



# Council Agenda

**MYRTLE BEACH CITY COUNCIL:**  
BRENDA BETHUNE, MAYOR  
MICHAEL CHESTNUT  
JACKIE HATLEY, MAYOR PRO-TEM  
JOHN KRAJC  
MIKE LOWDER  
PHILIP N. RENDER  
GREGG SMITH

**MYRTLE BEACH CITY COUNCIL MEETING  
TUESDAY, AUGUST 10, 2021  
9:00 A.M. – WORKSHOP – COUNCIL CHAMBER  
10:00 A.M. – MEETING – COUNCIL CHAMBER  
TED C. COLLINS LAW ENFORCEMENT CENTER  
1101 NORTH OAK STREET, MYRTLE BEACH, SC 29577**

*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...** July 27, 2021

## **PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:**

1. Opioid Initiative Update: Addiction, Recovery and Outreach – Trevor Greene (Workshop)
2. Legislative Update by Denny and Associates – Tony Denny and Le Frye (Workshop)

3. Safe Giving Program / Emergency Phone Program – Amy Prock, City of Myrtle Beach Chief of Police, and Blakely Roof, United Way of Horry County (Workshop)
4. Gold Cap Ambassadors Annual Update – Mike Snow (Meeting)
5. Public Information Update – PIO Staff (Meeting)

**CONSENT AGENDA** – *The Consent Agenda covers items anticipated to be routine in nature. Any Council member may ask that an item be moved from the Consent Agenda to the Regular Agenda for lengthier discussion, or a member of the public may request that such an item be moved. Items remaining on the Consent Agenda will be briefly described by staff and may be passed as a group with the approval of the agenda.*

**Note:** *City laws are known as ordinances. Before a city ordinance can be enacted, it must be introduced (1st Reading) and then approved (2nd Reading). Resolutions are actions through which City Council reinforces or makes policy not rising to the level of law. Motions are related to direction from City Council to city staff to take certain actions.*

NO ITEMS LISTED ON THE CONSENT AGENDA.

### **REGULAR AGENDA**

**Resolution R2021-023 granting a special event permit for the “Waves of Praise Gospel Music Festival” for September 3 and 4, 2021, and affirming the city’s co-sponsorship.**

*The free festival includes performances by nationally known gospel artists with food, non-alcoholic beverages and merchandise vendors. The festival is expected to attract 10,000 concert-goers. The public parking spaces along the event site at Eighth Avenue North, and a single lane on Eighth Avenue North, will be used for production needs (loading in/out and talent vehicles).*

*Per the proposed resolution, City Council declares the festival a Special Event, and:*

- *Adopts the site plan.*
- *Authorizes the Manager to make changes as needed.*
- *Authorizes area businesses to display temporary welcome signs.*
- *Extends a warm welcome to festival participants.*

**Motion M2021-109 to approve a Special Events Permit to NS Promotions for The Myrtle Beach Mini Marathon and Coastal 5K, October 17-18, 2021, from 6:00 a.m.-11:00 a.m. on Saturday, and 6:00 a.m.-12:00 p.m. on Sunday. The City Manager is authorized to make changes to these plans as he deems necessary in keeping with the nature of the event, and as circumstances dictate.**

*Two races take place: a 5K (3.1 miles) on Saturday, followed by a half marathon (13.1 miles) on Sunday. The race on Saturday will follow the same course described for the Turkey Trot event (see Motion M2021-111 below). The race on Sunday will follow the course that has been used for several years. The race starts on Eighth Avenue North at the Burroughs & Chapin Pavilion Site. Rolling road closures for the half marathon include: Grissom Parkway (Seaboard Street to 62nd Avenue North), 62nd Avenue North (Grissom Parkway to Ocean Boulevard), and Ocean Boulevard (62nd Avenue North to Second Avenue South). From Second Avenue South, the runners get on the Boardwalk and finish*

at Ninth Avenue North. This is the 12th year for this event, and no in-kind services are requested.

**Motion M2021-110 to approve a Special Event Permit to Native Sons Promotions for the “Myrtle Beach Jeep Jam” to be held at the former Myrtle Square Mall site on October 29-31, 2021, from 11:00 a.m.-8:00 p.m. The City Manager is authorized to make changes to these plans as he deems necessary in keeping with the nature of the event, and as circumstances dictate.**

*The event is billed as a “family-friendly celebration of Jeep culture and the off-road lifestyle,” and is expected to attract 35,000 participants. Most of the events will be held on the former Myrtle Square Mall site, although the event also includes a slow-motion Jeep parade (better known as a “Beach Crawl”) along the beach each day from the Second Avenue Pier to 24th Avenue North (capped at 250 vehicles). The applicant is aware that they must pay for any services provided by the City of Myrtle Beach.*

**Motion M2021-111 to approve a Special Event Permit to NS Promotions for the “2021 Turkey Trot” 5K race on the streets in the Market Common area on November 25, 2021, from 6:00 a.m. to 11:00 a.m. The City Manager is authorized to make changes to these plans as he deems necessary in keeping with the nature of the event, and as circumstances dictate.**

*At least 750 runners are anticipated for this event, and this request includes rolling closures for portions of the following streets: Farrow Parkway, Pampas Drive, Forbus Court and Myers Avenue. EMTs and off-duty Police Officers will be hired at the promoter’s expense, and there are no in-kind services requested.*

**Motion M2021-112 to approve a Special Event Permit to Southern Entertainment/Amie Lee for “Moo and Brew” on the Burroughs & Chapin Pavilion Place site on September 25, 2021, from 12:30 p.m. to 8:30 p.m. The City Manager is authorized to make changes to these plans as he deems necessary in keeping with the nature of the event, and as circumstances dictate.**

*The event will include a burger competition and beer sampling with entertainment from both local and national artists. The applicant is requesting closure of the parking spots on Eighth Avenue North, and requests the waiving of rental fees for use of the city stage.*

**Motion M2021-113 to approve a Special Event Permit to “Pride Myrtle Beach” for “Pride in the Park” at Valor Memorial Garden. The event will celebrate LGBTQ+ inclusion and acceptance. The City Manager is authorized to make changes to these plans as he deems necessary in keeping with the nature of the event, and as circumstances dictate.**

*The gated free event includes live entertainment, a DJ, food trucks and beer and wine sales. This request includes a closure of Hackler Street between Howard Avenue and Farrow Parkway. No in-kind services are requested.*

**Motion M2021-114 to approve a Special Events Permit to the Ocean Front Merchants Association for “Boardwalk Fright Nights” to be held in Plyler Park, on Ocean Boulevard, at the Burroughs & Chapin Pavilion Place and on Ninth Avenue North on Fridays, Saturdays and Sundays, October 1-November 1, 2021. The City Manager is**

**authorized to make changes to these plans as he deems necessary in keeping with the nature of the event, and as circumstances dictate.**

*The event will take place from 11:00 a.m. to 11:00 p.m. It will include live actors, a children's maze, vendors, various strolling entertainment, and a beer garden that will be open from 4:00-11:00 p.m. on Ninth Avenue North. A total of 500 attendees are expected per night. Ocean Boulevard will be closed between Ninth Avenue North and Mr. Joe White Avenue.*

**Motion M2021-115 to approve a Special Event Permit to MMA Creative/Amie Lee for "World Championship Chili Cook Off" on the Burroughs & Chapin Pavilion Place site, September 17-19, 2021, from 11:00 a.m. to 6:00 p.m. each day. The City Manager is authorized to make changes to these plans as he deems necessary in keeping with the nature of the event, and as circumstances dictate.**

*The event will include more than 220 teams competing in several divisions. It will also include food trucks, beer and wine sales, live entertainment, a car show, a volleyball tournament and a cornhole tournament. The applicant is requesting closure of Ocean Boulevard, from Eighth to Ninth Avenues North, each day.*

**Motion M2021-116 to appoint Mike Chestnut to the Board of Directors of the Myrtle Beach Downtown Alliance for an initial term of one year.**

*The Myrtle Beach Downtown Alliance Board of Directors includes a board seat for a Myrtle Beach Councilmember or designee of the City Council. Since this is an initial term, the term is only for one year.*

**Motion M2021-117 to authorize the City Manager to enter into a one-year funding agreement with the Myrtle Beach Downtown Alliance.**

*This is a formal agreement between the City of Myrtle Beach and the Myrtle Beach Downtown Alliance. The agreement expires on June 30, 2022.*

**Motion M2021-118 to declare certain vehicles abandoned or derelict pursuant to the authority of Article 41 of Title 56 South Carolina Code of Laws 2001.**

*The motion is an effort to improve the appearance of both commercial and residential neighborhoods. This report includes vehicles that 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, the tow company may sell the vehicle and keep the proceeds as compensation.*

## **NON-AGENDA ITEMS FROM THE PUBLIC**

## **COMMUNICATIONS FROM CITY BOARDS/COMMISSION MEMBERS**

## **COMMUNICATIONS FROM CITY COUNCIL AND CITY MANAGER**

1. Council Communications

2. Chief Financial Officer (CFO) Update
3. City Manager/Assistant City Manager (CM/ACM) 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 vote or action in Executive Session.*

## **ADJOURNMENT**