

MEETING MINUTES
JUNE 10, 2025
9:00 A.M. – WORKSHOP MEETING – TED C. COLLINS LAW ENFORCEMENT CENTER
10:00 A.M. – MEETING – TED C. COLLINS LAW ENFORCEMENT CENTER

MYRTLE BEACH CITY COUNCIL:
BRENDA BETHUNE, MAYOR
MICHAEL CHESTNUT
DEBBIE CONNER
JACKIE HATLEY
MIKE LOWDER, MAYOR PRO-TEM
BILL MCCLURE
GREGG SMITH

CITY STAFF PRESENT:
JONATHAN “FOX” SIMONS, JR., CITY MANAGER
BRIAN TUCKER, ASSISTANT CITY MANAGER
JOSH BRUEGGER, ASSISTANT CITY MANAGER
MICHELLE SHUMPERT, CHIEF FINANCIAL OFFICER
WILLIAM BRYAN, CITY ATTORNEY
JENNIFER ADKINS, CITY CLERK

CALL TO ORDER.....9:00 A.M. Workshop

Motion: To Enter Executive Session to 1) receive legal advice relating to code enforcement efforts concerning Coral Sands and rainmaker Holdings, LLC., and invite Chris Thompson 2) to discuss negotiations concerning contractual arrangements involving the Myrtle Beach Pelicans, and 3) discuss property acquisition in the Arts & Innovation District involving BJ Investments and invite Shep Guyton, Mayor Bethune recused and invite into closed session: Fox Simons, Will Bryan, Brian Tucker, Josh Bruegger, Michelle Shumpert, Marla Bell, Meredith Denari, Amy Neuschafer.

Moved by: Debbie Conner **by:** Gregg Smith

Vote: (summary Yes = 7) Yes: Mayor Brenda Bethune, Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

9:02 A.M.

Motion: Exit Executive Session **Moved by:** Bill McClure **by:** Jackie Hatley

Vote: (summary Yes = 7) Yes: Mayor Brenda Bethune, Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

9:55 A.M.

INVOCATION.....Councilman Chestnut

PLEDGE OF ALLEGIANCE.....Councilman Chestnut

APPROVAL OF AGENDA.....

Motion: To Amend to move Ordinances 2025-37 and 2025-38 as first items on regular agenda and approve as amended **Moved by:** Mike Lowder **Seconded by:** Debbie Conner

Vote: (summary Yes = 7) Yes: Mayor Brenda Bethune, Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

APPROVAL OF MINUTES.....May 27, 2025

Motion: To Approve **Moved by:** Debbie Conner **Seconded by:** Michael Chestnut

Vote: (summary Yes = 7) Yes: Mayor Brenda Bethune, Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

APPROVAL OF MINUTES.....June 3, 2025

Motion: To Approve **Moved by:** Michael Chestnut **Seconded by:** Jackie Hatley

Vote: (summary Yes = 7) Yes: Mayor Brenda Bethune, Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:

1. Proclamation – Grand Strand Amateur Radio Club (meeting)
 - Meredith Denari presents proclamation and a local club member thanks the City Council for their recognition.
1. Proclamation declaring the month of June as Pride Month (meeting)
 - Meredith Denari presents proclamation and local LGBTQ+, and members of the city's Human Rights Commission come forward to thank the City Council for their recognition.
2. Communications and Creative Services Update – CCS Staff
 - Video reviews past, present, and future events and happenings.

NON-AGENDA ITEMS FROM PUBLIC.....30 Minute Time Limit

- Frank Nesbitt, city resident, comes forward to state his displeasure that the city's Jazz Festival has now moved across the street to accommodate the larger crowd as the event has grown in popularity over the years. He prefers that the event remains at its original location.
- Alex Fogel, city resident, makes a statement of how vital it is for there to be trust within the residents and local government.

CONSENT AGENDA – *The Consent Agenda covers items anticipated to be routine in nature. Any Councilmember may ask that an item be moved from the Consent Agenda to the Regular Agenda for lengthier discussion, items remaining on the Consent Agenda will be briefly described by staff.*

CONSENT AGENDA

2nd Reading Ordinance 2025-39 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 Britni B. Lee d/b/a Beach Golf Cart Rentals and Sales, LLC, located at 609 South Kings Highway, Myrtle Beach, SC 29577, for a period of one year. The agreement includes 95 golf cart decals and 20 moped decals.

This company was approved for a franchise agreement covering 95 golf cart decals and 20 moped decals in 2024. For 2025, the applicant requests the same total number of decals, 115, 95 golf cart decals and 20 moped decals.

2nd Reading Ordinance 2025-40 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 Britni B. Lee d/b/a Beach Golf Cart Rentals and Sales, LLC, located at 412 6th Avenue North, Myrtle Beach, SC 29577, for a period of one year. The agreement includes 34 golf cart decals and 5 moped decals.

This company was approved for a franchise agreement covering 34 golf cart decals and 5 moped decals in 2024. For 2025, the applicant requests the same total number of decals, 39, total of 34 golf cart decals and 5 moped decals.

2nd Reading Ordinance 2025-41 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 Britni B. Lee d/b/a Beach Golf Cart Rentals and Sales, LLC, located at 713 North Ocean Blvd, Myrtle Beach, SC 29577, for a period of one year. The agreement includes 30 golf cart decals and 5 moped decals.

This company was approved for a franchise agreement covering 30 golf cart decals and 5 moped decals in 2024. For 2025 the applicant requests

Motion M2025-43 to approve a Mutual Aid Agreements between the City of Myrtle Beach Police Department and the Coastal Carolina University Police Department.

This agreement is to support law enforcement service throughout the City during events, and law enforcement services to assist with manpower as well as supportive needs throughout the year on an as needed basis. This 2-year Mutual Aid will authorize both law enforcement agencies to enter into a mutual aid agreement for the proper and prudent exercise of public safety across jurisdictional lines.

Motion M2025-44 authorizing the City Manager or his designee to apply for a grant in the amount of \$1,112,598 from the Horry County Transportation Committee (CTC) through the South Carolina Department of Transportation for the purpose of resurfacing roadways within our jurisdiction; to record appropriation of such grant funds in the amount approved; and to execute and deliver the grant agreement and such related to documents as may be required to put the grant into effect. The local match of approximately \$1,485,000 from the capital improvement fund will be used to resurface city-owned roadways in FY26.

Horry CTC provides funding for improvements to state, county, and city roadways. This grant will be used for rehabilitation of City and State-owned roadways within our jurisdiction, which includes milling, full-depth patching, resurfacing, and pavement markings.

Motion: To Approve Consent Agenda Items **Moved by:** Mike Lowder **Seconded by:** Jackie Hatley

Vote: (summary Yes = 7) Yes: Mayor Brenda Bethune, Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

CONSENT AGENDA ITEMS APPROVED AND ADOPTED

REGULAR AGENDA

2nd Reading Ordinance 2025-36 to levy taxes and establish a municipal budget for the fiscal year beginning July 1, 2025, and ending June 30, 2026.

State law requires each unit of local government to approve a budget for the fiscal year detailing the community's operational and financial goals for the year. Pursuant to State law, a public hearing was held on May 27, 2025, at 10:00am. The total budget proposal for FY 2025-26 is \$360,733,885, a 9.2% increase from the current FY2024-25 budget. The actual operating increase, net of capital projects, is 7.2%. No proposed property tax increase.

Motion: To Approve **Moved by:** Mike Lowder **Seconded by:** Bill McClure

Vote: (summary Yes = 7) Yes: Mayor Brenda Bethune, Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

ADOPTED

2nd Reading Ordinance 2025-37 authorizing the City Manager to negotiate the terms of the acquisition of Horry County's interest in the land and improvements constituting the Myrtle Beach Pelicans Stadium, and matters related thereto.

Currently the City and Horry County jointly own Pelican stadium. The city owns 70% interest and Horry County owns 30%. Through Major League Baseball's Player Development League (PDL) significant renovations, repairs, and upgrades at the stadium are necessary. The County has agreed to contribute the sum of \$8,250,000 to the city. By the terms of the County's proposal, the County Contribution would be payable by the County in whole or in part upon the conveyance of the County's interest in the Property and as certain of the Required Improvements are undertaken.

Motion: To Approve **Moved by:** Gregg Smith **Seconded by:** Debbie Conner

- Ryan Grace, Wendy Evans, Ellen Sheehan, Pamela Baxter, and Edward Hough all came forward in support to continue MB Pelicans Stadium improvements and lease.
- Mike Parrotta came forward in opposition to continuing with MB Pelicans at taxpayers' expense.

Vote: (summary Yes = 4 No = 3) Yes: Mayor Brenda Bethune, Debbie Conner, Bill McClure, Gregg Smith.

No: Jackie Hatley, Michael Chestnut, Mike Lowder

ADOPTED

2nd Reading Ordinance 2025-38 to approve the execution and delivery by the City of Myrtle Beach, South Carolina, of an agreement of lease between the City of Myrtle Beach, as Landlord, and Myrtle Beach Pelicans, LP, as Tenant, with respect to Pelican Stadium.

The Myrtle Beach Pelicans have played baseball in Myrtle Beach since 1998. The 1998 lease expired in 2018. Since then, the parties have worked under a series of extensions. The current stadium does not meet the current standards established by Major League Baseball. To meet the new standards the stadium requires significant capital improvements. This is a 30-yr lease. The estimated cost to meet current MLB standards is \$20 million. Lease Payments are:

- \$750,000/yr. for yrs., 1-10; \$850,000/yr., for yrs. 11-20; and \$950,000 for yrs., 21-30
- There is an annual admission ticket fee to help offset on-going capital and annual maintenance

Motion: To Approve **Moved by:** Debbie Conner **Seconded by:** Gregg Smith

Motion: To Amend to reflect that lease yrs.1-20 \$850,000/yr

Moved by: Bill McClure **Seconded by:** Debbie Conner

Vote on Motion to Amend: (summary Yes = 6 No = 1) Yes: Mayor Brenda Bethune, Michael Chestnut, Debbie Conner, Jackie Hatley, Bill McClure, Gregg Smith.

No: Mike Lowder

Vote on Lease as Amended: (summary Yes = 6 No = 1) Yes: Mayor Brenda Bethune, Michael Chestnut, Debbie Conner, Jackie Hatley, Bill McClure, Gregg Smith.

No: Mike Lowder

ADOPTED

1st Reading Ordinance 2025-42 amend Ordinance 91-22, as previously amended by Ordinances 92-10, 970225-16, 2002-12, 2006-21, and 2013-21, regarding oceanfront encroachment rules and regulations for the City of Myrtle Beach.

The City owns property bordering the oceanfront in various locations throughout Myrtle Beach and previously has adopted ordinances addressing encroachment onto and use of such oceanfront property by the immediately adjacent property owners. Among other items, the ordinance contains the following principal substantive amendments:

- *Extends applicability of the ordinance until March 30, 2032 for all types of encroachments and makes termination dates uniform*
- *Moves the annual permit fee to the budget ordinance*
- *Clarifies hard surface pathways from the immediately adjacent private property to the Boardwalk are considered non-exclusive use encroachments requiring a permit*
- *Expands on the requirement that the permit holder maintain City-owned property and encroachments thereon in a clean, safe, and sanitary condition and requires the permit holder to reimburse the City for costs and expenses if the City remedies the permit holder's noncompliance*
- *Requires the permit holder to reimburse the City for costs and expenses associated with the permit holder's failure to eliminate conditions on the property posing a threat to public health or safety*
- *Gives the City Manager authority to waive the requirement that a permit holder obtain general liability insurance covering the encroachment onto City property*

Motion: To Approve **Moved by:** Debbie Conner **Seconded by:** Michael Chestnut

Vote: (summary Yes = 7) Yes: Mayor Brenda Bethune, Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

APPROVED 1st READING

Resolution R2025-10 resolution of the City of Myrtle Beach to adopt a five-year Capital Improvement Plan for fiscal years 2026 through 2030.

Budget Ordinance appropriates funding for projects in the 1st year of the CIP. This resolution establishes the remainder of the plan as a base line for capital investment in years 2-5 and does not provide an appropriation, however it gives the plan life beyond the fiscal year. Adoption by resolution is recommended and is consistent w/ best practices

Motion: To Approve **Moved by:** Michael Chestnut **Seconded by:** Gregg Smith

Vote: (summary Yes = 7) Yes: Mayor Brenda Bethune, Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

APPROVED

Resolution R2025-11 resolution to amend the schedule of storm water fees according to the procedure specified in City Code Sec. 18-27.

The city commissioned a Storm Water rate study in 2021 to assess the operating and capital funding needs of the storm water program over the next 5 years. The 5-year Capital Improvement Plan addresses a number of neighborhood storm water and flood risk mitigation projects. Absent the resolution, the storm water fee will not produce sufficient revenue to continue to cover operations or allow for additional infrastructure improvements to the storm drainage system.

Motion: To Approve **Moved by:** Michael Chestnut **Seconded by:** Jackie Hatley

Vote: (summary Yes = 7) Yes: Mayor Brenda Bethune, Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

APPROVED

Resolution R2025-12 approving the Myrtle Beach Downtown Municipal Improvement District Annual Assessment Report for the fiscal year ending June 30, 2026; and other matters related thereto.

The purpose of the MID is to provide for the provision and funding of various public improvements for the benefit of the current and future users of the real property located within the district as set forth in Resolution 2022-17 adopted on April 12, 2022. Proposed public Improvements consist of:

- Ambassador Program
- Events and Marketing
- Planning and Research
- District Management

Ordinance 2022-025 officially established the MID and the assessment roll, which identifies the parcels subject to the assessment within the Municipal Improvement District. Absent confirmation of the assessment roll, other funding sources would need to be identified to provide the public improvements proposed within the district.

Motion: To Approve Moved by: Gregg Smith **Seconded by:** Michael Chestnut

Vote: (summary Yes = 7) Yes: Mayor Brenda Bethune, Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

APPROVED

R2025-13 to adopt the Myrtle Beach Housing and Community Development Annual Action Plan and Budget for FY 2025/2026.

Per the CDDBG intergovernmental agreement w/ Horry County, the Myrtle Beach CDBG allocation is expected to be \$378,470. CDBG regulations require funds to:

- Primarily benefit low/moderate income persons.
- Projects to be located in the Revitalization Area.

For FY2025/26 staff proposes the CDBG allocation be programmed for the following purposes:

- Housing Acquisition/Rehab = \$78,470
- Neighborhood Infrastructure Improvements = \$300,000

Motion: To Approve Moved by: Michael Chestnut **Seconded by:** Gregg Smith

Vote: (summary Yes = 7) Yes: Mayor Brenda Bethune, Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

APPROVED

Resolution R2025-14 authorizing the execution of a drainage easement on 1.45 acres in the A&I District, PIN 444-0101-0065, to be used as stormwater retention.

Through the adoption of the Pavilion Area Master Plan in 1999, the Tax Increment Financing District in 2008, the Downtown Master Plan in 2019, and the Advanced Master plan in 2020 City Council has committed to restore the downtown to a prominent commercial district. This parcel will serve as stormwater retention for future development on City owned parcels within the A&I District. The City's contractor has completed two other stormwater ponds and is now ready to begin

construction. This resolution for the easement has a companion resolution to provide for the purchase of the parcel before December 31, 2026.

Mayor Bethune recused as being the owner of BJ Investments

Motion: To Approve **Moved by:** Jackie Hatley **Seconded by:** Debbie Conner

Vote: (summary Yes = 6 Recused = 1) Yes: Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

Recused: Mayor Brenda Bethune

APPROVED

Resolution R2025-15 authorizing the purchase of 1.45 acres in the A&I District PIN 444-0101-0065, to be used as stormwater retention.

Through the adoption of the Pavilion Area Master Plan in 1999, the Tax Increment Financing District in 2008, the Downtown Master Plan in 2019, and the Advanced Master plan in 2020 City Council has committed to restore the downtown to a prominent commercial district. This parcel will serve as stormwater retention for future development on City owned parcels within the A&I District. The City's contractor has completed two other stormwater ponds and is now ready to begin construction. This resolution authorizing the purchase of the property has a companion resolution to provide for a drainage easement on the property in order to begin construction immediately.

Mayor Bethune recused as being the owner of BJ Investments

Motion: To Approve **Moved by:** Debbie Conner **Seconded by:** Michael Chestnut

Motion: To Amend line #38 to state that the city will accept property as a donation **Moved by:** Gregg Smith **Seconded by:** Michael Chestnut

Vote on motion to amend: (summary Yes = 6 Recused = 1) Yes: Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

Recused: Mayor Brenda Bethune

Vote to approve as amended: (summary Yes = 6 Recused = 1) Yes: Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

Recused: Mayor Brenda Bethune

Motion M2025-45 to designate the Myrtle Beach Area Chamber of Commerce as the organization to manage and direct the expenditure of tourism and promotion funds for the 2025-26 fiscal year per SC Code §6-4-10(3), Accommodations Tax Revenues.

Per State statute, the funds received by a municipality or a county in county areas collecting more than fifty thousand dollars must be allocated in the following manner:

(1) The first \$25,000 must be allocated to the general fund.

(2) 5% of the balance (after the \$25,000), must be allocated to the general fund.

(3) 30% of the balance for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity. To manage and direct the expenditure of these tourism promotion funds, the municipality or county shall select one or more organizations, such as a chamber of commerce, visitor and convention bureau, or regional tourism commission, which has an existing, ongoing tourist promotion program.

(4) 65% to the City for tourism related expenses.

Recognizing the unique nature of this City's tourism demands the Legislature has also approved a budgetary proviso that allows half of the money that would ordinarily go to the Myrtle Beach Area

Chamber of Commerce to be retained by the City and used to meet public safety expenses related to tourism. After these deductions, the amount available for advertising and promotion by the MBACC in FY 2025-26 is estimated at \$2,118,750.

Motion: To Approve **Moved by:** Gregg Smith **Seconded by:** Michael Chestnut

Vote: (summary Yes = 7) Yes: Mayor Brenda Bethune, Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

APPROVED

Motion M2025-46 to declare certain vehicles abandoned or derelict pursuant to the authority of Article 41 of Title 56 South Carolina Code of Laws 2001.

This declaration is an effort to improve the appearance of both commercial and residential neighborhoods. This report includes vehicles staff tagged as abandoned or derelict. Council's approval allows these vehicles to be towed from their private property locations to a tow yard where they may be reclaimed by the current owner upon payment of the applicable towing and storage fees. If the vehicles are not claimed by the owner within 30 days of the required notice, then the tow company may sell the vehicle and keep the proceeds as compensation.

Motion: To Approve **Moved by:** Mike Lowder **Seconded by:** Michael Chestnut

Vote: (summary Yes = 7) Yes: Mayor Brenda Bethune, Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

APPROVED

EXECUTIVE SESSION - Council may take action on matters discussed in Executive Session which are deemed to be "emergency" concerns.

Note: South Carolina law requires that Council's business is conducted in public with limited exceptions known as "Executive Sessions". Subjects eligible for Executive Session include:

- **Personnel matters.**
- **Negotiations concerning proposed contractual arrangements and proposed sale or purchase of property.**
- **The receipt of legal advice relating to:**
 - **A pending, threatened, or potential claim.**
 - **Other matters covered by the attorney-client privilege.**
 - **Settlement of legal claims, or the position of the City in other adversary situations.**
- **Discussions regarding development of security personnel or devices.**
- **Investigative proceedings regarding allegations of criminal misconduct.**
- **Matters relating to the proposed location, expansion, or provision of services encouraging location or expansion of industries or other businesses.**

Motions to go into Executive Session must be made in public and specify one or more reason above. Council can take no votes or take action in Executive Session.

ADJOURNMENT

Motion: To Adjourn **Moved by:** Mike Lowder **Seconded by:** Michael Chestnut

Vote: (summary Yes = 7) Yes: Mayor Brenda Bethune, Michael Chestnut, Debbie Conner, Jackie Hatley, Mike Lowder, Bill McClure, Gregg Smith.

12:28 PM

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER ADKINS, CITY CLERK