



**CONTACT:**

Mark Kruea  
Office: (843) 918-1014  
Mobile: (843) 450-1695  
[info@cityofmyrtlebeach.com](mailto:info@cityofmyrtlebeach.com)  
[www.cityofmyrtlebeach.com](http://www.cityofmyrtlebeach.com)  
[www.facebook.com/myrtlebeachcitygovernment](https://www.facebook.com/myrtlebeachcitygovernment)

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# Media Advisory

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

**To: Myrtle Beach Media**  
**From: Public Information Department**  
**Date: January 10, 2020**  
**Re: Meeting Schedule and Agendas**

1. Next week's [meeting schedule](#) is attached.
2. **The Fire Department hosts a special “Spouse Fire Academy” at 8:00 a.m. tomorrow, Saturday, January 11, at Fire Station No. 3, 2108 South Kings Highway.** The event provides the partners of city firefighters a behind-the-scenes look at life as a first responder. *The one-day academy is for spouses of fire service personnel only. Members of the news media are welcome to attend.*
3. **The City Council Oath of Office Ceremonies are set for 9:00 a.m., Tuesday, January 14, at the Ted C. Collins Law Enforcement Center, 1101 North Oak Street.** The regular City Council Workshop and Meeting will follow. The public is invited to attend and celebrate with cake. Additional parking is available at the following locations....

City Hall, 937 Broadway Street  
Myrtle's Market, 605 Mr. Joe White Avenue

4. **The City of Myrtle Beach thanks its many volunteers during the annual Volunteer Appreciation Luncheon at 12:00 p.m., Wednesday, January 15, in the ballroom of the Myrtle Beach Convention Center, 2101 North Oak Street.** The city has more than 500 volunteers! Some choose to serve on boards, commissions or committees. Others donate their time and talent in recreation programs, at Chapin Memorial Library or through the Fire and Police Departments. One person is recognized each year as Myrtle Beach's “Volunteer

of the Year.” *The lunch is by invitation only. Members of the news media are welcome to attend.*

5. **The week of January 17-24, 2020, features a full slate of activities and events in celebration of Dr. Martin Luther King, Jr.** View the full schedule on the [Events](#) webpage. Or, visit <https://www.caahf.com>.
6. **The January 2020 issue of Myrtle Beach’s [Progress Report](#) is now available on the city’s website.** To view and download past Progress Reports, visit the [Documents Center](#) webpage and click to expand the “Progress Reports” folder.
7. **Looking ahead, city offices and facilities will be closed Monday, January 20, 2020, to observe Dr. Martin Luther King, Jr. Day.** Residential solid waste and recycling will be collected on the following schedule....

*No collections on Monday, January 20.*

*Zone 1 – Tuesday, January 21*

*Zone 2 – Wednesday, January 22*

*Zone 3 – Thursday, January 23*

*Zone 4 – Friday, January 24*

8. **The city’s Solid Waste team is picking up discarded Christmas trees at curbside for recycling.** Please place trees at curbside, but not in the travel lane, and do not cover any utility meters or boxes. Be sure to remove all decorations and tree stands! If you do not want to wait, take trees to the drop-off point on Mr. Joe White Avenue at 21st Avenue North Extension (behind Myrtle Waves Water Park). In February, the trees will be ground into mulch, which will be available to the public for free.
9. **Looking for something to do in Myrtle Beach?** Visit our Events webpage for a comprehensive list of activities. See <https://www.cityofmyrtlebeach.com/events.pdf>. This file of city-related festivals, concerts, programs and more is updated weekly.
10. **The Mary C. Canty Recreation Center is one of four such facilities operated by the City of Myrtle Beach, and that’s the subject of our [Photos of the Week](#).** The recreation center is named for Mary C. Canty, a local community leader who passed away in 2015 at the age of 81. She drew a sketch of the recreation center on a napkin, and that sketch turned into reality in the early 1980s. The center has been expanded twice – once in 1989 and again in 2004 – and just received an exterior renovation in 2019. The facility includes a large gymnasium, a banquet hall for 300, a kitchen, a well-equipped weight room and an indoor swimming pool. The center also hosts after-school and summer day camp programs for local children. The recreation center is in the heart of Myrtle Beach, 971 Canal Street.
11. **Did you know...** That the Rolling Stones and Jimmy Buffet both played at the Myrtle Beach Convention Center? The Stones played in a surprise concert on June 22, 1978. The show sold out in an hour. Jimmy Buffet sang in a nearly solo performance at the Convention Center on June 16, 1980. He played acoustic guitar and was accompanied by Greg Taylor on harmonica for some songs.

**For more information, contact:**

Mark Kruea, Public Information Officer, City of Myrtle Beach  
(843) 918-1014 *voice* (843) 450-1695 *mobile*

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**CITY OF MYRTLE BEACH  
MEETING SCHEDULE  
January 13-17, 2020**

**MONDAY, JANUARY 13**

- **8:30 a.m.** – Staff Meeting/Hosted by Convention Center, Ballroom C, Myrtle Beach Convention Center, 2101 North Oak Street
- **7:00 p.m.** – South Beach Neighborhood Watch, First Floor Meeting Room, Regency Towers, 2511 South Ocean Boulevard

**TUESDAY, JANUARY 14**

- **9:00 a.m.** – City Council Oath of Office Ceremonies/Workshop, Council Chamber, Ted C. Collins Law Enforcement Center, 1101 North Oak Street
- **10:00 a.m.** – City Council Meeting, Council Chamber, Ted C. Collins Law Enforcement Center, 1101 North Oak Street
- **10:00 a.m.** – Community Appearance Board Staff Plan Review, Conference Room, City Services Building, 921 North Oak Street
- **3:00 p.m.** – Community Development Block Grant Public Hearing, First Floor Conference Room, City Hall, 937 Broadway Street

**WEDNESDAY, JANUARY 15**

- **10:00 a.m.** – Special Events Technical Review, Conference Room, City Services Building, 921 North Oak Street
- **12:00 p.m.** – City of Myrtle Beach hosts Volunteer Appreciation Luncheon (Invitation Only), Ballroom, Myrtle Beach Convention Center, 2101 North Oak Street
- **2:30 p.m.** – Technology Advisory Group, First Floor Conference Room, City Hall, 937 Broadway Street
- **7:00 p.m.** – Emmens Preserve Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **7:00 p.m.** – The Highlands Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **7:00 p.m.** – The Market Common Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **7:00 p.m.** – The Reserve Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **7:00 p.m.** – Seagate Village Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane

- **7:00 p.m.** – West Lake Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane

#### **THURSDAY, JANUARY 16**

- **8:30 a.m.** – Myrtle Beach Public Facilities Corporation Annual Board of Directors Meeting, Executive Conference Room, City Hall, 937 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, First Floor Conference Room, City Hall, 937 Broadway Street
- **6:00 p.m.** – Grande Dunes Neighborhood Watch, First Floor Dining Room, Grande Dunes Ocean Club, 101 Grande Dunes Boulevard

#### **FRIDAY, JANUARY 17**

- No Meetings Scheduled

**MYRTLE BEACH CITY COUNCIL AGENDA**

**TUESDAY, JANUARY 14, 2020**

**9:00 A.M. – OATH OF OFFICE CEREMONIES/WORKSHOP – TED C. COLLINS LAW ENFORCEMENT CENTER**

**10:00 A.M. – MEETING – 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.*

**9:00 AM: THE OATH OF OFFICE WILL BE ADMINISTERED TO COUNCIL MEMBER PHILIP RENDER AND COUNCIL MEMBER-ELECT JOHN KRAJC. RECEPTION TO FOLLOW.**

**CALL TO ORDER**

**INVOCATION**

**PLEDGE OF ALLEGIANCE**

**APPROVAL OF AGENDA**

**APPROVAL OF MINUTES...** December 10, 2019

**APPROVAL OF MINUTES...** December 16, 2019

**APPROVAL OF MINUTES...** December 19, 2019

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

1. Proclamation declaring the week of January 13-17, 2020, as Volunteer Appreciation Week.
2. Carolina African American Heritage Foundation's MLK Commemoration – Bennie Swans
3. June 30, 2019 Audit Presentation
4. Public Information Update – PIO Staff/Police

**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, 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 normally actions through which City Council reinforces or makes policy not rising to the level of law. Motions are generally related to direction from City Council to city staff to take certain actions.*

NO ITEMS ARE LISTED ON THE CONSENT AGENDA FOR THIS MEETING.

## **REGULAR AGENDA**

**2nd Reading Ordinance 2019-060 ordinance to amend Appendix A Zoning, Article 16 Area, Height and Dimensional Requirements, Section 1603 Dimensional Standards of the Code of Ordinances, to add setback requirements specific to property lines abutting an alley in the MU-H (Mixed Use High Density) District.**

*Currently, the MUH District setback requirements are, as follows:*

- *Setback is 10 feet when a structure is less than 20 feet in height.*
- *Setback is 20 feet when a structure is between 20 and 120 feet in height.*
- *Setback is 30 feet for buildings in excess of 120 feet in height.*
- *In cases where the property adjoins an alleyway, the distance between the buildings is effectively increased by the width of the alley (usually 20 feet).*

*The purpose of this ordinance is to allow for zero setback adjacent to the alleyways to increase the maximum developable property. This is particularly critical in areas where the lots are already relatively narrow. This change accommodates renovations of the “Sun Rise,” a Mid-Century Modern hotel located at 2303 North Ocean Boulevard.*

**2nd Reading Ordinance 2019-061 to amend the municipal budget for the fiscal year beginning July 1, 2019, and ending June 30, 2020, by appropriating donations to the Mary C. Canty scholarship fund to promote development of life skills for local teenagers.**

*The Mary C. Canty Scholarship Fund was established to help provide opportunities to teens whose families fall significantly below the poverty line. The assistance pays for costs associated with the following: college application fees, prom, homecoming events, senior cap and gown events, driver education courses, group outings and traditional field trips.*

*The program also aims to challenge the stereotypical attitude toward law enforcement officers to help teens anticipate the results of alternative decisions. This promotes a greater awareness of the consequences of one’s actions, and enables the teens to be more receptive to constructive criticism and accountability. The program’s ultimate outcome is to promote and develop life skills that will help the teens attain their personal and professional goals.*

*This action does not appropriate city tax dollars for the fund’s purpose. The ordinance only allows the city to receive and administer the disbursement of related donations and grants.*

**2nd Reading Ordinance 2019-062 to amend the municipal budget for the fiscal year beginning July 1, 2019, and ending June 30, 2020, to appropriate funding for Downtown Redevelopment, to accept and appropriate grant funding for a school resource officer, to add the related positions to the table of authorized positions in the 2019-20 municipal budget; and, other matters relating thereto.**

*This ordinance accomplishes two primary objectives:*

1. *Appropriates a portion of parking revenue funds to pay the remaining expenses of downtown redevelopment administration, and adds two former DRC positions to the city’s table of allocated positions.*

2. *Accepts a SC Department of Education grant to fund a designated School Resource Officer position at Myrtle Beach Middle School and adds that position to the table of authorized positions in the Myrtle Beach Police Department.*

**2nd Reading Ordinance 2019-063 to extend the corporate limits of the City of Myrtle Beach by annexing 11 parcels totaling 2.5 acres between Cannon Rd. and Linen Dr. (PIN #443-03-01-0010, PIN #443-03-01-0012, PIN #443-03-01-0013, PIN #443-03-01-0014, PIN #443-03-01-0024, PIN #443-03-01-0025, PIN #443-03-01-0026, PIN #443-03-01-0027, PIN #443-03-01-0028 and PIN #443-03-01-0029) and the adjacent portion of the right-of-way of Cannon Rd., and rezoning from Horry County LI (Limited Industrial) to Myrtle Beach LM (Light Manufacturing).**

*The area in question includes 11 parcels in the unincorporated part of Horry County. A portion of the parcels are developed and already receive city utility service (at non-city rates), while other parcels are vacant. The owner wishes to combine the properties to develop the entire site for warehouse purposes. This proposal requires additional city utility service, which led to this annexation request. The city's Comprehensive Plan calls for development along Cannon Road to be "General Commercial." This proposal is consistent with the city's long-standing goal of closing unincorporated "donut holes."*

**1st Reading Ordinance 2020-001 to amend Chapter 11, License and Miscellaneous Business Regulations, in the Code of Ordinances, to amend the business license expiration date and the business license due date.**

*For several years, the city has been cooperating with an effort led by the Municipal Association of South Carolina (MASC) to develop a standardized business license renewal process.*

*The effort includes:*

- *Standardized use of the North American Industry Classification System (NAICS).*
- *Acceptance of a uniform business license application form.*
- *Development of a portal to allow applicants to renew business licenses across multiple jurisdictions with one application.*
- *Adoption of one uniform license year, with uniform due dates and delinquency dates.*

*The city has already migrated to the North American Industry Classification System (NAICS), accepted the uniform business license application form and worked with MASC to develop the state-wide portal. This action is recommended as a way to accomplish the final objective outlined above. The only significant change embodied in this ordinance is license fee due dates would change from June 1 to April 30, with payments becoming delinquent on May 1. The ordinance delays that change for one year to allow time for public education.*

**1st Reading Ordinance 2020-002 authorizing the City of Myrtle Beach, South Carolina, to execute and deliver a lease-purchase agreement in an amount not exceeding \$1,080,000 between the City and the lessor thereof to defray the cost of acquiring certain items of heavy equipment for solid waste management; and, other matters relating thereto.**

*The proposed ordinance approves the city entering into a five-year Lease-Purchase Agreement in the amount of \$1,080,000 for the acquisition of four knuckleboom trucks (\$600,000) and two rear loaders (\$480,000). The matter was previously the subject of Resolution R2019-041 (adopted August 27, 2019), which established the city's intention to*



*finance the equipment purchase. The approved R2019-041 also protected the tax-exempt status of the lease agreement in the event that expenditures are incurred prior to closing.*

**1st Reading Ordinance 2020-003 to amend Appendix A, Zoning, in Article 14, Zoning Districts and Map Table, in Section 1402 and Footnote Section 1402.B, to expand the area in which the Floating Zone (RDZ) can be applied.**

*City Council has indicated a desire to amend the current development incentives to make them more applicable to the redevelopment of smaller transient accommodations properties, especially the smaller motel/hotel properties located between Ocean Boulevard and Kings Highway (south of 29th Avenue North). Previously, this area had been defined as the “south Mixed Use area.” This amendment expands the area in which the city’s “Floating Zone” provisions may be applied.*

**1st Reading Ordinance 2020-004 to amend Chapter 15, Planning and Development, Redevelopment Target Areas and Incentives, to expand the area in which the City’s redevelopment incentives may be applied, and to adjust the minimum investment requirements to encourage use of these incentives by smaller transient accommodations properties.**

*City Council has indicated a desire to amend the current development incentives to make them more applicable to the redevelopment of smaller transient accommodations properties, especially the smaller motel/hotel properties located between Ocean Boulevard and Kings Highway (south of 29th Avenue North). This amendment expands the area in which the incentives may be applied to include this area, and adjusts the minimum investment thresholds needed to qualify for the use of this incentive as a way to encourage redevelopment of these properties.*

**Resolution R2020-001 to accept the dedication of certain roadways, known as Kensington Lane (50’ public right of way), Jester Lane (50’ public right of way), Buckingham Avenue (50’ public right of way) and Thornbury Drive (66’ public right of way) within the Balmoral Phase 1 section of the Balmoral Subdivision.**

*Beazer Homes has constructed the streets identified above in the Balmoral Phase 1 Subdivision near The Market Common. The roads comply with the city’s current standards and construction requirements. Consistent with long-standing policy and practice, the streets are now ready for acceptance into the city’s street system. Upon approval, these streets will be publicly owned and the city will be responsible for maintenance going forward.*

**Resolution R2020-002 to accept the dedication of portions of certain roadways, known as Thornbury Drive (66’ public right of way), Westminster Drive (50’ public right of way) and Buckingham Avenue (50’ public right of way) within the Balmoral Phase 2B of the Balmoral subdivision.**

*Beazer Homes has constructed the streets identified above in the Balmoral Phase 2B Subdivision near The Market Common. The roads comply with the city’s current standards and construction requirements. Consistent with long-standing policy and practice, the streets are now ready for acceptance into the city’s street system. Upon approval, these streets will be publicly owned and the city will be responsible for maintenance going forward.*

**Resolution R2020-003 to accept the dedication of certain roadways, known as Cheshire Court (50’ public right of way) and a portion of Westminster Drive (50’ public right of way) within the Balmoral Phase 2C Section of the Balmoral subdivision.**

*Beazer Homes has constructed the streets identified above in the Balmoral Phase 2C Subdivision near The Market Common. The roads comply with the city's current standards and construction requirements. Consistent with long-standing policy and practice, the streets are now ready for acceptance into the city's street system. Upon approval, these streets will be publicly owned and the city will be responsible for maintenance going forward.*

**Resolution R2020-004 to accept the dedication of the certain roadway known as Agnes Lane, which consists of four (4) segments: segment one (1) is 0.46 acres and owned by the Vinings at Market Common (60' public right of way); segment two (2) is 0.25 acres and owned by Hinson Properties and Kenan Family Holdings, LLC (60' public right of way); segment three (3) is 0.93 acres and owned by Hinson Properties and Kenan Family Holdings, LLC (60' public right of way); and, segment four (4) is 0.58 acres and owned by Hinson Properties and Kenan Family Holdings, LLC (public right-of-way varies).**

*The development team (the Vining's at Market Common, Hinson Properties II and Kenan Family Holdings, LLC) has constructed the streets identified above near the Market Common. The roads comply with the city's current standards and construction requirements. Consistent with long-standing policy and practice, the streets are now ready for acceptance into the city's street system. Upon approval, these streets will be publicly owned and the city will be responsible for maintenance going forward.*

**Resolution R2020-005 allowing horses to be ridden on the beach during the American Heart Association Beach Ride on October 31, 2020.**

*The American Heart Association has sponsored the Ride-A-Thon for 38 years. Specific Council approval is required for the event, since the code prohibits horses on the beach without a permit.*

*The proposed resolution approves a permit for October 31, 2020, with the following limitations:*

- *Beach access/departure must occur at specific points (as approved by Manager).*
- *Riders must follow specific route (as approved by the Manager).*
- *Riding on dunes is prohibited.*
- *Groups cannot exceed six horses and riders.*
- *All debris (including horse excrement) must be removed.*

**Motion M2019-187 to appoint/reappoint one member to the Technology Advisory Group.**

*The term of Frank McClatchy, Susan Roe and Gina Trimarco have expired. Mr. McClatchy and Ms. Trimarco wish to be reappointed; Ms. Roe does not wish to be reappointed. The recommendation is that Lauren Riddei fill this vacancy.*

*On file, we have resumes from James P. Bar (city resident), Mark Mancini (non-city resident), Tanja Dimic (city resident), Dave Huddleston (non-city resident), Richard Miller (city resident), Michael Roberts (non-city resident), Keith Walters (non-city resident), Kelly Barr (non-city resident), Charles Keller (non-city resident), Bradley Kohr (non-city resident), Lowell Rhodes (city resident), Kevin McGrath (non-city resident) and Lucas Hazel (non-city resident).*

**Motion M2020-001 to appoint/reappoint two members to the Human Rights Commission.**

*The terms of Craig McGee and Janet Hobson are about to expire. Mr. McGee wishes to be reappointed. Mrs. Hobson does not wish to be reappointed at this time.*

**Motion M2020-002 to appoint/reappoint one member to the Ocean View Memorial Foundation.**

*The term of Julien Springs is about to expire. The recommendation is to select Mr. James Merritt, III (city resident).*

**Motion M2020-003 to appoint/reappoint two members to the Chapin Memorial Library Board.**

*The terms of Susan Hudgins and Samuel Bookhart will expire soon. They both wish to be reappointed. On file, we have resumes for Sherry Katzenberger (city resident) and Tamara Rike (city resident).*

**Motion M2020-004 to appoint/reappoint one member to the Planning Commission and amend one expiration date.**

*The term of Ann Brittain LeMay has expired. She wishes to be reappointed. Also, an amendment is requested for the expiration date of William Gravely's term. The correct expiration date should be 04/13/22 to maintain the three-member rotation with three-year terms. We have one resume on file at this time expressing interest: Thomas Robinson (city resident).*

**Motion M2020-005 to appoint/reappoint one member to the Community Appearance Board.**

*The term of James Hubbard has expired. He does wish to be reappointed. We a resume on file for Martin Bellamy (city resident).*

**Motion M2020-006 to accept a grant from the SC Humanities Council in the amount of \$500 to support the “Let’s Talk About It” book discussion series; and, to authorize the City Manager or his designee to execute and deliver the grant agreement.**

*Funded by the SC Humanities Council with assistance from the SC State Library, the “Let’s Talk About It” sessions are held weekly for six weeks. The program explores new books in the series, and local scholars present the books and facilitate group discussions. The \$500 is designated for the scholar sessions and materials. Matching requirement is an in-kind contribution of staff time, with planning and implementation of the program as well as copies of handouts.*

**Motion M2020-007 to authorize the City Manager or his designee, on behalf of Chapin Library’s Youth Services, to: apply for the LSTA (Library Services and Technology Act) Summer Reading Grant through the SC State Library in the amount of \$1,000; to authorize the City Manager or his designee to execute and deliver the grant agreement; and, to record the appropriation of any approved funds to extend for the life of the grant.**

*The grant is funded by the SC State Library to assist with the summer reading program at Chapin Library. No match requirement.*

**Motion M2020-008 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 that staff tagged as abandoned or derelict. Council's approval of this item 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 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 M2020-009 to authorize the City Manager to execute a Memorandum of Understanding (MOU) between the City and the Myrtle Beach Regional Economic Development Corporation (MBEDC) formalizing the nature of the partnership between these agencies and outlining the Corporation's services and support of City Council's economic development goals.**

*Council has identified the following economic development opportunities for this community: Health Care, Advanced Technology, Experiential Retail and Workforce Housing Development.*

*Council has also expressed a desire to accelerate the pace of economic development by completing the following:*

- Continue the excellent progress on Council's Downtown Master Plan.*
- Expand the scope of the city's economic development efforts.*
- Transition to a more proactive economic development outreach effort.*
- Identify disincentives and impediments to economic development.*
- Re-examine the use of economic development incentives.*
- Develop an Economic Development Plan in conjunction with various community partners.*
- Consider missed economic development opportunities.*

*Through this Memorandum of Understanding, the Myrtle Beach Economic Development Corporation agrees to assist the city to attain the following objectives:*

- Support Council's goals and lend expertise to city staff.*
- Continue industrial recruitment efforts in the ITAP, WM and LMI zones of the city.*
- Represent the city at related trade shows and professional events.*
- Provide technical assistance, mentoring and support to city staff.*
- Identify investors and businesses that further the city's economic development goals.*
- Utilize consultants and/or site selectors to meet and discuss the city's target industries.*
- Assist with implementation of Council's Downtown Master Plan.*
- Assist the transition to a more proactive economic development outreach.*
- Assist with development of a multi-year economic development plan.*
- Identify disincentives and impediments to economic development.*
- Re-examine the use of economic development incentives.*

**Motion M2020-011 to authorize the City Manager to enter into a Memorandum of Understanding (MOU) with Horry County and Grande Dunes Golf Village Property Owners Association.**

*The Memorandum of Understanding provides the framework for paving approximately 1.15 unimproved miles (constitutes the entirety of Frontage Road, also known as "Henry Road") to serve as: an emergency access; an alternate or second means of ingress and egress to Grande Dunes Golf Village (the "Village") for emergency vehicles, property owners and their guests, and for commercial or other vehicles that are deemed too heavy and/or too hazardous to gain access to the Village by the only other means of ingress and egress to the Village (a bridge spanning the Intracoastal Waterway).*

**Motion M2020-012 to appoint a Mayor Pro-Tem.**

*The Council elects one member of Council as a Mayor Pro Tem for a two-year term. The Mayor Pro Tem acts as Mayor during his/her absence or disability and, if a vacancy occurs, acts as Mayor until a successor is elected.*

**NON-AGENDA ITEMS FROM THE PUBLIC**

**COMMUNICATIONS FROM CITY BOARDS/COMMISSION MEMBERS**

**COMMUNICATIONS FROM CITY COUNCIL AND CITY MANAGER**

1. Council Communications
2. CFO Update
3. 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**

**City of Myrtle Beach  
Community Appearance Board Staff Plan Review  
10:00 a.m., Tuesday, January 14, 2020  
Conference Room, City Services Building  
921 North Oak Street, Myrtle Beach, SC 29577**

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**A. Roll Call**

**B. Approval of Minutes:** December 17, 2019, Meeting

**C. Old Business**

**D. New Business**

**Sign, Lighting and Building Permit Applications**

1. **Lauren's Food Mart – 2502 South Ocean Boulevard:** Requests approval of one (1) 10'w x 4'h externally lit sandblast sign mounted on building, one (1) 4'w x 3'2"h internally lit box sign and a 4'w x 18"h manual changeable copy area mounted on a 10' high freestanding pole. In addition, requests a conceptual/final review for the repainting of the balcony and doors. (Graphic Art Studio/Owner)
2. **Farrow Parkway Shops – 3635 Walton Drive:** Requests approval of six (6) pole mounted parking lot lights. In addition, requests a conceptual/final review for a 7,000 square foot, two-tenant building, parking and landscaping. (Nav Farrow Pkwy, LLC/COR3 Design, LLC) (Previously heard 12/19/19)
3. **Gio's Italian Restaurant – 7915 North Kings Highway:** Requests approval of seven (7) new sconces added to building façade and the addition of globe lighting around the top building facade. In addition, requests a conceptual/final review for façade and landscape alterations. (e3 Studio)
4. **City of Myrtle Beach Public Restrooms – 1104 Withers Ally:** Requests approval of 10 café style light strands installed above the ally. In addition, requests a conceptual/final review for painting two (2) murals. (Owner)

**Building Permit Applications**

1. **Crabtree Memorial Gymnasium – 1004 Crabtree Lane:** Requests a conceptual/final review for painting a mural. (Owner)
2. **Roberts' Residence – 3600 North Ocean Boulevard:** Requests a final review for a 9,005 square foot home, driveway, landscaping and retaining wall. (Randolph Ford) (Previously heard 06/06/2019)
3. **Anchor Storage – 1900 Highway 501:** Requests a conceptual/final review for a 6' black ridged slat privacy fence and landscaping of entire site for outdoor storage. (G3 Engineering)

4. **North Industrial Park Lot 15 – J & K Home Furnishings:** Requests a conceptual/final review for revisions to previously approved new building. (G3 Engineering)
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12. **Walmart Supercenter Store #2712, Liquor Box Store – 665 Oak Forest Lane:** Requests a conceptual/final review for a 5,124 square foot new Liquor Box stand-alone building, dumpster pad with enclosure, parking, landscaping and lighting. (BRR Architecture, Inc./CPH, Inc.)
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14. **Solid Rock Church – 803 Howard Avenue:** Requests a conceptual/final review for a 291 square foot vestibule addition. (Miller Design Services)
15. **Lakeview Villas – 604 Fifth Avenue South:** Requests a conceptual/final review for revisions to rear buildings #2 through #4, with parking, landscaping and the addition of two (2) new buildings. Building #5 is a two-story, 10-unit building (14,726 square feet) and building #6 is a two-story, eight-unit building (11,780 square feet). (Miller Design Services)
16. **Pier View Village – Lot 9, Block 26, Second Avenue North:** Requests a conceptual review for a two-story, 10-unit building (15,700 square feet) with parking and landscape plan. (Professional Builders of Myrtle Beach, LLC/Palmetto Architecture)

**E. Non-Agenda Items from Staff**

**F. Adjournment**

**City of Myrtle Beach**  
**Community Development Block Grant Public Hearing**  
**3:00 p.m., Tuesday, January 14, 2020**  
**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 843-918-1012 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

2019-2020 ACTION PLAN SUBSTANTIAL AMENDMENT – Horry County, South Carolina – As a recipient of U.S. Department of Housing grant funding, Horry County is required to notify the public of substantial amendments of the Community Development Block Grant (CDBG) Program. “Myrtle Beach Infrastructure Improvements” is considered a new project in Year 12 as a part of the amendment.

Infrastructure improvements may include, but are not be limited to: water and sewer system improvements; stormwater and detention area upgrades; curb and gutter work; road paving; sidewalks; and, other pedestrian safety measures. Infrastructure improvements will occur in Low to Moderate Income (LMI) neighborhoods within Census Tracts 506 and 507.

A public hearing will be held January 14, 2020, at 3:00 p.m. in the first floor conference room, City Hall, 937 Broadway Street, Myrtle Beach, SC 29577. The hearing’s purpose is to receive comments on the changes to the Annual Action Plan, as specified below. Written comments may be addressed to Michael Dobson, Community Development Manager, at the Horry County Community Development Office. Or, written comments may be sent via email to [dobson.michael@horrycounty.org](mailto:dobson.michael@horrycounty.org).



**City of Myrtle Beach**  
**Special Events Technical Review Committee**  
**10:00 a.m., Wednesday, January 15, 2020**  
**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 843-918-1007 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

**A. Call to Order**

**B. Approval of Minutes** – December 11, 2019, Meeting

**C. Matters of Business**

**Review of Last Week's/On-Going Events**

1. A Southern Times Square, BEI Beach, The Market Common, December 31, 2019
2. OMA's "Goodbye 2019, Hello 2020" Event, Plyler Park and the Boardwalk, December 31, 2019

**Review of Upcoming Approved Events**

1. Myrtle Beach Marathon, Capstone Event Group, LLC, March 6-7, 2020
2. Pee Dee Street Rodders' "Run to the Sun" Car and Truck Show, Burroughs & Chapin's Former Mall Site, March 19-21, 2020
3. Jeep Jam, Old Myrtle Square Mall Site, NS Promotions, April 30-May 2, 2020

**D. New Business**

**Review of Upcoming Proposed Events**

1. Myrtle Beach Food Truck Festival, Burroughs & Chapin Pavilion Place, April 3-5, 2020
2. Carolina Country Music Festival, Burroughs & Chapin Pavilion Place, June 4-6, 2020
3. Festa Italiana, Grand Park, June 25, 2020
4. Festa Italiana, Grand Park, October 10, 2020

**E. Review of Temporary Use Permits**

**F. Review of Sports Tourism Events**

**G. Review Parade Permits**

**H. Review Film/Photo Requests**

**I. Convention Center Events**

**J. Discussion Items**

**K. Executive Session**

**L. Adjourn**

**City of Myrtle Beach  
Technology Advisory Group  
2:30 p.m., Wednesday, January 15, 2020  
First Floor Conference Room, City Hall  
937 Broadway Street, Myrtle Beach, SC 29577**

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- A. Call to Order**
- B. Approval of Minutes**
- C. Review of Strategic Plan – Progress to Date**
- D. Feedback from Previous Event**
- E. Event Planning**
- F. Next Major Milestone of Strategic Plan – Action Items to Accomplish**
- G. Next Meeting Date**
- H. Adjourn**

**Myrtle Beach Public Facilities Corporation  
Annual Board of Directors Meeting  
8:30 a.m., Thursday, January 16, 2020  
Second Floor Manager's 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 843-918-1012 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

**A. Call to Order**

**B. FOIA Compliance**

**C. Approval of Minutes** – January 10, 2019, Annual Meeting

**D. Motions**

1. Motion to elect a slate of officers for the corporation for 2020. The proposed slate is as follows:
  - a. Brenda Bethune, President
  - b. John G. Pedersen, Vice President
  - c. Michael W. Shelton, Secretary and Treasurer

**E. Discuss Additional Business, If Any**

**F. Adjourn**

**City of Myrtle Beach  
Community Appearance Board  
1:30 p.m., Thursday, January 16, 2020  
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:** December 19, 2019, Meeting

**C. Old Business**

**D. New Business:**

**Sign Permit Applications**

1. **Myrtle Beach Police Department – 1101 North Oak Street:** Requests approval of one (1) 3'9" tall "MBPD" lettering and two (2) 3'9" tall logos on windows of building front facade. (MB Showcase, LLC)
2. **Revolution Mortgage – 4377 North Kings Highway, Suite 207:** Requests approval of one (1) 13'2" w x 5'7" h backlit channel letters mounted on building facade. (Image 360)
3. **Boardwalk Gift Shop – 118 Ninth Avenue North:** Requests approval of one (1) 11' w x 5'6" h LED channel letters and HDU sign mounted on building facade. (Signworks)
4. **Everything Under The Sun Flea Market – 3826 South Kings Highway:** Requests approval of one (1) 20' w x 24" h channel letters and one (1) 8' w x 3'6" h logo box mounted to building façade. (Neon Works)
5. **Café Gelato – 7901 North Kings Highway:** Requests approval of one (1) 23" w x 10" h internally lit "Open" sign to base of monument sign. (Sign World)
6. **Nikki Cole's Hair Design – 3401 North Kings Highway, Unit D:** Requests approval of one (1) 7'5" w x 2' h tenant panel on existing freestanding sign, one (1) 2'11" w x 3'9" h vinyl graphics applied to the window above the door and one (1) 2' w x 4.5" h vinyl graphics applied to the door. And, one (1) 4'1" w x 3'9" h vinyl graphics, one (1) 4'3" w x 5.5" h vinyl graphics and (1) 2'9" w x 11.5" h vinyl graphics applied to front windows. (Fastsigns)
7. **Brochure Distribution Service – 1410 Enterprise Avenue:** Requests approval of one (1) 5'10" w x 3'10" h flat vinyl sign mounted on building. (Owner)
8. **Life in Bloom – 5001 North Kings Highway, Unit 106:** Requests approval of one (1) 8'9" w x 4'2" h channel letters mounted on building facade. (Seaboard Signs)
9. **Beleza Wig & Hair Replacement Salon – 2834 Howard Avenue, Unit C:** Requests approval of three (3) 2' w x 3' h vinyl graphics applied to front windows. (Seaboard Signs)

10. **South Star Granite – 607 Seaboard Street:** Requests approval of one (1) 8'w x 8'4"h freestanding sign with an overall height of 12 feet. (A previous design was approved at the CAB meeting on 12/19/2019.) (Seaboard Signs)
11. **Ocean Forest Plaza – 5523 North Ocean Boulevard:** Requests approval of two (2) 9'7"w x 2'10"h sign faces and one (1) 4'1"w x 2'10"h sign faces mounted to existing perimeter wall. (Sign Studio & Graphics)

### **Sign, Lighting and Building Permit Applications**

1. **Lauren's Food Mart – 2502 South Ocean Boulevard:** Requests approval of one (1) 10'w x 4'h externally lit sandblast sign mounted on building, one (1) 4'w x 3'2"h internally lit box sign and a 4'w x 18"h manual changeable copy area mounted on a 10' high freestanding pole. In addition, requests a conceptual/final review for the repainting of the balcony and doors. (Graphic Art Studio/Owner)
2. **Farrow Parkway Shops – 3635 Walton Drive:** Requests approval of six (6) pole mounted parking lot lights. In addition, requests a conceptual/final review for a 7,000 square foot, two-tenant building, parking, and landscaping. (Nav Farrow Pkwy, LLC/COR3 Design, LLC) (Previously heard 12/19/19)
3. **Gio's Italian Restaurant – 7915 North Kings Highway:** Requests approval of seven (7) new sconces added to building façade and also the addition of globe lighting around the top building facade. In addition, requests a conceptual/final review for façade and landscape alterations. (e3 Studio)
4. **City of Myrtle Beach Public Restrooms – 1104 Withers Ally:** Requests approval of 10 café style light strands installed above the ally. In addition, requests a conceptual/final review for painting two (2) murals. (Owner)

### **Building Permit Applications**

1. **Crabtree Memorial Gymnasium – 1004 Crabtree Lane:** Requests a conceptual/final review for painting a mural. (Owner)
2. **Roberts Residence – 3600 North Ocean Boulevard:** Requests a final review for a 9,005 square foot home, driveway, landscaping, and retaining wall. (Randolph Ford) (Previously heard 06/06/2019)
3. **Anchor Storage – 1900 Highway 501:** Requests a conceptual/final review for a 6' black ridged slat privacy fence and landscaping of entire site for outdoor storage. (G3 Engineering)
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16. **Pier View Village – Lot 9, Block 26, Second Avenue North:** Requests a conceptual review for a two-story, 10-unit building (15,700 square feet) with parking and landscape plan. (Professional Builders of Myrtle Beach, LLC/Palmetto Architecture)

**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, January 16, 2020**  
**Second Floor Conference Room, City Hall**  
**937 Broadway Street, Myrtle Beach, SC 29577**

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**A. Welcome**

**B. May 2020 Blueprint**

1. JROTC Drill Competition – May 2, 2020
2. Military Family Members Social – May 2, 2020
3. Myrtle Beach Pelicans Military Appreciation Night – May 15, 2020
4. Myrtle Beach Vet Center Picnic/Event – May 22, 2020
5. Parade – May 23, 2020
6. Grand Marshal
7. Picnic – May 23, 2020
8. Exhibits – May 23, 2020
9. Veterans' March – May 25, 2020
10. Battlefield Cross Ceremony – May 25, 2020
11. Memorial Day Remembrance Ceremony – May 25, 2020
12. Colonel Robert Hawkins Veteran Volunteer Service Award
13. Veterans' Day Ceremony – November 11, 2020
14. Military Discounts and Decals
15. Marketing
16. Other Events in Horry County
17. Other

**C. Next Meeting – February 20, 2020**

**D. Adjourn**

**City of Myrtle Beach  
Human Rights Commission  
4:30 p.m., Thursday, January 16, 2020  
First Floor Conference Room, City Hall  
937 Broadway Street, Myrtle Beach, SC 29577**

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- A. Call to Order** – Chair Miriam Berrouet
- B. Approval/Correction of Minutes** – November 21, 2019, Meeting
- C. Welcome and Comments** – Chair Miriam Berrouet
- D. Cases** (no cases at this time)
- E. Community Spotlight**
- F. Comments from Commissioners and the Public**
- G. Executive Session:** The commission may take action on items discussed during Executive Session, once the Executive Session ends and the Public Session resumes.
- H. Adjournment**