



CONTACT:

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Media Advisory

For a printable .pdf, visit <http://www.cityofmyrtlebeach.com/government/docs/FridayFax.pdf>.

To: Myrtle Beach Media

From: Mark Kruea, Public Information Officer

Date: April 13, 2018

Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) and agendas are attached. Note that City Council has a special meeting at 11:00 a.m. Tuesday, April 17, during the budget retreat (see item 2).
2. **The Myrtle Beach City Council holds its annual budget retreat Monday and Tuesday, April 16 and 17, in Rooms 106-108 at the Sheraton Myrtle Beach Convention Center Hotel.** See the attached agenda for the discussion items. The city manager will present a balanced budget to Council for its consideration. Myrtle Beach's fiscal year begins July 1. The public is invited to attend the retreat.
3. **The Goddess of the Sea, a 12-foot-tall bronze statue, will be installed in Plyler Park on Ocean Boulevard at 10:00 a.m., Wednesday, April 18.** The statue features a mermaid and leaping dolphins and will be a focal point for the newly-renovated park. Tuesday, the park contractor will dry-fit the statue to a granite cap. Wednesday morning, the statue will be permanently mounted to the central pedestal. This process should go quickly, as epoxy is involved. The sculpture was created by Kristen Visbal, who also created Fearless Girl, the bronze statue of the young girl, hands on hips, staring down the Wall Street bull. Funding for the Goddess of the Sea was provided by the Myrtle Beach Public Art Initiative, Buz Plyler, the City of Myrtle Beach, the Downtown Redevelopment Corporation and others.
4. **Does your business offer a military discount? New decals will tell customers that you are military-friendly.** The Military Appreciation Days Committee and the Myrtle Beach Area Chamber of Commerce have created free static cling decals which businesses can post to show that they offer a military discount. Decals are available at several locations, including the Chamber's offices at 1200 North Oak Street, City Hall at 937 Broadway Street

and the city's business license office in the City Services Building at 921 North Oak Street. The idea for the decals grew out of a discussion last year about Military Appreciation Days. The committee realized that many Grand Strand businesses offer year-round discounts. See www.militaryappreciationdays.com for more information about May activities.

5. **See the updated weekly Events list at <http://www.cityofmyrtlebeach.com/Events.pdf> for more activities.**

6. **Looking ahead, the second annual Food Truck Festival is next Friday through Sunday, April 20-22, at the Burroughs & Chapin Pavilion Place on Ocean Boulevard.** Admission to the festival is free. The event features live music, children's activities and more than 30 food trucks from which to choose. For details, visit www.myrtlebeachfoodtruckfestival.com.

7. **Last weekend's Jazz in the Park at Chapin Park is the subject of our [Photos of the Week](#).** The weather may have been chilly for Spring, but the crowd appreciated the lively music provided by four local groups: The Stardusters, Bull Canty and Friends, the Socastee High School Jazz Band and Chocolate Chip & Company. Jazz in the Park was sponsored by the city's Neighborhood Services Department. This was the first time that the stage has been used at the recently improved park.

8. **Did you know...** that Myrtle Beach was one of the first governments in the state to post its weekly check registers online for the public to see? The City of Myrtle Beach began posting weekly check registers in July 2009. In September 2009, SC Comptroller General Richard Eckstrom held a news conference on the steps of City Hall to recognize Myrtle Beach for its transparency and to encourage other governments to follow the city's example. Visit http://www.cityofmyrtlebeach.com/departments/finance_department/check_registers_and_disbursements.php for the current list of weekly check registers.

For more information, contact:

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<http://www.cityofmyrtlebeach.com>

<https://www.facebook.com/myrtlebeachcitygovernment>

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
April 16-22, 2018**

MONDAY, APRIL 16

- **9:00 a.m.** –City Council Budget Retreat, Rooms 106-108, Myrtle Beach Convention Center, 2101 North Oak Street
- **6:00 p.m.** – Booker T. Washington Neighborhood Watch, Mary C. Canty Recreation Center, 971 Canal Street
- **6:00 p.m.** – Palmetto Greens Neighborhood Watch, 2900 Mashie Drive

TUESDAY, APRIL 17

- **9:00 a.m.** – Bicycle and Pedestrian Committee, First Floor Conference Room, City Hall, 937 Broadway Street
- **9:00 a.m.** – City Council Budget Retreat, Rooms 106-108, Myrtle Beach Convention Center, 2101 North Oak Street
- **10:00 a.m.** – Community Appearance Board Staff Plan Review, Conference Room, City Services Building, 921 North Oak Street
- **11:00 a.m.** – Special City Council Meeting, Rooms 106-108, Myrtle Beach Convention Center, 2101 North Oak Street
- **5:30 p.m.** – Chapin Memorial Library Advisory Board, Conference Room, Chapin Memorial Library, 400 14th Avenue North
- **6:00 p.m.** – Seaside South Neighborhood Watch, Sixth Floor Banquet Room, Coral Beach Resort, 1105 South Ocean Boulevard

WEDNESDAY, APRIL 18

- **10:00 a.m.** – Goddess of the Sea Installation, Plyler Park, 1000 North Ocean Boulevard
- **10:00 a.m. to 3:00 p.m.** – American Red Cross Blood Drive, Myrtle Beach Sports Center, 2115 Farlow Street
- **4:00 to 7:00 p.m.** – Downtown Redevelopment Corporation hosts Technology Event, Myrtle Beach Train Depot, 851 Broadway Street
- **7:00 p.m.** – Emmens Preserve Neighborhood Watch, General Robert H. Reed Recreation Center (Base Recreation Center), 800 Gabreski Lane
- **7:00 p.m.** – The Highlands Neighborhood Watch, General Robert H. Reed Recreation Center (Base Recreation Center), 800 Gabreski Lane
- **7:00 p.m.** – The Market Common Neighborhood Watch, General Robert H. Reed Recreation Center (Base Recreation Center), 800 Gabreski Lane

- **7:00 p.m.** – The Reserve Neighborhood Watch, General Robert H. Reed Recreation Center (Base Recreation Center), 800 Gabreski Lane
- **7:00 p.m.** – Seagate Village Neighborhood Watch, General Robert H. Reed Recreation Center (Base Recreation Center), 800 Gabreski Lane
- **7:00 p.m.** – Withers Preserve Neighborhood Watch, General Robert H. Reed Recreation Center (Base Recreation Center), 800 Gabreski Lane

THURSDAY, APRIL 19

- **9:00 a.m.** – Downtown Redevelopment Corporation hosts Business Community Partnership Training, Myrtle Beach Train Depot, 851 Broadway Street
- **1:30 p.m.** – Community Appearance Board, Conference Room, City Services Building, 921 North Oak Street
- **2:00 p.m.** – Military Appreciation Committee, Second Floor Conference Room, City Hall, 937 Broadway Street
- **4:30 p.m.** – Human Rights Commission, Fire Department Conference Room, City Services Building, 921 North Oak Street

FRIDAY, APRIL 20

- **3:00 to 5:00 p.m.** – Fire Department Car Seat Checkpoint, Target, 1150 Seaboard Street
- **6:00 to 10:00 p.m.** – Myrtle Beach Food Truck Festival, Burroughs & Chapin Pavilion Place, Ocean Boulevard, between Eighth and Ninth Avenues North

SATURDAY, APRIL 21

- **11:00 a.m. to 10:00 p.m.** – Myrtle Beach Food Truck Festival, Burroughs & Chapin Pavilion Place, Ocean Boulevard, between Eighth and Ninth Avenues North

SUNDAY, APRIL 22

- **11:00 a.m. to 6:00 p.m.** – Myrtle Beach Food Truck Festival, Burroughs & Chapin Pavilion Place, Ocean Boulevard, between Eighth and Ninth Avenues North

**Myrtle Beach City Council
FY 2018-19 Budget Retreat
Monday and Tuesday, April 16-17, 2018
Rooms 106-108, Myrtle Beach Convention Center
2101 North Oak Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT THE CITY CLERK'S OFFICE AT (843) 918-1004 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

Monday, April 16, 2018

- 8:00 a.m. Breakfast Buffet – Vidalia's (serving until 8:45)**
- 9:00 a.m. Presentation of Manager's Recommended Budget**
- The Budget Making Environment for 2018-19
 - Financial trends
 - Economic environment
 - Significant revenue policy changes
 - Progress Updates
 - Council's Policy Priorities
 - Public Safety
 - Public Buildings & Infrastructure
 - Downtown Revitalization
 - Economic Development
- 10:30 a.m. Manager's Recommended Budget & Operating Budget Discussion**
- Revenue & Expenditure Highlights
 - Proposed Service Levels (funded)
 - Proposed Service Levels (as yet unfunded)
 - Major Fund Highlights
- 12:00 p.m. Lunch Break**
- 1:00 p.m. Conclude Operating Budget Discussion**
- 1:30 p.m. Review of Debt Policy & Profile**
- 2:00 p.m. Air Base Redevelopment Update**
- 3:00 p.m. Update on Current Capital Projects**
- 3:30 p.m. Sports Tourism**
- 4:00 p.m. Outside Agency Assistance Policies**

Tuesday, April 17, 2018

- 8:00 a.m. Breakfast Buffet – Vidalia's (serving until 8:45)**

9:00 a.m. **Downtown Revitalization** – City/County complex, arts center, library, children’s museum

11:00 a.m. **Special City Council Meeting (see separate agenda)**

12:00 p.m. **Lunch Break**

1:00 p.m. **Round Table Discussion**

- City Revenues
- County Revenues generated within City
- Opportunities for City/County cooperation
- Performing Arts Center
- Budget & Procedures for Council Travel
- Other items

Note: *City Council may convene an Executive Session at some time during the Budget Retreat or the Special Meeting.*

**City of Myrtle Beach
Bicycle and Pedestrian Committee
9:00 a.m., Tuesday, April 17, 2018
First Floor Conference Room, City Hall
937 Broadway Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1050 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order – Tom Russo, Chair

B. Approval of Minutes – March 6 and March 20, 2018

C. Old Business

1. **Committee Meeting Dates and Times, May and June – Chairman Russo**
2. **J1 Student Schedule and Presenter Training – Vice Chairman Snow**
3. **Southeast Tourism Society Voluntourism Project Update - Mrs. Mezzapelle**
4. **Pedal with the Mayor Update – Mrs. Mezzapelle**
5. **Master Plan Update – Mrs. Mezzapelle**
6. **Walk With The Mayor Update – Mrs. Moskow-McKenzie**
7. **AARP Quick Action Grant Discussion – Mrs. Moskow-McKenzie**
8. **Walkability TED Talk (15 minutes, time permitting)**

D. New Business

E. Important Dates:

April 23	8:30 a.m.	Southeast Tourism Society Voluntourism Project
April 29	4:00 p.m.	Walk with the Mayor & City Council
May 08	10:00 a.m.	J1 Student Orientation
May 15	10:00 a.m.	J1 Student Orientation
May 19	8:30 a.m.	Pedal with the Mayor & City Council
May 22	10:00 a.m.	J1 Student Orientation
May 29	10:00 a.m.	J1 Student Orientation
June 5	10:00 a.m.	J1 Student Orientation
June 12	10:00 a.m.	J1 Student Orientation
June 19	10:00 a.m.	J1 Student Orientation
June 26	10:00 a.m.	J1 Student Orientation
July 3	10:00 a.m.	J1 Student Orientation

F. Non Agenda Items

G. Next meeting date – 8:30 a.m., May 15, 2018

H. Adjourn

**City of Myrtle Beach
Community Appearance Board Staff Meeting
10:00 a.m., Tuesday, April 18, 2018
Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1111 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Roll Call

B. Approval of Minutes: Approval of April 5, 2018, meeting minutes.

C. Old Business

D. New Business

Building Permit Applications

1. **Living Dunes – 8099 Sandlapper Way:** Requests a final review for a new 256 square foot pool equipment building, a new 2,545 square foot pool restroom building, a 48" tall black aluminum pool fence and color change to the amenity center building. (CRG Companies, Inc.)
2. **McDonald's Restaurant – North Kings Highway & 82nd Parkway:** Requests a conceptual/final review for construction of a new 4,600 square foot building, parking, landscaping, dumpster enclosure and storage building. (Britt, Peters & Associates, Inc.)
3. **Ripley's Penguin Exhibit – 1110 Celebrity Circle:** Requests a 5,586 square foot addition including landscaping. (Tungsten Corporation)
4. **Ocean Reef – 7100 North Ocean Boulevard:** Requests a conceptual/final review to refinish the exterior elevations with color change. (Martinez & Associates)
5. **Emerald Shores – 407 North Ocean Boulevard:** Requests a conceptual/final review to landscape plan of existing parking lot. (Coastal Landscape Group)
6. **Mt Olive AME Church – 1108 Carver Street:** Requests a 6' black chain link fence with gates and 12' wide roll gate around field adjacent to church parking lot. (Mt Olive AME Church)
7. **Ripley's Haunted Adventure – 913 North Ocean Boulevard:** Requests a conceptual/final review for a color change to exterior elevations. (Pattison Sign Group)
8. **Chelsea House – 402 North Ocean Boulevard:** Requests a conceptual/final review for a color change to exterior elevations. (Brittain Resorts and Hotels)
9. **Sea Oats Village @ Fifth Avenue South:** Requests a conceptual review of housing complex with four duplexes and 2 single-family homes, including parking lot. (Working Designs)

E. Non-Agenda Items from Staff

F. Adjournment

MYRTLE BEACH CITY COUNCIL SPECIAL MEETING
11:00 A.M., TUESDAY, APRIL 17, 2018
ROOM 106-108, MYRTLE BEACH CONVENTION CENTER
2101 NORTH OAK STREET, MYRTLE BEACH, SC 29577

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT THE CITY CLERK'S OFFICE AT (843) 918-1004 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

CALL TO ORDER: Mayor Brenda Bethune

AGENDA

1st Reading **Ordinance 2018-32** An ordinance granting a Franchise Agreement for operation of rental business of conveyances regulated by Chapter 12, Article V of the Code of Ordinances of Myrtle Beach to KOA Campground, for a period of one year. The Agreement includes ___ vehicles.

2nd Reading **Ordinance 2018-25** An ordinance to establish special property tax assessments for rehabilitated historic properties in the manner provided for in SC Code Sec. 4-9-195 and extended to municipalities by Sec. 5-21-140; to fix the term of such special assessments; to establish requirements for eligibility; and to determine the process for applying for the special assessment.

Motion **M2018-59** to consider the recommendations of the Accommodations Tax Advisory Committee for funding of tourism related expenditure grants for fiscal year 2017-2018.

Motion **M2018-70** to express the support of City Council for the Air Force Redevelopment Authority's proposed 2018 Amendment of the Myrtle Beach Air Base Redevelopment Plan.

Motion **M2018-71** to appoint two members to the Air Base Redevelopment Authority to serve the unexpired terms of Gen. Robert Reed and Wilson Cain. We have received resumes from Thomas Webb, Mark Mancini, Robin "Pug" Gutridge, and Carl Sivertsen.

EXECUTIVE SESSION:

Council may take action on matters discussed in Executive Session.

ADJOURNMENT

**City of Myrtle Beach
Library Advisory Board
5:30 p.m., Tuesday, April 17, 2018
Conference Room, Chapin Memorial Library
400 14th Avenue North, Myrtle Beach, SC 29577**

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- A. Call to Order**
- B. Approval of Minutes:** Meeting of January 30, 2018
- C. Library Operations Update**
- D. Board Business by Email is Prohibited**
- E. Board Mission**
- F. Adjournment**

**City of Myrtle Beach
Community Appearance Board
1:30 p.m., Thursday, April 19, 2018
Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1111 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order

B. Approval of Minutes: Meeting of April 5, 2018

C. Old Business

D. New Business

Sign Permit Applications

1. **Knights Inn – 2711 South Ocean Boulevard:** Requests replacement of (2) plastic faces in existing freestanding sign. (Surf Signs & Designs)
2. **George’s Seafood – 400 South Kings Highway:** Requests installation of (2) 3’ x 6’ changeable copy boards and vinyl lettering on existing monument sign. (Owner)
3. **Tuesday Morning – 6908 North Kings Highway:** Requests replacement of existing building mounted lettering, installation of (1) 18” x 48” under canopy blade sign and (2) new 40” x 9’2” tenant panels in existing freestanding sign. (ASL Signs)
4. **South East Clothing – 718 8th Avenue North:** Requests installation of (1) building mounted sign. (Owner)
5. **Beach Patio Furniture – 1623 Highway 501:** Requests reworking the existing freestanding sign and installation of (2) 28” x 216” sets of building mounted channel lettering. (Owner)
6. **Carolina Bay Swimwear – 1106 North Kings Highway:** Requests replacement of awning with signage. (Action Awnings & Signs)
7. **Rosen Sea Hotel – 2010 South Ocean Boulevard:** Requests replacement of (2) 5’ x 10’ plastic faces in existing freestanding sign. (Xpert Signs)
8. **Intercoastal Endo – 4382 Oleander Drive:** Requests installation of (1) 72” x 109” monument sign with an overall height of 6’. (Seaboard Signs)
9. **Art Burger – 706 North Ocean Boulevard:** Requests installation of sidewalk vinyl in the downtown area. (Owner)
10. **Tobacco Market – 801 South Kings Highway:** Requests reworking of existing freestanding sign and installation of new building mounted awning. (Neon Works)

11. **Griffin Eye Care – 900 Medical Circle:** Requests installation of (1) 4'8" x 7' monument sign with an overall height of 10', (2) 18" sets of building mounted address numerals and vinyl window lettering. (Tyson Signs)
12. **IQ Design – 4025 North Kings Highway:** Requests installation of (1) 47" x 47" logo and (1) 12" x 60" set of non-illuminated PVC letters. (Graphic & Art Studio) (Previously heard 4/5/18)
13. **Bargain Beachwear – 1101 South Kings Highway:** Requests installation of (1) 2' x 6' CEVMS in existing freestanding sign. (Graphic & Art Studio) (Previously heard 4/5/18)
14. **Lenny's Country Kitchen – 1610 South Kings Highway:** Requests replacement of (2) 5' x 10' faces in existing freestanding sign. (Graphic & Art Studio)

Building Permit Applications

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2. **McDonald's Restaurant – North Kings Highway & 82nd Parkway:** Requests a conceptual/final review for construction of a new 4,600 square foot building, parking, landscaping, dumpster enclosure and storage building. (Britt, Peters & Associates, Inc.)
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9. **Sea Oats Village @ Fifth Avenue South:** Requests a conceptual review of a multi-family complex with four duplexes, 2 single-family homes and parking lot. (Working Designs)

E. Non-Agenda Items from Staff

F. Non-Agenda Items from Board Members

G. Executive Session: The board may take action on items discussed during Executive Session, once the Executive Session ends and the Public Session resumes.

H. Adjournment

**City of Myrtle Beach
Military Appreciation Committee
2:00 p.m., Thursday, April 19, 2018
Second Floor Conference Room, City Hall
937 Broadway Street, Myrtle Beach, SC 29577**

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A. Welcome

B. Approval of Minutes – March 15, 2018

C. 2018 May Blueprint

1. Wings Over Myrtle Beach Air Show – April 28 - 29, 2018
2. JROTC Drill Competition – May 5, 2018
3. Military Family Members Social – May 5, 2018
4. Myrtle Beach Pelicans – May 12, 2018
5. Myrtle Beach Vet Center Picnic/Event – May 25, 2018
6. Parade date, location and route – May 26, 2018
7. Grand Marshal
8. Picnic date and location – May 26, 2018
9. Exhibits
10. T-Shirts
11. Veterans' March – May 28, 2018
12. Battlefield Cross Ceremony – May 28, 2018
13. Memorial Day Remembrance Ceremony – May 28, 2018
14. Military Discounts and Decals
15. Marketing
16. Other Events Throughout Horry County

D. Other Related Matters

E. Next Meeting – May 17, 2018

F. Adjourn

**City of Myrtle Beach
Human Rights Commission
4:30 p.m., Thursday, April 19, 2018
Fire Department Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1113 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order

B. Approval of Minutes

C. New Business

1. 2018 strategic plan
2. Discuss community issues
3. Discuss future initiatives
4. Review résumés

D. Executive Session: The commission may take action on items discussed during Executive Session, when it returns to public session.

E. Open Discussion/Comments

F. Adjournment