



Council Agenda

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

AGENDA

OCTOBER 28, 2025

9:00 A.M. – WORKSHOP – TED C. COLLINS LAW ENFORCEMENT CENTER

10:00 A.M. – MEETING – TED C. COLLINS LAW ENFORCEMENT CENTER

NOTE: CITIZENS ARE INVITED TO ATTEND AND PARTICIPATE IN THE MEETINGS. CITIZENS WHO WISH TO ADDRESS COUNCIL ON NON-AGENDA ISSUES ARE ASKED TO SIGN IN PRIOR TO THE START OF THE MEETING AND STATE THEIR NAMES PRIOR TO SPEAKING. A TOTAL OF 30 MINUTES WILL BE PROVIDED AT THE END OF THE MEETING.

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.....
INVOCATION.....
PLEDGE OF ALLEGIANCE.....
APPROVAL OF AGENDA.....
APPROVAL OF MINUTES.....October 14, 2025

PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:

1. HTC Cell Tower Update (workshop)
2. Proclamation declaring November 1, 2025, as Extra Mile Day (meeting)
3. Proclamation declaring November 29, 2025, as Small Business Saturday (meeting)
4. Proclamation to celebrate WPDE's Victoria Specko (meeting)
5. Communications and Creative Services Update – CCS Staff (meeting)

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

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 2025-53 amending the Business License Ordinance of the City of Myrtle Beach to update the class schedule as required by Act 176 of 2020.

In September 2020 the State adopted the South Carolina Business License Tax Standardization Act. Per the Act, no later than December 31 of each odd year the Municipality shall adopt, by ordinance, the latest standardized class schedule as recommended by the Municipal Association of South Carolina and adopted by the Director of the South Carolina Revenue and Fiscal Affairs Office. This proposed change to Appendix A and B ensures accuracy for businesses that utilize the State Business License Portal for renewals as hosted by the SC Revenue and Fiscal Affairs Office and the Municipal Association of SC. This amendment does not present any changes to current business license rates only class schedule.

2nd Reading Ordinance 2025-54 to amend Sec. 2-242, (d), Sec. 2-243, (a), (b), and (c), Sec. 2-246, (1) and (6), and Sec. 2-253 of the Myrtle Beach Code of Ordinances relating to purchasing.

Due to rising materials, service costs, and inflation the need to increase dollar thresholds for small and large purchases in the Procurement code is necessary. Increasing these dollar thresholds will ensure no delays in purchasing process interruptions and will put COMB in line with other jurisdictions' thresholds. The city is transitioning to accepting bids through an online platform in conjunction with our current sealed envelope method. The current ordinance will need to be amended to allow for this method.

1st Reading Ordinance 2025-55 approving an easement between the city, as grantor, and Horry Telephone Cooperative, Inc. (HTC), as grantee, concerning property located at 3100 S. Ocean Boulevard having PIN# 446-05-03-0001.

The City owns the real property located at 3100 S. Ocean Boulevard in the City of Myrtle Beach (the "Property") on which the Franklin G. Burroughs-Simeon B. Chapin Art Museum ("Art Museum") is located. The City desires to make improvements to the fiber network servicing the Art Museum; and the service provider, HTC, requires execution of an agreement granting a right of way easement to HTC to facilitate installation and maintenance of the telecommunications facilities. Public Works and Capital Projects have reviewed and approve of the easement. The easement does not impact the City's ability to utilize the property and will supply a necessary upgraded fiber network to the property.

1st Reading Ordinance 2025-56 approving an easement between the city, as grantor, and Horry Telephone Cooperative, Inc. (HTC), as grantee, concerning property located at 970 38th Avenue North having PIN 424-03-02-0008.

The City desires to make improvements to the fiber network servicing Fire Station No. 6; and the service provider, HTC, requires execution of an agreement granting a 10-foot wide right of way easement to HTC to facilitate installation and maintenance of the

telecommunications facilities. Public Works and Capital Projects have reviewed and approve of the easement. The easement does not impact the City's ability to utilize the property and will supply a necessary upgraded fiber network to the property.

REGULAR AGENDA

2nd Reading Ordinance 2025-32 an ordinance to amend Section 12-80 and to repeal Section 12-150.12 of Chapter 12 of the Myrtle Beach Code of Ordinances.

Downtown businesses have expressed that temporary suspension of paid and/or metered parking may boost business. The manager proposes to offer parking decals to full-time city employees as an employee benefit. Section 12-80(b) allows the manager to create and administer such a program, including termination or suspension of the program, without further Council action.

Section 12-80(j) addresses parking at city-owned and/or operated parking lots and garages. This section authorizes the manager to place appropriate signage restricting parking at such lots and garages without further Council approval and subject's violators of parking restriction in city parking facilities to citation and possible towing. This ordinance becomes effective November 1, 2025. Changes at 1st reading:

- *No fees for metered or paid parking shall be charged from October 1 through the last day of February in the area from 6th Avenue South to 21st Avenue North and west to Kings Highway.*

2nd Reading Ordinance 2025-52 approving the execution and delivery by the City of Myrtle Beach, South Carolina, of a parking lot license agreement between the city and First Methodist Church of Myrtle Beach, with respect to the parking lot along 9th Avenue North in the City of Myrtle Beach.

Representatives from the City and the Church have been in discussions about the need for additional parking within the Arts & Innovation District. Over the last two years, activity along 9th Avenue North has increased significantly and the need for additional parking has also increased. The city agreed to consider a partnership with the Church that would allow the Church to demolish an old building and add more than 60 parking spaces. The Church has requested that 20 of the spots be reserved for Church use with the remaining 40 spots to be shared. The 40 shared spots will be free and available to the public except on Sundays and during special church events. The Church has invested more than \$300,000 to demolish the old building and construct the new parking lot. The 10-year agreement requires a one-time investment of \$150,000. The City and Church share responsibility for regular maintenance of the parking lot. The Church is responsible for capital improvements.

1st Reading Ordinance 2025-57 to amend the 21st Ave N PUD (Planned Unit Development) - Division III Sandcastle (The Shelby) to modify lots, designs, and uses.

The 21st Avenue Ocean Front PUD originally adopted November 11, 2000 (Ordinance #2000-01) consists of 3 divisions:

- *Division I - 21st Avenue PUD (Adopted 11/11/2000)*
- *Division II - Crytal Blue PUD (Adopted 04/25/2006)*
- *Division III - Sandcastle PUD (Adopted 05/23/2006)*

Applicant is requesting an amendment to Division III - Sandcastle PUD to rename it “The Shelby”

Applicant is requesting to maintain the current language and add racquet sports as an interim accessory use for guests of The Shelby. The intent is to reinvest and revitalize a third-row property in a manner that contributes to incremental improvements and strengthens the character of the area. Planning Commission (10.7.25): recommends approval (9/0) with the following condition:

- *The construction schedule be changed from 5 years to 2.5 years for the interim accessory use.*

Resolution R2025-24 to amend the CDBG budget for program year 2024/2025 and 2025/2026 to reallocate funding for the infrastructure improvements in census tract 506 and 507.

CDBG regulations require funds to primarily benefit projects located w/in the Revitalization Area.

Resolution transfers:

- *\$80,797.25 from Owner-Occupied Housing Rehabilitation in program year 2024/2025 to White St. and Acline Ave. projects; and*
- *Resolution transfers \$78,470 from Owner-Occupied Housing Rehabilitation in program year 2025/2026 to the White St. and Acline Ave. projects.*

This transfer will allow the city to proceed with the planned infrastructure improvements on White St. and Acline Ave.

Motion M2025-71 to recognize a \$600,000 contribution from the Myrtle Beach Air Force Base Redevelopment Authority to be applied to the Vietnam Memorial at Warbird Park

This motion recognizes the Myrtle Beach Air Force Base Redevelopment Authority (MBAFBRDA) contribution to the construction of the new Vietnam Memorial at Warbird Park. The MBAFBRDA will contribute \$200,000 annually for three years payable not later than June 30, 2026, June 30, 2027, and June 30, 2028.

Motion M2025-72 to appoint or select a candidate as Chief Municipal Judge.

This motion addresses the appointment of the Chief Municipal Judge.

Motion M2025-73 to appoint/reappoint two members to the Election Commission.

The term of Election Chairman, William Monckton, has expired. He does wish for reappointment. His new term will expire September 12, 2030. Russell Long wishes to be reappointed back to his seat; Chairman does recommend Mr. Long’s reappointment. The term’s expiration is September 12, 2027.

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

COMMUNICATIONS FROM CITY BOARDS/COMMISSION MEMBERS

COMMUNICATIONS FROM CITY COUNCIL AND CITY MANAGER

1. Council Communications

2. Chief Financial Officer Update
3. City Manager/Assistant City Manager Update

REPORTS AND INFORMATION PRESENTATIONS FROM CITY STAFF

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