681
info@northbeachmd.org

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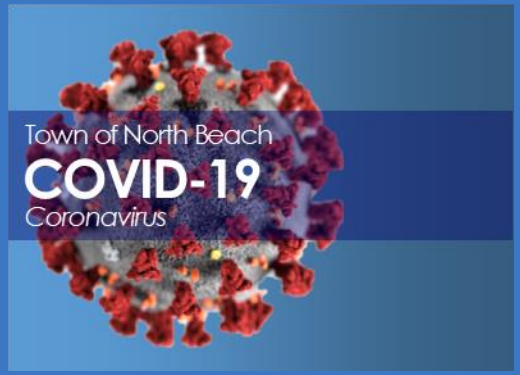
ONLINE MEETINGS, & WEBINARS



- Participated in Zoom meetings, virtual town hall meetings and webinars, and served as panelist in Q&A sessions with the Town of Chesapeake Beach, Calvert County Department of Economic Development, Calvert County Health Officer, Calvert Chamber of Commerce.
- Maintained communication and favorable working relationships with members of our neighboring Town of Chesapeake Beach, Calvert County Commissioners and staff and the town's delegation at the State House in Annapolis.
- As COVID-19 presented many challenges, these meetings offered guidance on keeping employees safe, provided best practices for reopening businesses, provided important details on grant programs and services, shared tips on marketing to your community and allowed constituents to share helpful information.
- This knowledge gained in these online meetings was and continues to be passed along to town residents and businesses.

NB The Jewel of the Chesapeake Bay North Beach, Maryland

CALVERT COUNTY ECONOMIC DEVELOPMENT Maryland

THE TOWN OF CHESAPEAKE BEACH ★ Welcomes You ★

CALVERT COUNTY HEALTH DEPARTMENT

CALVERT COUNTY CHAMBER OF COMMERCE

2020 A year of CARE CAUTION COMMUNICATION

SUPPORTING TOWN BUSINESSES

- Continually announce through email blasts, social media posts and signage that businesses are open.
- Kept the COVID-19 resource center on the town website up to date with information on grants, funds, relief opportunities.
- Held a Zoom Q&A session with town businesses and representatives from Calvert County Department of Economic Development and the Maryland Small Business Development Center.
- Sent routine emails to all town businesses with county, state and federal information on grants, relief funds, etc. Answered questions from town businesses and directed them to the appropriate source to receive the best response.

Dawn Richardson | Dawn Richardson; Mike Benton
Resources for Businesses & Self Employed
You forwarded this message on 4/27/2020 12:23 PM

Maryland SBDC - COVID19 Hickman 042320 updated.pdf
680 KB
Open PDFs in Adobe Acrobat

Good afternoon Town of North Beach Businesses and Self Employed,

I hope you're all hanging in there during these uncertain times and that the information I have been forwarding is helpful in some way. If you have a moment, send me an email and let me know what has been helpful, not helpful, or what you might need more information about. The folks at Calvert County Economic Development continue to be available for your questions and concerns, too. (info@ecalvert.com / 410-535-4583 / website: Calvert County Coronavirus Response and Resources

NEW INFORMATION

- **ATTN: NORTH BEACH RESTAURANTS!** Hilary Dailey from Calvert County Economic Development is hosting a call-in session this **Wednesday, April 29th at 2:00pm** exclusively for Calvert County restaurants, wineries and breweries with guest speakers: Kevin Atticks, from Grow & Fortify (for breweries and wineries) and Marshall Weston, CEO of the Restaurant Association of Maryland. They will be summarizing what's going on for these industries right now, and answering your questions. Please let Hilary know if you will be able to be on the call and if you have any questions prior to the call. Hilary.Dailey@calvertcountymd.gov Please join meeting from your computer, tablet or smartphone. https://global.gotomeeting.com/join/463473173 You can also dial in using your phone. (For supported devices, tap a one-touch number below to join instantly.) United States: +1 (646) 749-3122 - One-touch: tel:+16467493122,,463473173# Access Code: 463-473-173 New to GoToMeeting? Get the app now and be ready when your first meeting starts: https://global.gotomeeting.com/install/463473173
- **Link to PPPL and EIDL applications** - https://www.sba.gov/funding-programs/loans/coronavirus-relief-options
- **Maryland's New One-Stop Unemployment Insurance Application Launched Friday, April 24, 2020** with some "hiccups." Maryland Department of Labor launched a new one-stop unemployment insurance application to allow all Marylanders to file all types of claims entirely online. This includes those who are eligible for the Pandemic Unemployment Assistance (PUA) program, the Pandemic Emergency Unemployment Compensation (PEUC) program, and individuals who were previously required to file by phone. The launch of this new online application has allowed Maryland's Division of Unemployment Insurance (DUI) to implement all three Coronavirus Aid, Relief, and Economic Security Act (CARES Act) programs. To access the new application tomorrow morning, visit MDunemployment.com. Those who are self-employed, independent contractors, sole proprietors, gig economy workers, have insufficient work history, or believe they are eligible for the PUA program, will be able to submit their applications online and receive their benefits retroactive to their earliest date of eligibility. These individuals, who are not eligible for regular unemployment insurance and who cannot work due to COVID-19, will be eligible to apply for a maximum of 39 weeks of benefits, effective January 27, 2020 through December 31, 2020.

REPEAT INFORMATION

- **Relief Wizard Tool** - If you answer the questions, the relief wizard will point you to the programs you are eligible to apply for, based on your answers. https://reliefwizard.net/
- **Need Help with this? SBA Daily Calls & Webinars** - The SBA conducts daily webinars and conference calls to help small business owners understand and apply for the coronavirus relief programs.
  - 3:00 pm – Daily Conference Call- 202-765-1264; ID # 827-299-626
  - 5:30 pm – Daily Conference Call - 202-765-1264; ID # 310-688-488
  - 10:30 am and 8:00 pm – Zoom Webinar (download the ZOOM app for free) Meeting # 6794772946 Have all your necessary documents ready

FOR YOU INFORMATION

- **SBDC- Small Business Development Center- Slide Deck** from the recent webinar - Attached. It has updated information. For example, if you received PPPL money and you want to know how to maximize the forgiveness amount, check out the slides.
- **Article:** Unemployment FAQs: Tips for Businesses During COVID-19 **– General tips for employers.**

Dawn Richardson | Dawn Richardson; Mike Benton
Resources for Small Businesses and Self Employed

Happy Friday! I apologize in advance .... this is a long one. Skim through to see what may pertain to you and your business. Let me know if you have questions or if I can help in any way. Have a great weekend!

Dawn Richardson
Marketing / Public Relations
Direct 443.646.2416
Main 301.855.6681

→ **STAGE TWO BEGINS FRIDAY, JUNE 5 AT 5:00 PM:** Non-essential businesses may open, including: manufacturing, construction, large and small retail shops, specialty vendors, wholesalers, warehouses, and offices including information technology firms, legal offices, accounting, banking and financial institutions, insurance agencies, design studios, advertising and architectural firms, and media production companies. Read the governor's order here.

Additionally, real estate offices, travel agencies, auto dealer showrooms, bank branches and various other offices may all safely reopen with public health and safety guidance recommendations in place. This guidance includes:

- Wearing face coverings whenever face-to-face interaction takes place.
- Conducting temperature checks for workers and other personnel.
- Limiting the proximity of employees by rotating employee hours.
- Instituting split schedules, shifts, or shorter work weeks.
- Staggering start, break, or shift times.

Employees who can telework should continue to do so whenever possible.

Additional Personal Services that may open: Including nail salons, massage therapists, tanning salons, and tattoo parlors may resume operations at up to 50% capacity, by appointment only, and with appropriate health and safety guidelines.

→ Take the Pledge –Then print and display the pledge to help boost customer confidence. If you took the pledge, let us know here.

→ **Zoom webinar on Monday, June 8 at 12pm featuring Dr. Polsky, Calvert County's Health Officer and Kelly Slagle, Calvert County Economic Development Director.** Learn about Calvert County Health Officer Dr. Laurence Polsky's latest guidance on keeping your employees and customers safe. Also, hear about NEW programs, services and grant programs available through the Calvert County Department of Economic Development from director Kelly Robertson-Slagle. You must register at least an hour before the program in order to receive a link to the Zoom webinar. https://calvertlibrary.libnet.info/event/4343426

→ **Food safety and tourism research from Commerce Managing Director Liz Fitzsimmons** - Restaurant criteria for outdoor dining. This is a great document

Dawn Richardson | Dawn Richardson; Mike Benton
Resources for Small Businesses and Self Employed

Happy Friday! Another reminder that Small Business Saturday is November 28th. Let's make 2020 the year to SHOP SMALL in North Beach! Plan early / promote early! Also, make sure you read my email from yesterday regarding additional funding that is now available. To review criteria and requirements, go to www.CalvertCountyMd.gov/COVID19ReliefFund. If you have questions, please reach out to Kathy McAdams, Business Retention Specialist at Calvert County Government Department of Economic Development, Office: 410-535-1600 X2786, Mobile: 443-771-0639.

Below, I have included some helpful information that was shared from the State of Maryland. Have a great weekend!

Highlights from Governor Hogan's Press Conference yesterday:

- **TELEWORK.** Marylanders are encouraged to continue teleworking, and employers should make every effort to give employees the opportunity to telework.

- **OUT-OF-STATE TRAVEL ADVISORY.** With the holiday season approaching, the travel advisory issued by state health officials has been renewed and remains in effect. Under this advisory, Marylanders are strongly advised against traveling to states with positivity rates of 10% or higher. Anyone traveling from these states should get tested and self-quarantine while awaiting results. Marylanders should avoid non-essential travel of any kind outside of the region. Read the travel advisory.

- "With the holidays approaching and so many Marylanders making plans to spend time with family and friends, it is more important than ever for all of us to remain cautious and vigilant," said the governor. "We want Marylanders to enjoy the holiday season with your loved ones, but we want you to do it as safely as possible."

Reference: $3M: Expansion of Arts Organization Funding - The governor's initiative increases funding to $7 million for the Maryland State Arts Council's (MSAC) Emergency Grant Program. In response to the COVID-19 State of Emergency, MSAC has created special grant opportunities that provide emergency funding to arts organizations and artists for losses sustained because of programming, operations, and events that have been modified or canceled. All of the information can be found here on their website.

Main Street Lending Program Changes (10/30/20) - The Federal Reserve Board adjusted the terms of the Main Street Lending Program in two important ways to better target support to smaller businesses that employ millions of workers and are facing continued revenue shortfalls due to the pandemic. Find details and additional links here. https://www.federalreserve.gov/newsevents/pressreleases/monetary20201030a.htm

Small Business Virtual Mentoring and Training - SCORE, Small Business Development Centers, Women's Business Centers, Veterans Business Outreach Centers and other resource partners are providing free business mentoring and training by phone, email, and video. Find an SBA resource partner near you

Charitable Deduction Incentives - The CARES Act provides incentives for charitable contributions. The provisions of the CARES Act allow non-itemizers to deduct up to $300 in cash giving for the 2020 tax year, encouraging donors to support their favorite nonprofits

Town of North Beach
COVID-19
Coronavirus

Zoom Meeting Q & A
for Town of North Beach Businesses
Monday, April 20, 2020 @ 11am

SMALL BUSINESS

You've received an abundance of information over the last few weeks regarding funds, grants, relief, etc. We realize some of you may be overwhelmed and confused.

The Town of North Beach is hosting a virtual meeting to help you get answers to your questions and receive guidance. If you are wondering what the next step will be for your business or if you have questions regarding a specific funding source, you don't want to miss this meeting!

Monday, April 20, 2020 at 11 am via Zoom
Log in on computer: https://zoom.us/j/95036992859
Call In: 1-929-205-6099, Meeting ID: 950-3699-2859

The meeting will be recorded and available for those that are not available and for your reference.

PARTICIPANTS

SBDC
Lisa Creason
Bill Hite

CALVERT COUNTY Maryland
Danita Boonchaisri
Kathy MacAdams

NB North Beach, Maryland
Mayor Mike Benton
Dawn Richardson

Our goal is to cut the fluff and get straight to the point!

Be prepared to ask questions during the meeting. You may also submit your questions in advance to drichardson@northbeachmd.org. Please have questions emailed no later than 10 am on Monday, April 20, 2020.

Questions: Dawn Richardson @ 443.646.2416

THE SMALL BUSINESS 'PIVOT'

- Businesses in town developed creative ways to survive the challenges created by the COVID-19 pandemic.
- The 'new normal' required restaurants to offer carry-out only for a time, then they were able to offer outdoor seating, then limited indoor seating.
- Some non-essential retail establishments were closed until they were allowed to reopen with a limited capacity.
- All businesses continue to adhere to cleaning and sterilization guidelines, adjusted their business hours, offer online ordering, make local deliveries, etc.

Westlawn Inn
The Quintessential Experience
Fine Dining, Drink, & Music
in North Beach, MD

PRECAUTIONS

- Our menu is available right on your phone on the front page of our website OR you can use our printed menus that are sanitized between each use.
- Our servers will be wearing masks and washing hands frequently. Their personal health and exposure situation will also monitored closely, of course. They will keep an eye on your needs from as much distance as possible.
- Wipes, tissues, and hand sanitizer stations are strategically placed by any doors you may need to access (particularly the entrance and the rest rooms).
- Our tables are spaced apart, both in distance and time, and are completely cleaned between customers.

We could use your help! Please do:

- Stay home if you have any chance of being symptomatic or asymptomatic.
- Step aside or back to allow at least 6 feet between you and our other patrons.
- Wear a mask until seated. You may remove it at your table, but if you leave your table, please put it back on.
- Be patient. We are dealing with a variety of challenges and are doing our best.

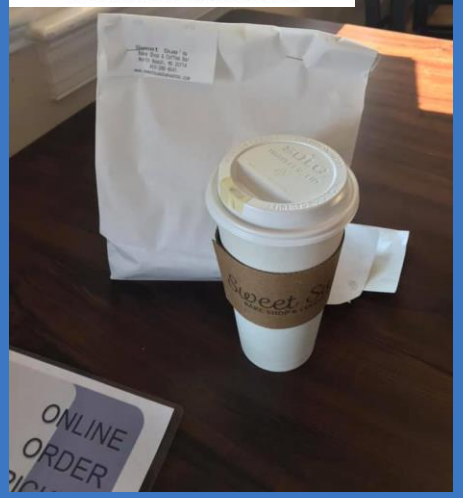
We will keep our veranda open all year round, for any evening that might be comfortable, if you dress warmly, and perhaps ***BYOBlanket.*** We have limited outdoor heaters at this time. For indoor dining, we have spaced out our tables both in placement and times, using both our upstairs and downstairs dining rooms.

P M PLAZA MEXICO RESTAURANTE

Wheel House & Beer Garden

Hook & Vine kitchen • bar

Sweet Sue's
BAKE SHOP & COFFEE BAR



Neptune's SEAFOOD PUB

2020 A year of CARE CAUTION COMMUNICATION

FOOD DRIVES FOR THE COMMUNITY

- The St. Anthony's Catholic Church Ladies of Charity and the Boys & Girls Club of Southern Maryland came through with food drives for the community.
- The Ladies of Charity and Boys & Girls Club saw a significant increase in the number of families they served in 2020.

Calvert County est. 1968 LADIES OF CHARITY AIC-LCUSA

BOYS & GIRLS CLUBS of Southern Maryland

2020 A year of CARE CAUTION COMMUNICATION

SUPPORTING OUR SENIORS

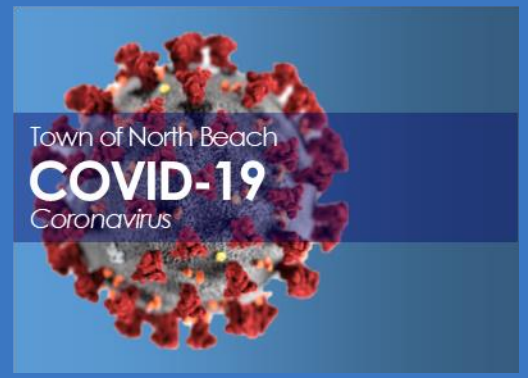
- The members of the senior community have not been able to do normal activities, lunches or gatherings at the North Beach Senior Center for most of 2020. To uplift their spirits, they turned to drive through festivities:
- Drive By Celebration to celebrate National Senior Citizens Day on August 21, 2020.
- Seniors Only Halloween Drive Through on November 2, 2020.

2020 A year of CARE CAUTION COMMUNICATION

BACKGROUNDS, PUZZLES & CHALK

2020 was full of stay-at-home activities and virtual meetings.

- Virtual backgrounds created by Calvert County to be used on Zoom calls, webinars, online meetings, etc.
- The Chalk Your Walk campaign got people out of their house for a little fresh air. Citizens were encouraged to upload their photos with #ChalkYourWalkNB so they could be shared on social media.
- Many enjoyed exploring North Beach in the six online jigsaw puzzles that were created using photos of North Beach.



POLAR BEAR PLUNGE

VIEW FROM THE SKY

BEACH DAY

SUNRISE GARDEN

IN THE NEST

EARLY EVENING CLOUDS

2020 A year of CARE CAUTION COMMUNICATION

Marshall Arts Photography

GETTING THE JOB DONE DURING A PANDEMIC

2020 A year of CARE CAUTION COMMUNICATION

TECHNOLOGY

- Completed transition to Microsoft 365 to improve reliability and security, and support remote work.
- Implemented VoIP soft-phones to allow staff to make and receive phone calls regardless of their location.
- Refreshed mobile laptop hardware.
- Upgraded routing and switching hardware at Town Hall to increase speeds in support of remote work. Installed new WiFi access points throughout Town Hall and the Welcome Center
- Launched the Citizen Mobile App, Access NB. Soft release: July 2020 and full release to the public: November 2020. Currently have approximately 150 registered users.

COMCAST

Maryland Municipality Gets Work Done Despite Pandemic with Comcast Business' VoiceEdge

The cloud-based VoIP solution allows employees of the Town of North Beach to meet constituents' needs while continuing to work from home

BALTIMORE – October 21, 2020 – Comcast Business today announced the Town of North Beach, Maryland, is leveraging its VoiceEdge cloud-based VoIP solution, which has given North Beach the agility to quickly shift to a remote-work environment without interruption during the pandemic.

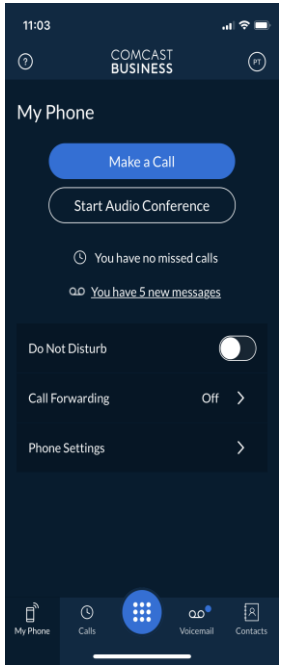
The municipality realized a need to modernize its phone systems when town employees began experiencing issues with their landline telephone service. After considering multiple options, the Town of North Beach – which is both a Comcast Business data and cable customer – selected Comcast Business' VoiceEdge virtual PBX solution, allowing it to bundle three services into one bill, saving money as well as adding convenience. Since VoiceEdge is web-based, town employees gained the ability to take their phone lines with them on the go via the VoiceEdge mobile app – a capability that proved invaluable shortly after installation, when the COVID-19 pandemic forced a move to working remotely.

"I'm grateful for the Comcast Business team who worked to bring the new service online and helped our employees understand how to download and use the app. I can't express how easy it is – we love our new setup," said Stacy Milor, North Beach Town Clerk. "The solution also put us in the right place once COVID-19 hit. We haven't missed a beat while working from home, especially with our phone system. It's been a seamless experience. We've even enabled remote access to municipal services and held virtual town council meetings."

Once the pandemic is over, town employees will continue to reap the benefits of having an easily-accessible, cloud-based phone service when they're called away from their desks or when at conferences or community events.

"By being proactive in upgrading to an advanced, cloud-based PBX, the Town of North Beach was well positioned to quickly shift its entire office to a work-from-home environment without losing any of the capabilities of its phone system," said Wolf Lewis, Senior Director of Enterprise for Comcast's Beltway Region. "VoiceEdge's ability to help provide seamless business voice continuity will continue to allow employees to meet constituents' needs."

About Comcast Business
Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 customer support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation's largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market being recognized over the last two years by leading industry associations as one of the fastest growing providers of Ethernet services. To learn more, visit http://business.comcast.com, call 866-429-3085 or follow us on Twitter @Comcast Business and on other social media platforms at http://business.comcast.com/social.



ACCESS NORTH BEACH
YOUR LINK TO TOWN HALL

2020 A year of CARE CAUTION COMMUNICATION

RESOLUTION 20-04

- Passed Resolution 20-04 for the Town of North Beach to stand up against racial discrimination and social injustice.

A RESOLUTION FOR THE TOWN OF NORTH BEACH TO STAND UP AGAINST RACIAL DISCRIMINATION AND SOCIAL INJUSTICE

WHEREAS, The Mayor and Town Council of the Town of North Beach, Maryland are committed to promoting and encouraging universal respect for and observance of human rights and fundamental freedoms for all,

WHEREAS, The Mayor and Town Council of the Town of North Beach are committed to the values written into the U.S. Constitution that express freedom, justice, and equality, which should be at the heart of every level of government in America,

WHEREAS, considering that all human beings are equal before the law and are entitled to equal protection against any discrimination and against any incitement to discrimination,

NOW THEREFORE BE IT RESOLVED that the Mayor and Town Council of the Town of North Beach reaffirming that discrimination between human beings on the grounds of race, color, or ethnic origin is unacceptable, and that it is capable of disturbing peace and security among relations among nations and citizens that is capable of disturbing peace and security among peoples,

AND BE IT ALSO FURTHER RESOLVED that this Resolution shall take effect from the date of its passage by the Town Council.

READ AND ADOPTED THIS 11TH DAY OF JUNE 2020.

Town of North Beach

RESOLUTION 20-04

A Resolution for the Town of North Beach to Stand Up Against Racial Discrimination and Social Injustice

2020 A year of CARE CAUTION COMMUNICATION

CALVERT LIBRARY TWIN BEACHES BRANCH

- The new Twin Beaches Branch of the Calvert Library is planned for the northeast corner of 5th Street and Chesapeake Avenue.
- In 2020, Calvert Library held community meetings to get public input and to share information on the design process of the Twin Beaches Branch.
- Scheduled to begin site work September 2021.

PHOTO: CALVERT LIBRARY WEBSITE 01/2021

Project Schedule

Schedule is preliminary and subject to change.

Design Schedule

Project Kick-off: 02.07.2020
Schematic Design Submission: 04.22.2020
Design Development Submission: 07.31.2020
Construction Document Submission: 11.06.2020

Bidding

Bid advertisement for Construction: May 2021
Bid Opening/Construction Award: June 2021-August 2021
Pre -construction Meeting/Notice to proceed: 09.01.2021

Building Construction (18 months duration)

Beginning of site work: September 2021
Building Envelope Completion/Climate Control Established: September 2022
Beginning of Interior work: October 2022
End of Construction: 03.01.2023

2020 A year of CARE CAUTION COMMUNICATION

MD 261 ROADWAY RECONSTRUCTION PROJECT

- The MD 261 Roadway Reconstruction Project began early 2020.
- Improvements include raising the roadway elevation, constructing a new bridge with wide shoulders, inlet and culvert replacement and ADA-compliant sidewalk construction between 8th and 9th Streets.
- The project is designed to reduce flooding impacts and enhance protection for the Town of North Beach.
- A large portion of the project has been completed. The entire project is scheduled for completion in summer 2021.

2020 A year of CARE CAUTION COMMUNICATION

2020 UNITED STATES CENSUS

- The Town of North Beach was recognized as an invaluable member of the 2020 Census Community Partnership and Engagement Program and the town's efforts contributed to a successful 2020 Census.
- Throughout the year, residents were encouraged to participate in the 2020 US Census either online, by phone or by mail.
- Participated in the Calvert County Public Service Announcement video.
- To encourage residents to take part in the US Census, we promoted a friendly competition between Mayor Benton and Mayor Mahoney. Chesapeake Beach won by 7.9%.

United States® Census Bureau **2020 Self Response Rates**

Maryland: 71.2% Calvert County: 75.1%
North Beach: 68.1% Chesapeake Beach: 76%

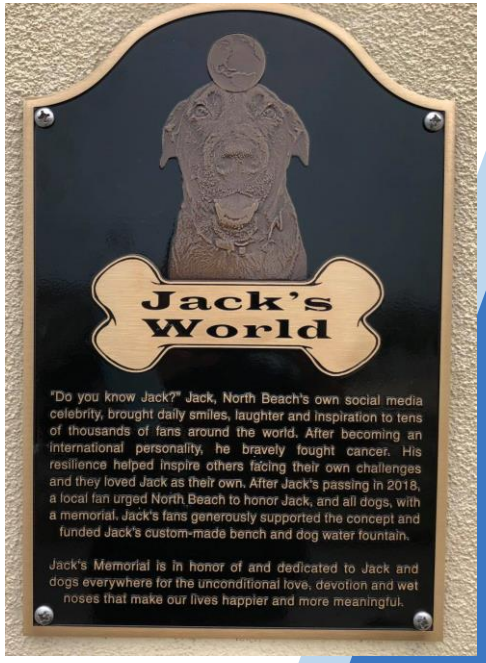
BANNER ART COMPETITION

- The Town of North Beach Economic Development Committee sponsored a Banner Art Competition. The theme, “Chesapeake Bay Life,” was reflected in each entry. There were 18 impressive submissions received. The winning submissions were printed on banners and hung on the light poles on Bay Avenue and Chesapeake Avenue. Awards were given for the top three juried winners.

2020 A year of CARE CAUTION COMMUNICATION

JACK'S WORLD MEMORIAL

- Fundraising campaigns were coordinated by Jack's family and friends. The funds that were raised through a GoFundMe account, t-shirt sales and raffles went toward the purchase of the life-size statue, bench, plaque and water fountain for humans and pets.
- The memorial for Jack, North Beach's own social media celebrity, was installed on the boardwalk behind the Welcome Center in October and has been a hot spot for photos ever since.



2020 A year of CARE CAUTION COMMUNICATION

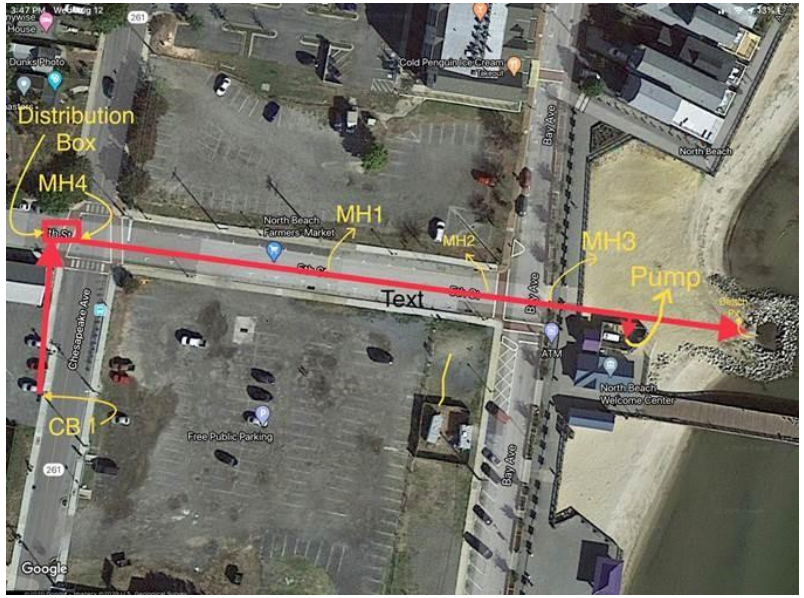
DEPARTMENT OF PUBLIC WORKS

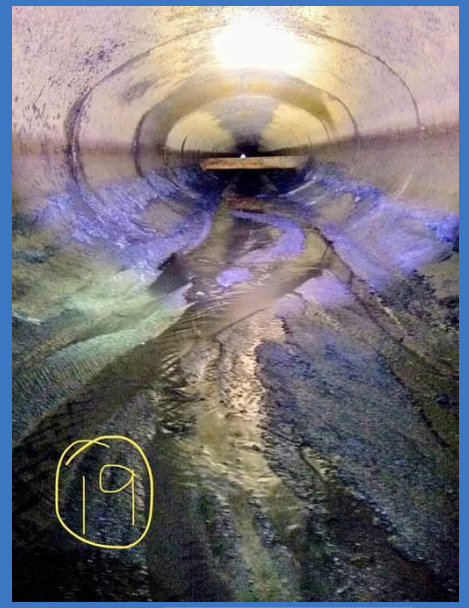
- Bulk material storage bins were built at the Department of Public Works yard to be used as storage for material such as gravel, sand and stone. This will help reduce the waste of material that was previously stored loosely on the lot.
- Installed new signage at Sunrise Garden to remind visitors to "be kind" to the fish and the sculptures placed in the park.
- Installed a leaf compost site at Department of Public Works.

2020 A year of CARE CAUTION COMMUNICATION

DEPARTMENT OF PUBLIC WORKS

- The contractor completed the work to clean the large storm drain pipe from the beach outfall to the intersection of 5th Street and Chesapeake Avenue. There was approximately 24 inches of silt and debris laying in the bottom of the pipe. The contractor removed 185 tons of debris. This was the first time this pipe had been cleaned and it is expected to improve nuisance flooding in this area.
- Began working with Environmental Finance Center on framework for Phase 1 of the Stormwater Comprehensive Plan for the entire town. This was made possible by a grant from the Department of Natural Resources. Phase 2 will follow. Stormwater pump stations are in design.
- The Stormwater and Flood Mitigation committee continues to grow and be a major factor in helping to solve town stormwater and flooding problems.

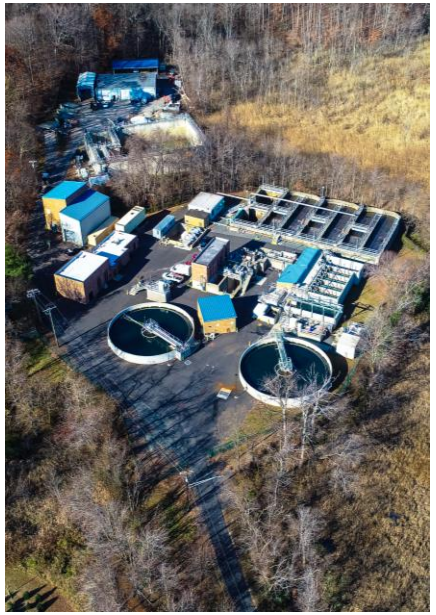




2020 A year of CARE CAUTION COMMUNICATION

DEPARTMENT OF PUBLIC WORKS

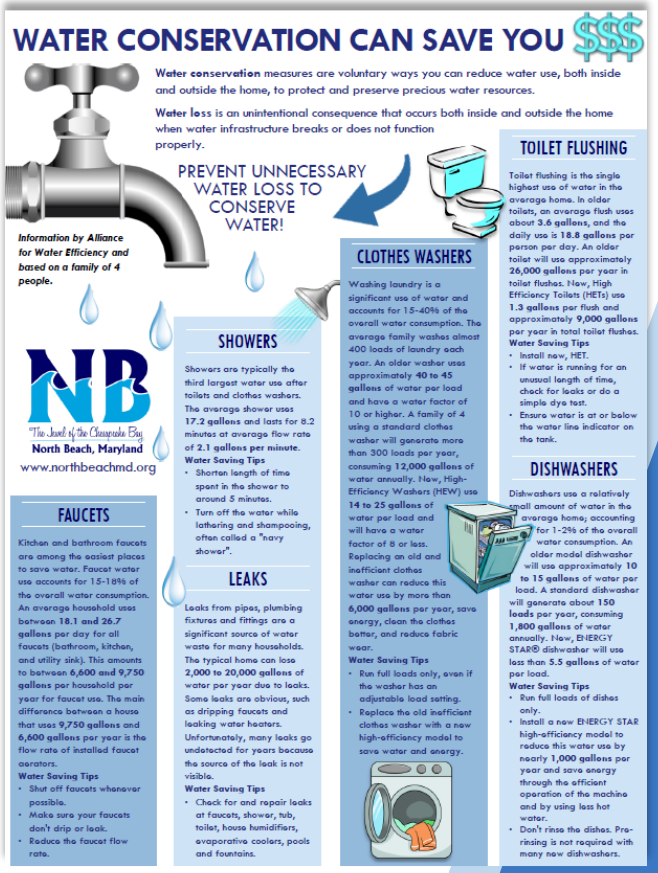
- Continued quarterly meetings with partners involved with the operation and maintenance of the Chesapeake Beach Wastewater Treatment Plant to ensure the Town of North Beach has more input on any issues involving the operation and cost.
- Continued to work with Calvert County on the Shared Line Agreement. This agreement outlines fairly split costs between the Town of North Beach and Calvert County that are determined by sewerage flows.
- Completed the update of 95% of the town's water meters with new radio read meters. These replaced meters that had been installed in 1991, several of which were no longer reading correctly. These new meters ensure billing and radio read accuracy.



2020 A year of CARE CAUTION COMMUNICATION

DEPARTMENT OF PUBLIC WORKS

- A contractor removed 28 existing light poles and installed 28 new, energy-efficient light poles and fixtures in the flower beds along Bay Avenue.
- Continued to promote and assist residents with water conservation by using the 5-Point Check.
- Re-striped Chesapeake Avenue.
- Purchased large digital message sign.



WATER CONSERVATION CAN SAVE YOU $$$

Water conservation measures are voluntary ways you can reduce water use, both inside and outside the home, to protect and preserve precious water resources.

Water loss is an unintentional consequence that occurs both inside and outside the home when water infrastructure breaks or does not function properly.

PREVENT UNNECESSARY WATER LOSS TO CONSERVE WATER!

Information by Alliance for Water Efficiency and based on a family of 4 people.

NB
The Jewel of the Chesapeake Bay
North Beach, Maryland
www.northbeachmd.org

FAUCETS

Kitchen and bathroom faucets are among the easiest places to save water. Faucet water use accounts for 15-18% of the overall water consumption. An average household uses between **18.1 and 26.7 gallons** per day for all faucets (bathroom, kitchen, and utility sink). This amounts to between **6,600 and 9,750 gallons** per household per year for faucet use. The main difference between a house that uses **9,750 gallons** and **6,600 gallons** per year is the flow rate of installed faucet aerators.

Water Saving Tips
- Shut off faucets whenever possible.
- Make sure your faucets don't drip or leak.
- Reduce the faucet flow rate.

SHOWERS

Showers are typically the third largest water use after toilets and clothes washers. The average shower uses **17.2 gallons** and lasts for 8.2 minutes at average flow rate of **2.1 gallons per minute.**

Water Saving Tips
- Shorten length of time spent in the shower to around 5 minutes.
- Turn off the water while lathering and shampooing, often called a "navy shower".

LEAKS

Leaks from pipes, plumbing fixtures and fittings are a significant source of water waste for many households. The typical home can lose **2,000 to 20,000 gallons** of water per year due to leaks. Some leaks are obvious, such as dripping faucets and leaking water heaters. Unfortunately, many leaks go undetected for years because the source of the leak is not visible.

Water Saving Tips
- Check for and repair leaks at faucets, shower, tub, toilet, house humidifiers, evaporative coolers, pools and fountains.

CLOTHES WASHERS

Washing laundry is a significant use of water and accounts for 15-40% of the overall water consumption. The average family washes almost 400 loads of laundry each year. An older washer uses approximately **40 to 45 gallons** of water per load and have a water factor of 10 or higher. A family of 4 using a standard clothes washer will generate more than 300 loads per year, consuming **12,000 gallons** of water annually. New, High-Efficiency Washers (HEW) use **14 to 25 gallons** of water per load and will have a water factor of 8 or less. Replacing an old and inefficient clothes washer can reduce this water use by more than **6,000 gallons** per year, save energy, clean the clothes better, and reduce fabric wear.

Water Saving Tips
- Run full loads only, even if the washer has an adjustable load setting.
- Replace the old inefficient clothes washer with a new high-efficiency model to save water and energy.

TOILET FLUSHING

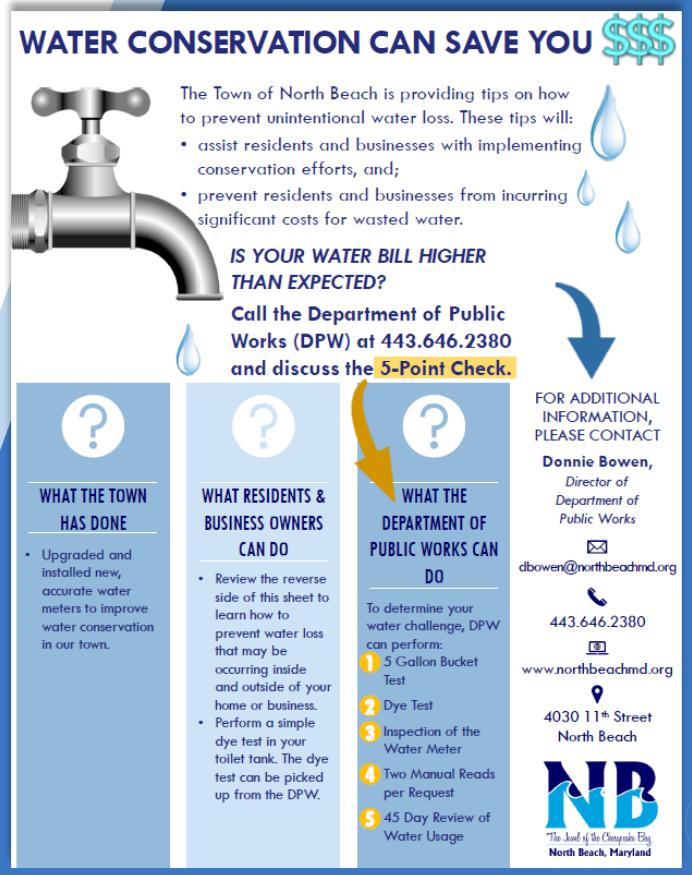
Toilet flushing is the single highest use of water in the average home. In older toilets, an average flush uses about **3.6 gallons**, and the daily use is **18.8 gallons** per person per day. An older toilet will use approximately **26,000 gallons** per year in toilet flushes. New, High Efficiency Toilets (HETs) use **1.3 gallons** per flush and approximately **9,000 gallons** per year in total toilet flushes.

Water Saving Tips
- Install new, HET.
- If water is running for an unusual length of time, check for leaks or do a simple dye test.
- Ensure water is at or below the water line indicator on the tank.

DISHWASHERS

Dishwashers use a relatively small amount of water in the average home, accounting for 1-2% of the overall water consumption. An older model dishwasher will use approximately **10 to 15 gallons** of water per load. A standard dishwasher will generate about **150 loads** per year, consuming **1,800 gallons** of water annually. New, ENERGY STAR® dishwasher will use less than **5.5 gallons** of water per load.

Water Saving Tips
- Run full loads of dishes only.
- Install a new ENERGY STAR high-efficiency model to reduce this water use by nearly **1,000 gallons** per year and save energy through the efficient operation of the machine and by using less hot water.
- Don't rinse the dishes. Pre-rinsing is not required with many new dishwashers.



WATER CONSERVATION CAN SAVE YOU $$$

The Town of North Beach is providing tips on how to prevent unintentional water loss. These tips will:
- assist residents and businesses with implementing conservation efforts, and;
- prevent residents and businesses from incurring significant costs for wasted water.

IS YOUR WATER BILL HIGHER THAN EXPECTED?

Call the Department of Public Works (DPW) at 443.646.2380 and discuss the 5-Point Check.

WHAT THE TOWN HAS DONE
- Upgraded and installed new, accurate water meters to improve water conservation in our town.

WHAT RESIDENTS & BUSINESS OWNERS CAN DO
- Review the reverse side of this sheet to learn how to prevent water loss that may be occurring inside and outside of your home or business.
- Perform a simple dye test in your toilet tank. The dye test can be picked up from the DPW.

WHAT THE DEPARTMENT OF PUBLIC WORKS CAN DO

To determine your water challenge, DPW can perform:
1. 5 Gallon Bucket Test
2. Dye Test
3. Inspection of the Water Meter
4. Two Manual Reads per Request
5. 45 Day Review of Water Usage

FOR ADDITIONAL INFORMATION, PLEASE CONTACT

Donnie Bowen,
Director of Department of Public Works

dbowen@northbeachmd.org
443.646.2380
www.northbeachmd.org
4030 11th Street
North Beach

NB
The Jewel of the Chesapeake Bay
North Beach, Maryland

2020
A year of
CARE
CAUTION
COMMUNICATION

DEPARTMENT OF PUBLIC WORKS

- Sold 28 Street Lights: $5,050
- Sold Bobcat Street Sweep: $900
- Sold 2003 GMC Sierra 1 Ton Dump Converted to a Flatbed: $3,701

2020 A year of CARE CAUTION COMMUNICATION

FINANCIAL

Net assessable real property base increased from **$253,600,795** on July 1, 2019 to **$260,153,320** on July 1, 2020.

The town's Constant Yield Rate of **0.6170** per **100** of assessed value was adopted.

Trash Rate remained the same at **$327.00** annually.

Minimum water usage was reduced from **6,000** gallons to **5,000** gallons per quarter.

Minimum quarterly water and sewer bill remained at a rate of **$148.20.**

Healthy Living Grant/Maryland Energy Administration: **$50,000.**

Critical Areas Grant: **$1,900.**

Community Legacy Grant for Lights in Flower Boxes: **$50,000.**

Community Legacy Grant for Library: **$250,000.**

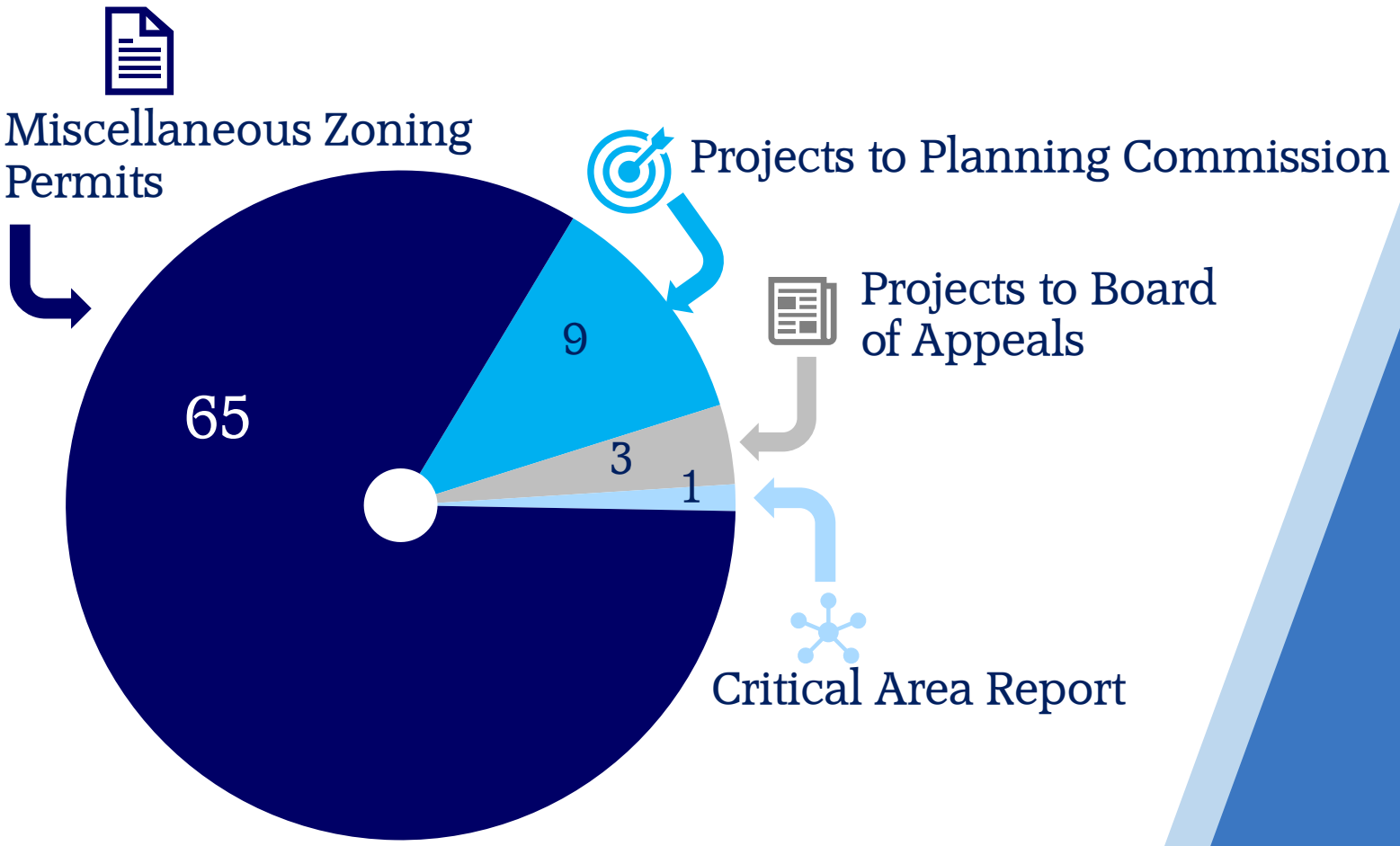
2020 A year of CARE CAUTION COMMUNICATION

GRANT FUNDING HEALTHY HOMES PROGRAM

HEALTHY HOMES Program

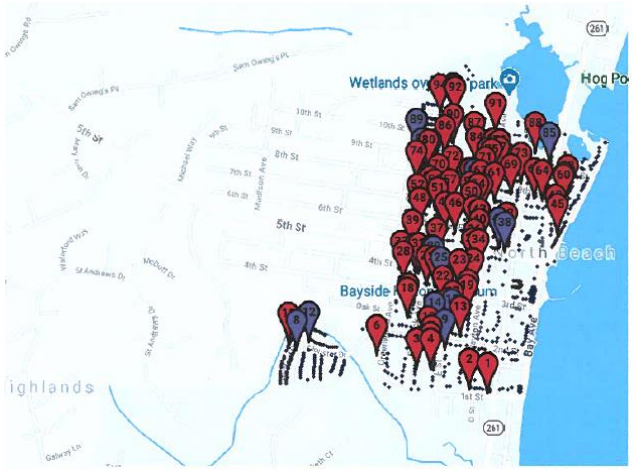
- Received $50,000 grant in 2020 which helped 7 households.
- Highlights of 2020 Healthy Homes program:
  - 7 Energy Audits
  - 13 Deferrals
  - 7 Calvert County Residents that were helped this year:
    - 2 in North Beach
    - 3 in Lusby
    - 1 in Chesapeake Beach
    - 1 in St. Leonard
- Savings per household ranged from $92 to $1,366 per year depending on services provided.

2020 A year of CARE CAUTION COMMUNICATION



2020 A year of CARE CAUTION COMMUNICATION

CODE ENFORCEMENT



Violations / Inspections

Abandoned/inoperable vehicles	1
Accessory structure	3
Dangerous tree or limbs	1
Dumpster	1
Exterior Structure	1
Exterior Walls	3
Fence	3
Grading and Drainage	2
Interior Surfaces	1
Miscellaneous site work	6
Parking restrictions	5
Protective treatment	2
Rental Inspection	4
Roofs and Drainage	2

Sanitation	8
Shed	2
Sidewalks and driveways	1
Sign	2
Stopping, standing, parking prohibited in specified places.	1
Throwing glass, refuse upon the street	1
Trash/Rubbish	46
Tree Removal	1
Unregistered vehicles, parking prohibited	10
Use & Occupancy Permit	1
Weeds	6
Weeds/grass/plants	26

2020 A year of CARE CAUTION COMMUNICATION

COMMUNITY CONSERVATION

- Naturalist Talk at the North Beach Senior Center on February 12th: Animal Valentines, Mates for Life
- Presentations for Calvert Master Gardeners and local garden clubs.
- Teamed with MD Extension and Sea Grant programs for the Fall Rain Barrels and Native Plants Zoom workshops, including plant kits. Funded by a grant from Keep MD Beautiful.

- Owl O Ween Live Zoom presentation with Nanjemoy Creek Environmental Center's owls and Naturalists.
- County-wide effort with Naturalists and Calvert County Public Affairs Office to create an online interactive Calvert Birding Trail app which includes Wetlands Overlook Park and the boardwalk as destinations.
- Created online videos for town residents on a variety of topics, including Sunrise Garden's Baywise Garden, ospreys, horseshoe crabs and owls.
- Partnered with Chesapeake Beach Oyster Cultivation Society (CBOCS) to paint Bay Murals with local Elementary Schools.
- Created a Bat and Bird Box Wildlife Trail throughout town and at Wetlands Overlook Park. Five bat boxes, five bluebird boxes and one barred owl box were installed by DPW.

2020 A year of CARE CAUTION COMMUNICATION

TOWN BUSINESS CELEBRATIONS

Grow Yoga Opened January 2020

Cold Penguin 10 year Anniversary July 2020

Fastop Opened October 2020 after Demolishing the Existing Store and Rebuilding

Wheel House Beer Garden Opened October 2020

The Bay Shoppe Opened October 2020

2020 A year of CARE CAUTION COMMUNICATION

SHIRT SHACK: ALL THINGS NORTH BEACH

- Launched the Shirt Shack Online Store September 2020
- The store allows customers to purchase North Beach gear online and choose between picking up merchandise locally or having it shipped to their home.
- The online store offers a larger selection of apparel than the storefront.
- https://wearyourspiritwarehouse.com/town_of_north_beach/shop/home

NB Shirt Shack
ALL THINGS NORTH BEACH
ONLINE STORE

Sport-Tek Ladies Micropique Sport-Wick Polo

$49.18

Sport-Tek Ladies 1/4-Zip Sweatshirt

$49.78

Nike Golf Tech Basic Dri-FIT Polo

$79.98

Gildan DryBlend Pullover Hooded Sweatshirt

$49.98

Gildan Heavy Blend Crewneck Sweatshirt

$30.68

2020 A year of CARE CAUTION COMMUNICATION

PROMOTING TOWN BUSINESSES

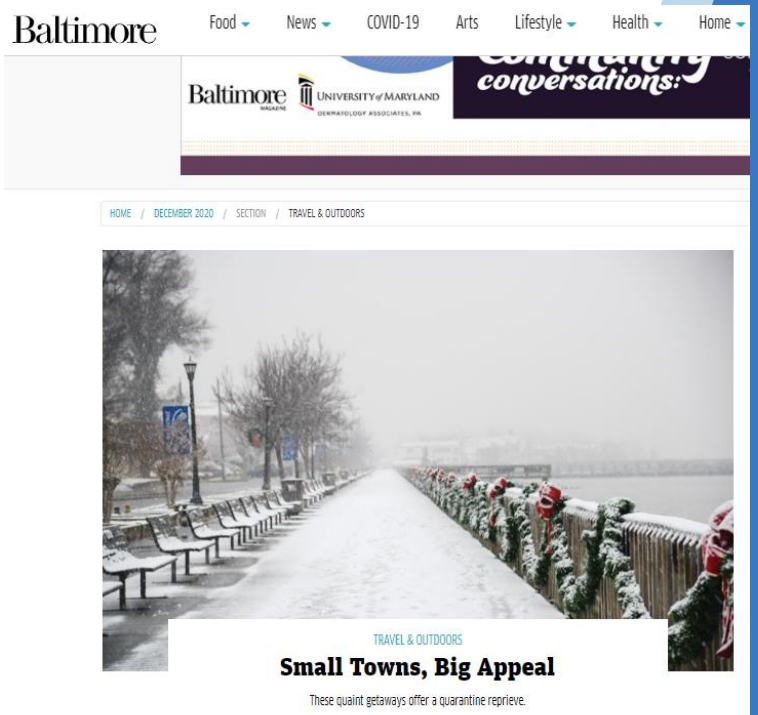
- Although the beach was closed in town for 2020, we made sure to include in digital ads and social media posts that the businesses were open.
- Shared Facebook posts of town businesses. These posts included normal posts and specials, in addition to any the changes due to COVID-19.
- Calvert County paid for a radio campaign on 98.3 the end of November and beginning of December. We asked them to include the businesses in town as this was the 'Shop Small' season. The radio hosts mentioned the shops and restaurants and holiday light displays many times over the two weeks.
- Calvert County partnered with Maryland Office of Tourism and AAA World Magazine on fall/winter themed Mocktails. Hook & Vine was connected with the journalist and their Zero Proof Drinks were included in the magazine.

2020
A year of
CARE
CAUTION
COMMUNICATION

ON THE WEB

- In 2020, the state tourism office published the Roots & Tides Scenic Byways video that was partially filmed in North Beach in 2019. Watch the video here: https://youtu.be/lYDC1O1R18g
- The Town of North Beach was featured in the Baltimore Magazine as part of the article, "Small Towns. Big Appeal." The article can be found here. https://www.baltimoremagazine.com/section/covid19/small-town-getaways-that-offer-quarantine-reprieve/
- In FY2020 on VisitMaryland.com, North Beach had the second most "clicks" out of Calvert County attractions.

Calvert Cliffs State Park	2,576 clicks
Town of North Beach	1,568 clicks
Town of Chesapeake Beach	661 clicks
Cove Point Lighthouse	571 clicks
Calvert Marine Museum	493 clicks



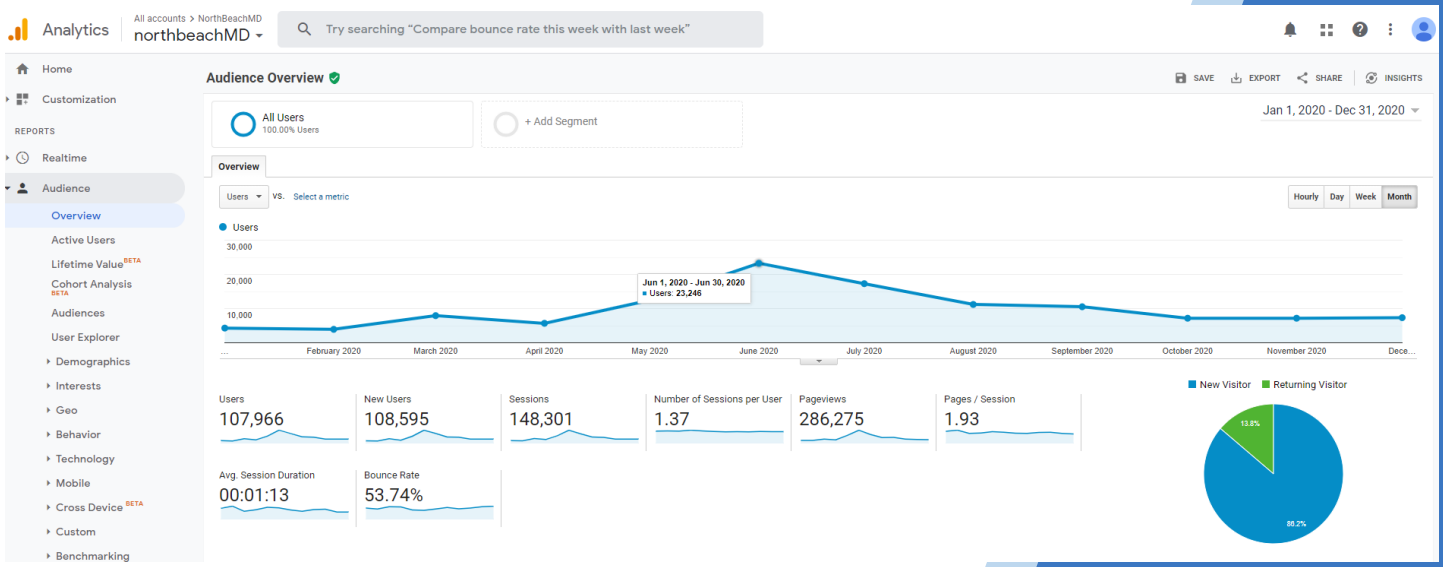
VISIT Maryland OFFICE OF TOURISM

2020 A year of CARE CAUTION COMMUNICATION

NORTHBEACHMD.ORG STATISTICS

SNAPSHOT OF 2020 AUDIENCE OVERVIEW:

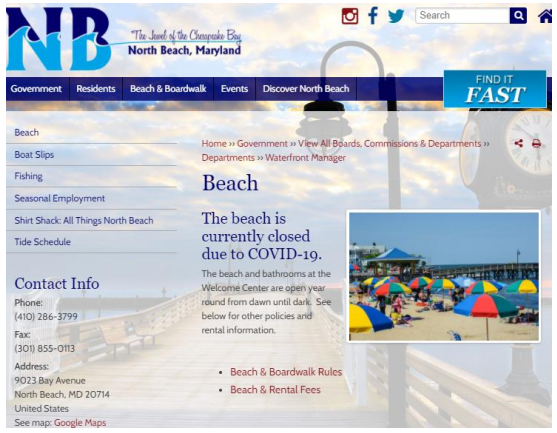
January: 4,292 Users
February: 3,928 Users
March: 7,931 Users
April: 5,688 Users
May: 12,438 Users
June: 23,246 Users
July: 17,283 Users
August: 11,203 Users
September: 10,530 Users
October: 7,178 Users
November: 7,179 Users
December: 7,344 Users



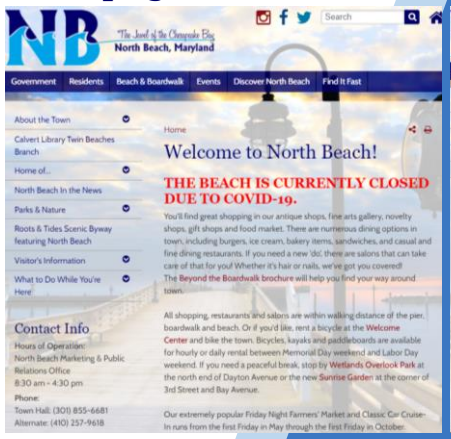
SITE CONTENT / TOP 5 PAGES VISITED IN 2020:

Homepage:
68,621 pageviews

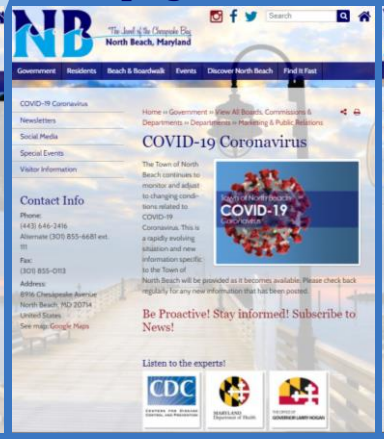
Beach:
37,962 pageviews



Welcome to North Beach:
9,818 pageviews



COVID-19 Resource:
9,023 pageviews



Welcome Center:
6,595 pageviews

2020
A year of
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MARKETING & SOCIAL MEDIA

facebook

An increase of 757 followers from the end of 2019

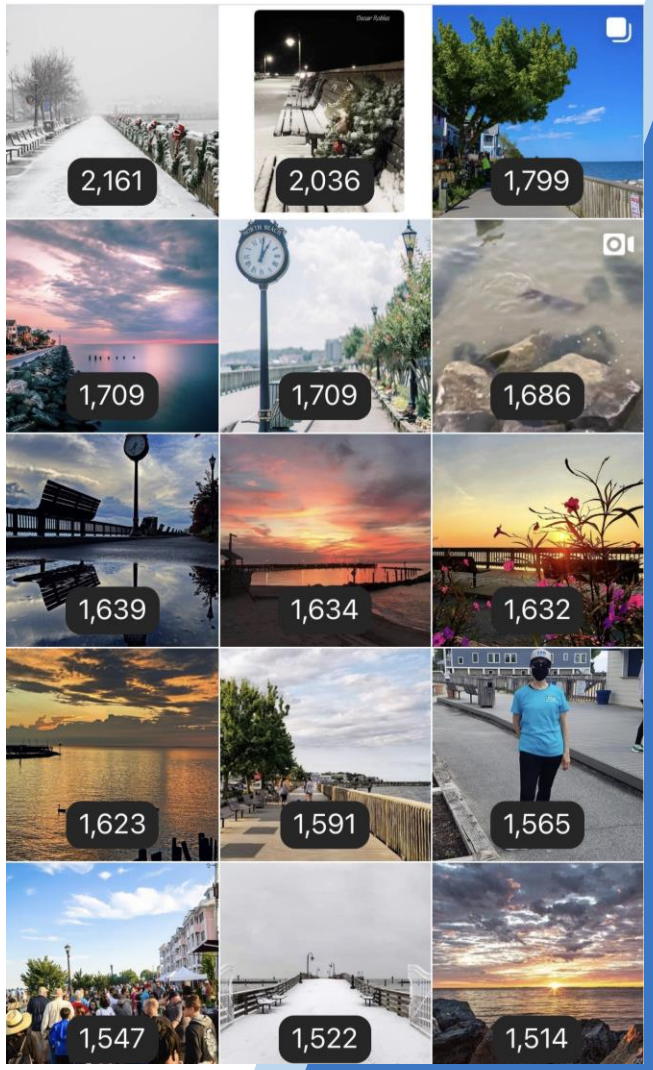
TOP POSTS AND REACH FOR 2020:

- March 22, 2020: PRESS RELEASE. Boardwalk and Parks Closed to Non-Residents / Callis Park Closed to All
  18,465 People Reached; 3,431 Engagements, 190 Shares
- June 12, 2020: PRESS RELEASE. Farmers' Market, Art Fair and Classic Car Cruise-In Canceled
  12,158 People Reached; 2,953 Engagements, 57 Shares
- October 13, 2020: Announcement that Waterfront Employee, Theresa McGraw, passed away
  12,025 People Reached; 7,225 Engagements, 42 Shares
- September 22, 2020: Halloween Like We've Never Seen
  10,884 People Reached; 1,048 Engagements, 54 Shares
- May 9, 2020: PRESS RELEASE. Boardwalk, Bike Path, Parks and Public Restrooms to Reopen
  10,779 People Reached; 1656 Engagements, 80 Shares

- Continue to promote and maintain a favorable public image of the Town of North Beach on social media sites, even when comments from users are sometimes negative.
- Use social media as a communication tool to share general information about the town, photos, and COVID-19 related information.

Instagram

REACH: THE TOTAL NUMBER OF UNIQUE ACCOUNTS THAT HAVE SEEN YOUR POST OR STORY.



Followers at the end of 2020

12,587 | 3,774 | 1,376

2020 A year of CARE CAUTION COMMUNICATION

OUTREACH & PUBLIC RELATIONS

- Much of the outreach for 2020 was related to COVID-19, but we continued 'business as usual' and ensured our residents, town business and guests were well informed.
- It was necessary to distribute the Flush This...But Not That flyer multiple times during the year. As you see in the photo, these wipes clog the storm drain system.
- Seasonal Resident Guides serves as a how-to-guide for residents.
- Know the Right of Way / Clear the Right of Way Guide helps residents understand their responsibility of keeping public alleys and sidewalks safe and passable.
- The new, 'No butts about it. DON'T LITTER' flyer serves as an educational tool about how detrimental cigarette butts are to the environment.

NB
"The Jewel of the Chesapeake Bay"
North Beach, Maryland
www.northbeachmd.org

Don't Flush Those Wipes!

You know all those wipes you've been buying at the store these last few dayas? DON'T FLUSH THEM! The only thing that should be flushed down the toilet are human waste (urine, feces, etc.). Even if the packaging says, "flushable," please do not flush them! Our Department of Public Works' staff thanks you!

Flush This ... But Not That!

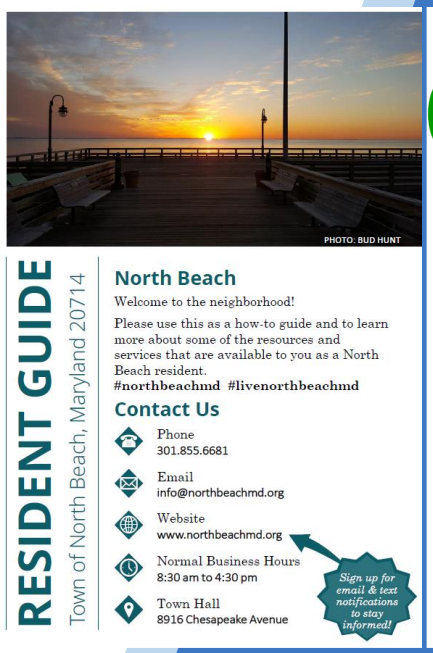
When you use your toilet, shower, washing machine or dishwasher, waste water leaves your home through pipes that connect to the town sewer system. Many materials frequently flushed or poured down the drain can harm the pipes that connect to the town sewer system. Every property owner connected to the town sewer system can be a potential contributor to sewer problems, and a potential victim of those problems. Putting the wrong things down the drain can damage the sewer system, cause sewer backups in your home, and sewer releases to the environment.

The only thing you should ever flush down a toilet is human waste (urine and feces) and toilet paper. Please keep in mind, products that are labeled as "flushable" are not sewer friendly and should not be flushed. Here is a list of some of things to keep OUT of the toilet:

- disposable diapers
- baby wipes
- tampons
- cotton balls and swabs
- mini or maxi pads
- unused medications
- condoms
- cleaning wipes of any kind
- facial tissue
- bandages and bandage wrappings
- disposable hand towels and mechanic's shop rags
- makeup removal wipes

Another culprit that causes blocked sewer pipes is grease. Never pour grease in your sink drain. When grease washes down the sink, it sticks to the insides of the pipes that connect your home to the town's sewer. It also coats the insides of the town's sewer pipes. Eventually, the grease will build up and can completely block sewer pipes. That can create difficult and expensive maintenance problems for both the town and private property owners.

To prevent sewer backups and blockages, please be mindful of what items you are flushing down your toilets and pouring into your sink drains!



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OUTREACH & PUBLIC RELATIONS

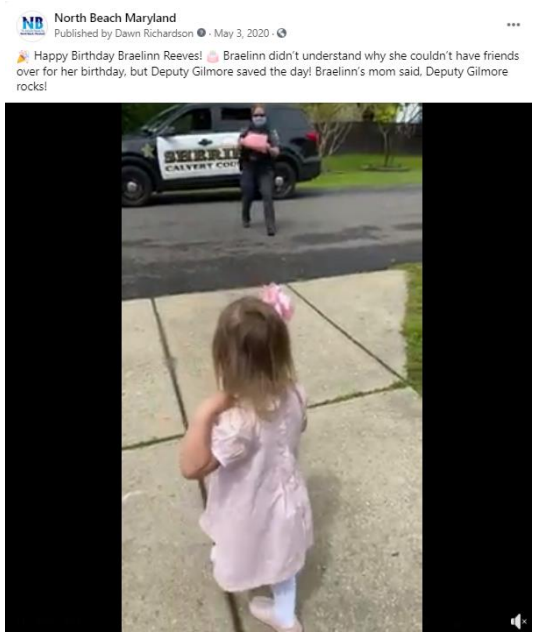
- Mayor Benton had a great time with the children at the Boys & Girls Club in February for the “If I Were Mayor” contest.
- The mass text notification system continued to have an increase of subscribers.
- Town Hall was equipped with colored lights that can be changed to show support and raise awareness.

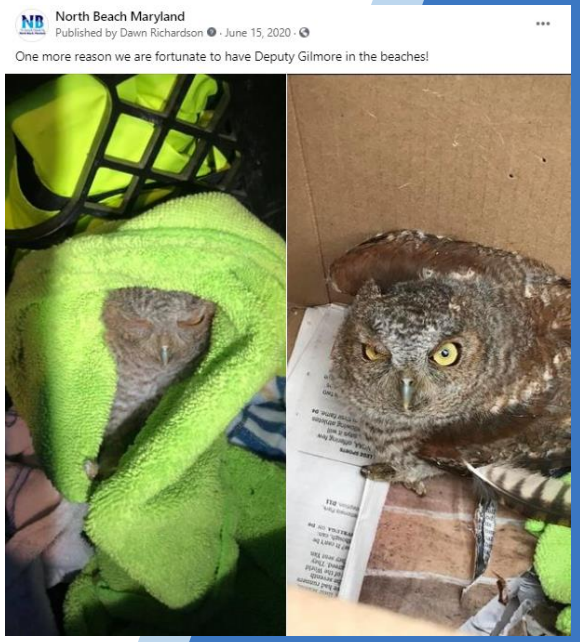
Text notification system:
633 subscribers at the end of 2020

2020 A year of CARE CAUTION COMMUNICATION

SUPPORTING THE COMMUNITY

- Twin Beaches Deputy Gilmore continued to create bonds with residents and be an asset to our community.
- The Town of North Beach made a donation to support the North Beach Volunteer Fire Department.
- The Town of North Beach supported the Twin Beaches Deputies and the Turn the Beach Pink campaign as the deputies raised awareness and money to donate to the American Cancer Society.
- Resident and business owner, Abigail Francisco, donated her time to volunteer at the waterfront.





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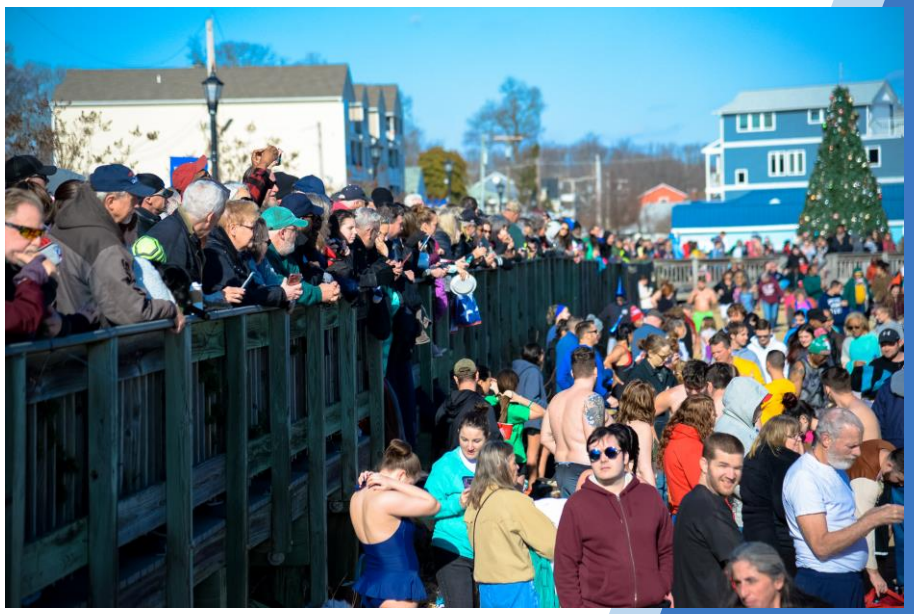
2020 POLAR BEAR PLUNGE



- Net proceeds of $7,247.97 to St. Anthony's Catholic Church Ladies of Charity
- 28 sponsors
- 300 plungers

2020 A year of CARE CAUTION COMMUNICATION

HALLOWEEN LIKE WE'VE NEVER SEEN

- Mayor Benton and Town Councilmembers handed out candy and/or judged the Halloween Decorating Contest.
- Encouraged posting photos on social media with #NorthBeachHalloween to win prizes.
- Promoted safe ways to 'let the ghoul times roll' during the pandemic.

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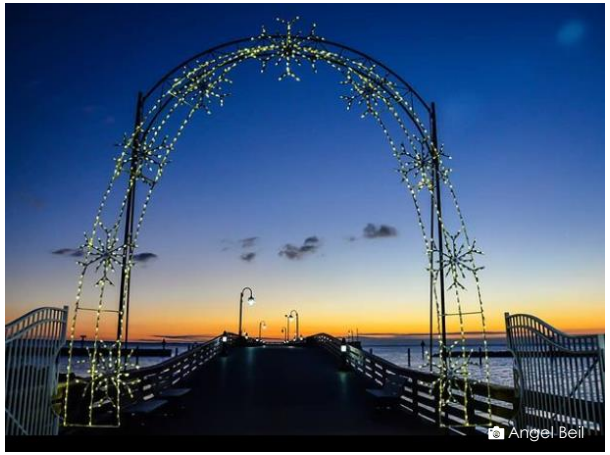
HOLIDAY DECORATIONS & LIGHTS AROUND TOWN

- The garland was hung, the tree was trimmed, the decorations were placed around town and the lights were lit without an audience.
- Residents that decorated were encouraged to submit their address to be included on the Holiday Lights Map to help those riding around town to see holiday displays.



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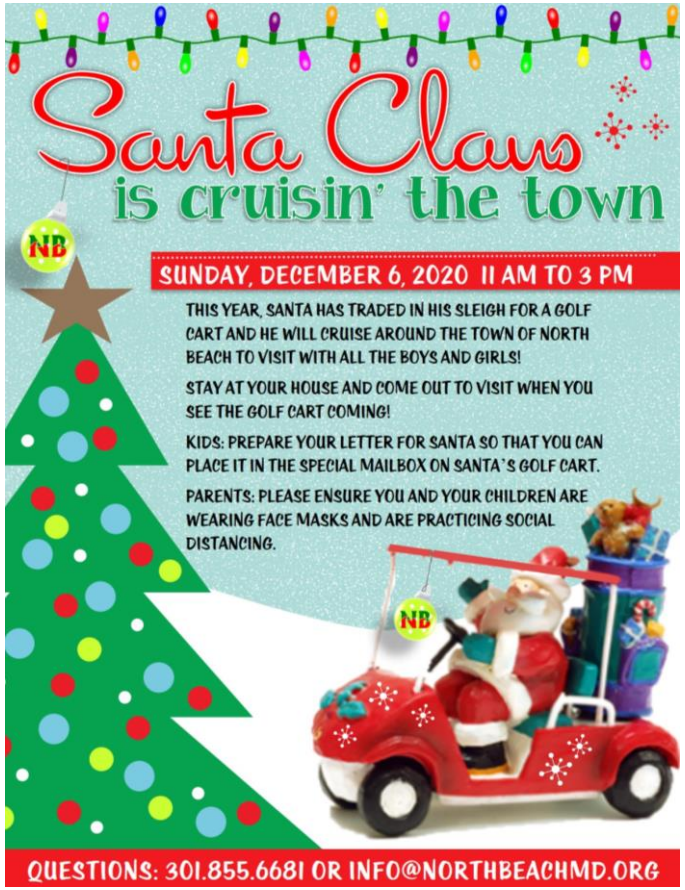
SANTA CLAUS IS CRUISIN' THE TOWN

- Rather than the traditional holiday parade, Santa and Mrs. Claus were carted around town by Mayor Benton to safely visit children and their families.



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FIRST SUNRISE OF 2021. A NEW BEGINNING.
Brooke Kiatta