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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: February 19, 2021
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **Myrtle Beach offers new, Non-Resident Employee Parking Decals starting Monday, February 22.** If you work east of Kings Highway, and your vehicle isn't eligible for one of the residential parking decals, then the new Non-Resident Employee Parking Decal will make parking more convenient. The decal is \$50.00 and expires December 31 of each year. To be eligible, you must be directly employed by a business located east of Kings Highway and provide proof of employment. Non-Resident Employee Parking Decals may only be used at coin-operated parking meters. They are not valid at smart meters, pay stations, street-ends or pay-by-phone-only parking areas. The application is available at https://www.cityofmyrtlebeach.com/services/parking_meters/docs/Employee%20Decal%20Application.pdf. Completed applications must be presented in person, along with requested documentation, at the Pavilion Parking Garage. By the way, paid parking returns March 1 and continues through October 31.
3. **Motorists can expect a road closure on Ocean Boulevard, between Second and Third Avenues South, from 5:00 a.m. to 12:00 p.m., Tuesday, February 23.** The closure is for a crane to install new HVAC units atop the Oceans One Resort. Detours will be posted.
4. **Stay tuned for details about a COVID-19 Vaccination Clinic at the Myrtle Beach Convention Center.** McLeod Health and the City of Myrtle Beach are developing plans for a large community vaccination event for the Myrtle Beach area. More information is forthcoming, and we are aware of the great need to provide this service locally to the people

in the Myrtle Beach area. McLeod Health advises that these will be first doses for those persons who meet the 1a criteria, as outlined by CDC guidelines and the SC DHEC distribution plan for the COVID-19 vaccine. A follow-up clinic four weeks later also will be held for the second doses required. Planning is underway as we await word on receipt of the vaccine and availability of an appointment process to provide ease of access to this clinic. Look for a public announcement regarding the date for this event next week. We expect this to be an appointment-only, walk-in clinic over two days, due to the number of people served.

- 5. In partnership with DHEC, drive-through COVID-19 testing is scheduled for 10:00 a.m. to 2:00 p.m., Monday at the Myrtle Beach Convention Center, 2101 North Oak Street.** The testing is free, and no appointment is required. Use the Oak Street entrance.
- 6. Need information about the coronavirus emergency?** You'll find timely updates and general information on our [Coronavirus Advisory](#) webpage.
- 7. The online [E-Resources](#) webpage is available on the city's website.** Some city buildings remain closed to the public, but we are working to provide online content for all ages. On the webpage, you'll find creative and educational options for you and your family to enjoy!
- 8. A comprehensive list of activities and city events is available on our [Events](#) webpage.** This file of city-related festivals, programs and more is updated weekly.
- 9. One of Myrtle Beach's long-time residents celebrated her 90th birthday recently, and that's the subject of our [Photos of the Week](#).** Tempe Hughes Oehler was born in 1931, seven years before Myrtle Beach became a town, and she remembers the early days very well. During her 90th birthday party Tuesday, she recalled when only a handful of oceanfront homes existed. She also remembered, before US 501, that the only way to and from Conway by car was the Socastee Swing Bridge over the Intracoastal Waterway. Professionally, Tempe Oehler was a journalist and teacher, working for the local newspaper and being interviewed live on CNN during Hurricane Hugo. During Tuesday's birthday party, Myrtle Beach Mayor Brenda Bethune and Councilman Mike Chestnut, one of her former students, presented a proclamation in honor of her milestone 90th birthday.
- 10. Did you know...** That J. F. Hamilton was Myrtle Beach's first police chief, appointed by the newly-created Town Council in 1938? Until then, Myrtle Beach Farms paid for two police officers (one daytime, one nighttime) to serve the community. Myrtle Beach Farms also built the first jailhouse, near Oak Street and 10th Avenue North. It was replaced in 1951 when the city built a new police station and firehouse on 10th Avenue North. That building today is the City Hall Annex, home of the Myrtle Beach Housing Authority.

For more information, contact:

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<https://www.cityofmyrtlebeach.com>

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<https://myrtlebeachpointofview.wordpress.com/>

<https://www.buzzsprout.com/972079>

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
February 22-28, 2021**

MONDAY, FEBRUARY 22

- 8:30 a.m. – Staff Meeting, Conference Call

TUESDAY, FEBRUARY 23

- 9:00 a.m. – Myrtle Beach City Council Workshop, Conference Call (*Streamed on [Myrtle Beach City Government](#) Facebook page*)
- 10:00 a.m. – Myrtle Beach City Council Meeting, Conference Call (*Streamed on [Myrtle Beach City Government](#) Facebook page*)

WEDNESDAY, FEBRUARY 24

- 8:00 a.m. – Myrtle Beach Convention Center Hotel Corporation Board, Room 101, Myrtle Beach Convention Center, 2101 North Oak Street

THURSDAY, FEBRUARY 25

- No Meetings Scheduled

FRIDAY, FEBRUARY 26

- No Meetings Scheduled

SATURDAY, FEBRUARY 27

- No Meetings Scheduled

SUNDAY, FEBRUARY 28

- No Meetings Scheduled

**MYRTLE BEACH CITY COUNCIL MEETING
TUESDAY, FEBRUARY 23, 2021
9:00 A.M. – WORKSHOP – CONFERENCE CALL
10:00 A.M. – MEETING – CONFERENCE CALL**

NOTE: CITIZENS ARE INVITED TO WATCH THE CONFERENCE MEETING LIVE ON THE CITY'S FACEBOOK PAGE, <https://www.facebook.com/myrtlebeachcitygovernment/>. CITIZENS WHO WISH TO ADDRESS COUNCIL ARE ASKED TO SUBMIT PUBLIC COMMENT VIA EMAIL TO questions@cityofmyrtlebeach.com OR SEND A TEXT MESSAGE TO 843-882-5330. INCLUDE YOUR NAME, RESIDENTIAL ADDRESS OR THE ADDRESS OF YOUR IN-CITY BUSINESS.

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 – February 9, 2021

PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:

1. Rideshare E-Scooter Proposal – Justin Swaby (Workshop)
2. September 11th Memorial Update (Workshop)
3. March 4, 2021 City Council Workshop Discussion (Workshop)
4. Myrtle Beach Police Department Update – 2020 Year in Review (Workshop)
5. Proclamation declaring Monday March 1, 2021, as COVID Memorial Day (Meeting)
6. Tempe H. Oehler 90th Birthday Proclamation (Meeting)
7. Leadership Grand Strand Class XLI Class project (Meeting)
8. Public Information Update – PIO Staff (Meeting)

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 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

1st Reading Ordinance 2021-2 to rezone 1.36 acres located at 1002 29th Ave N from MU-M (Mixed Use Medium Density) to HC-1 (Highway Commercial) for the purpose of holding events.

Applicant is the owner of El Cerro Mexican restaurant at 1002 29th Ave N. Applicant would like to expand the use of the restaurant and hold special events, such as Cinco de Mayo celebrations; the applicant intends to utilize floor space for bands and dancing as well as charge a cover fee at the door.

This description is in line with the “nightclub” use in the zoning ordinance, even though the applicant has stated that they do not want to turn the restaurant into a typical “nightclub.” Applicant’s property is adjacent to two other zoning districts that allow for nightclubs: E (Entertainment) and HC1 (Highway Commercial).

Item was continued from the last meeting to allow the applicant an opportunity to meet and discuss this request with concerned neighbors. The meeting between the parties is/was scheduled for 2.19.21.

Planning Commission recommends approval as requested (7-0).

2nd Reading Ordinance 2021-3 to amend Appendix A Zoning of the Code of Ordinances, Article 10 Parking and Loading Requirements, to require bicycle racks in all commercial, civic, and major subdivision construction projects; and to add Appendix B. Association of Pedestrian and Bicycle Professionals (APBP) Essentials of Bike Parking.

This request is from the Bicycle and Pedestrian Committee. If the Ordinance passes it would require:

- *All new commercial, civic and major subdivision construction projects to install a bicycle rack on-site;*
- *Substantial renovations to existing commercial, civic and major subdivisions would also be required to install a bicycle rack on-site;*
- *In Zoning Districts where the use requires no on-site parking, a fee of \$600 may be paid in lieu of installing a bike rack; monies will be earmarked by the city to install public bicycle parking in the area.*

Bicycle locks and chains can damage trees, fences and benches when adequate bicycle parking facilities are lacking.

Required bicycle parking is new to Myrtle Beach.

Planning Commission recommends approval as requested (7-0).

2nd Reading Ordinance 2021-4 to annex 0.69 acres located at 9417 Park Dr. (PIN# 394-03-03-0001) and rezone from Horry County SF 10 (Single Family Residential) to City of Myrtle Beach R-15 (Single Family Residential) for the purpose of constructing a new home.

The applicant wishes to build a single family home on vacant property located in an unincorporated “doughnut hole” off Park Drive, and is required to submit an annexation petition as required to receive utility services.

Resolution R2021-9 to accept the dedication of certain roadways known as Rick McDow Alley (public R/W varies), Rutherford Alley (30' public R/W), and Jenkins Alley (27' public R/W) within the Market Common R3 parcel.

LUK-MB2, LLC has constructed the streets identified above within the Market Common R3 parcel. This road complies with the City's current standards and construction requirements. Consistent with long-standing policy and practice, these 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.

Motion M2021-26 to authorize the City Manager to enter into a Memorandum of Agreement (MOA) with Coastal Carolina University, Aramark, and the City of Myrtle Beach.

This MOU will enable the City to utilize Aramark, the food vendor for Coastal Carolina University, for food preparations and delivery during activations of the City's Emergency Operations Center.

Motion M2021-27 authorizing the City Manager or his designee to apply for a grant of \$2,008,944 from the Federal Emergency Management Administration (FEMA) – Staffing for Adequate Fire and Emergency Response (SAFER) program to hire twelve firefighters for four fire companies to meet national standards, to record the appropriation of such grant funds in the amount that may be approved, and to execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. No match required.

The Staffing for Adequate Fire and Emergency Response grants (SAFER) was created to provide funding directly to fire departments to help increase or maintain the number of trained, "front line" firefighters. The objectives of the SAFER grant program are to assist local fire departments with staffing and deployment capabilities to respond to emergencies and assure that communities have adequate protection from fire and fire-related hazards. Local fire departments accomplish this by improving staffing and deployment capabilities, so they may more effectively and safely respond to emergencies. With enhanced staffing levels, recipients should experience a reduction in response times and an increase in the number of trained personnel assembled at the incident scene.

Motion M2021-28 authorizing the City Manager or his designee to apply for a grant of \$113,181.82 from the Federal Emergency Management Administration (FEMA) Assistance to Firefighters Grant Program for the purpose of purchasing a 22-foot aluminum fire/rescue boat with landing craft capabilities, rescue platform and 500 gpm fire pump, to record the appropriation of such grant funds in the amount that may be approved, and to execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. \$11,318.18 in local match is required.

The objectives of the AFG program are to provide critically needed resources that equip and train emergency personnel to recognized national standards, enhance operational efficiencies, foster interoperability, and support community resilience. The match will come from the Fire Department's operational budget.

Motion M2021-29 to appoint/reappoint three members to the Board of Zoning Appeals.

The terms of James Cameron Parker (Non-Resident), Edgar Wilson (City Resident), and Allen Rene Lee (City Resident) expire on February 22, 2021. All wish for reappointment. On file are the resumes of Steven Jordan (City Resident) and Thomas Robinson (City Resident). These terms will expire on February 22, 2024.

Motion M2021-30 to appoint/reappoint two members to the Accommodations Tax Advisory Committee.

The terms of Mary B. Henry (City Resident) and Thomas C. Moore (City Resident) expire on February 22, 2021. Both wish for reappointment. On file are the resumes of Carolyn Milliron (City Resident) and Jessica Gregory (Non-Resident). This term will expire on February 22, 2024.

Motion M2021-31 to appoint/reappoint two members to the Human Rights Commission.

The term of Miriam Berrouet (Non-Resident) expires on February 22, 2021. Ms. Berrouet does wish for reappointment. That term will expire on February 22, 2024. There is also a vacant seat due to Mr. Clark's resignation. That seat's expiration will remain at February 22, 2022. The resumes on file are Tania Appel (Non-Resident), Betsy Smithdeal (Non-Resident), and Laniece Mayfield (Non-Resident). e

Motion M2021-32 authorizing the City Manager or his designee to apply for a grant of \$54,333 from South Carolina Department of Health and Environmental Control's South Carolina Hospital Preparedness Grant Program for the purpose of providing Threat Suppression and Tactical Medical Care training to first responders, to record the appropriation of such grant funds in the amount that may be approved, and to execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. No match is required.

Throughout the region when active shooter situations arise, response is from law enforcement, fire departments, EMS agencies and communications experts. Threat Suppression and Tactical Training for first responders has not reached all personnel that would benefit from the training. This training is specifically targeted for public safety agencies responding to active shooter/hostile events and will help bridge the gap by providing a majority of fire departments, EMS agencies, and law enforcement staff in the region training to help with a coordinated response to an active shooter event.

Motion M2021-33 to authorize the 9/11 steel beam memorial currently located at 29th Avenue N. to be removed and relocated to Warbird Park.

In 2019 Council adopted a Resolution establishing guidelines for Warbird Park. For monuments to be placed in Warbird Park, the monument should be related to the former Myrtle Beach Air Force Base or honor members of the United States Armed Forces. In recognition and remembrance of this national tragedy, that included military personnel at the Pentagon and elsewhere, staff is requesting authorization to allow the placement of the 9/11 Memorial in Warbird Park.

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

**Myrtle Beach Convention Center Hotel Corporation Board
8:00 a.m., Wednesday, February 24, 2021
Room 101, Myrtle Beach Convention Center
2101 North Oak Street, Myrtle Beach, SC 29577**

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- A. Convene and Call to Order**
- B. Approval of Minutes** – January 2021 Meeting
- C. Public Comments and Questions**
- D. Review of Monthly Hotel Financials for January 2021** (Mrs. Hinde)
- E. Hotel Sales and Marketing Update for January 2021** (Mr. Semidei)
- F. Hotel Budget Addendum for Adoption**
- G. Convention Center Update for January 2021** (Mr. Monroe)
- H. Discuss Additional Business**
- I. Executive Session***
- J. Adjourn**

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