



**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](http://www.facebook.com/myrtlebeachcitygovernment)

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# Media Advisory

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

**To:** Myrtle Beach Media  
**From:** Mark Kruea, Public Information Officer  
**Date:** April 5, 2019  
**Re:** Meeting Schedule and Agendas

- 1. Next week's [meeting schedule](#) is attached.** Note that the regular City Council meeting for Tuesday, April 9, has been cancelled. Instead, City Council will have a special meeting at 9:00 a.m., Wednesday, April 10, prior to the start of the two-day City Council budget retreat. The retreat is open to the public. A draft budget retreat agenda is enclosed; a more detailed retreat agenda is expected next week.
- 2. Everyone is invited to “give the gift of life” at the City of Myrtle Beach Blood Drive, next Thursday, April 11.** The American Red Cross will be on hand to conduct the blood drive from 10:00 a.m. to 3:00 p.m. at the Myrtle Beach Sports Center, 2115 Sports Center Way, behind the Convention Center. Schedule an appointment ahead by calling 843-918-1114, or come by at your convenience during the drive.
- 3. The new issue of Myrtle Beach's *Progress Report* is being inserted in city utility bills this month.** The quarterly publication also is posted on the city's website. To see it online, visit <https://www.cityofmyrtlebeach.com/ProgressReport.pdf>.
- 4. The Myrtle Beach Police Department is hosting Memorial Day Weekend meetings for the community and businesses in the next few weeks.** A community meeting is set for 6:00 p.m., Thursday, April 11, at the Train Depot. A business meeting for owners and managers will be held at 10:00 a.m., April 18, at the Train Depot. Staff will be on hand to share the weekend's operational plans and answer questions. For more information, visit <http://police.cityofmyrtlebeach.com/memorial-day-weekend/>.

5. **Visit our Events file for a comprehensive list of activities scheduled in Myrtle Beach.** See <http://www.cityofmyrtlebeach.com/Events.pdf>. This list of city-related festivals, concerts, programs and more is updated weekly with new information. The Calendar feature on the city's website at <https://www.cityofmyrtlebeach.com/calendar.php> also is a great resource for meetings, events and other scheduled activities.
6. **A contractor recently planted 180,000 beach grass sprigs along the sand dunes, and that's the subject of our [Photos of the Week](#).** The City of Myrtle Beach received 1.1 million cubic yards of sand during last fall's beach renourishment. To hold the sand dunes in place and make them grow, we installed new sand fencing which will trap windblown sand. The new grass sprigs also will trap sand and help stabilize the growing dunes.
7. **Did you know...** That Shine Avenue at The Market Common is named for Lieutenant Colonel Anthony "Tony" Shine, a member of the 355<sup>th</sup> Tactical Fighter Squadron stationed at the former Myrtle Beach Air Force Base? Then-Captain Shine was deployed in 1972 with the 355<sup>th</sup> to Korat Royal Thai Air Force Base in Thailand for his second tour of duty in Vietnam. The A-7D he was piloting disappeared while on a combat mission on the border of North Vietnam and Laos. He was declared Missing in Action and remained unaccounted for until 1995, when his remains were recovered and repatriated for burial at Arlington National Cemetery. Captain Shine was promoted posthumously to Lieutenant Colonel. The United States Air Force Top Gun Award was established in honor of Lt. Col. Shine and all Prisoners of War and Missing in Action from the Vietnam Conflict. The Lt. Col. Anthony Shine Fighter Pilot Award is presented annually to the US Air Force Pilot who has demonstrated superior professionalism and proficiency in flying a tactical fighter aircraft and who has a high caliber of moral character and demonstrated community service.

**For more information, contact:**

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

<http://www.cityofmyrtlebeach.com>

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**CITY OF MYRTLE BEACH  
MEETING SCHEDULE  
April 8-12, 2019**

**MONDAY, APRIL 8**

- **8:30 a.m.** – Staff Meeting/Hosted by Police Department, Ted C. Collins Law Enforcement Center, 1101 Oak Street

**TUESDAY, APRIL 9**

- *No Meetings Scheduled*

**WEDNESDAY, APRIL 10**

- **8:30 a.m.** – Property Maintenance Hearing, Conference Room, City Services Building, 921 North Oak Street
- **9:00 a.m.** – Special City Council Meeting, Magnolia's at 26, 2605 North Ocean Boulevard
- **9:30 a.m.** – City Council Budget Retreat, Magnolia's at 26, 2605 North Ocean Boulevard
- **10:00 a.m.** – Special Events Technical Review, Conference Room, City Services Building, 921 North Oak Street

**THURSDAY, APRIL 11**

- **9:00 a.m.** – City Council Budget Retreat, Magnolia's at 26, 2605 North Ocean Boulevard
- **10:00 a.m. to 3:00 p.m.** – City of Myrtle Beach hosts American Red Cross Blood Drive, Myrtle Beach Sports Center, 2115 Sports Center Way
- **1:30 p.m.** – Board of Zoning Appeals, Conference Room, City Services Building, 921 North Oak Street
- **6:00 p.m.** – Police Department hosts Memorial Day Weekend Community Meeting, Myrtle Beach Train Depot, 851 Broadway Street

**FRIDAY, APRIL 12**

- *No Meetings Scheduled*

**City of Myrtle Beach  
Property Maintenance Hearing  
8:30 a.m., Wednesday, April 10, 2019  
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. Call to Order:**

**B. New Business:**

1. **Eloise Anne Depoy:** The property is located at 6314 A Colonial Drive and is identified by PIN # 421-06-01-0232.
2. **Cool-N-Easy LLC:** The property is located at 408 7<sup>th</sup> Avenue North and is identified by PIN # 444-01-04-0029.
3. **Lemar Haselden, et al.:** The property is located at 519 35<sup>th</sup> Avenue North and is identified by PIN # 424-06-02-0048.
4. **Thomas W. Davis Sr. and Steven J.:** The property is located at 612 37<sup>th</sup> Avenue North, Unit 2, and is identified by PIN # 424-03-03-0002.
5. **Rui Ramos:** The property is located at 400 17<sup>th</sup> Avenue South, Unit P, and is identified by PIN # 443-15-02-0055.

**C. Communications from Staff:**

**D. Adjourn**

**MYRTLE BEACH CITY COUNCIL SPECIAL MEETING**  
**9:00 A.M., WEDNESDAY, APRIL 10, 2019**  
**SECOND FLOOR CONFERENCE ROOM, MAGNOLIA'S AT 26<sup>TH</sup>**  
**2605 NORTH OCEAN BOULEVARD, MYRTLE BEACH, SC 29577**

*CITIZENS ARE INVITED TO ATTEND AND PARTICIPATE. THOSE WHO WISH TO ADDRESS COUNCIL ARE ASKED TO SIGN IN BEFORE 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 MEETING:** Mayor Brenda Bethune

**INVOCATION**

**PLEDGE OF ALLEGIANCE**

**APPROVAL OF AGENDA**

**APPROVAL OF WORKSHOP MINUTES:** April 4, 2019

**APPROVAL OF MINUES:** March 26, 2019

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

1. Proclamation declaring week of April 14-20, 2019, as Communications Week.

**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 (1<sup>st</sup> Reading), & then approved (2<sup>nd</sup> 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.*

**REGULAR AGENDA**

**2<sup>nd</sup> Reading Ordinance 2018-71 an ordinance to amend Article 2, Section 203 in Definitions; and Section 1301 Wireless Communication Facilities in the Zoning Code of the City of Myrtle Beach.**

*The FCC approved sweeping regulations in September 2018 limiting the authority of state and local governments to regulate 5G wireless infrastructure. The FCC also established a 60-day time limit for cities to process the 5G applications from telecomm companies. In order to protect City investments made to beautify certain streets, and to expedite the review process, in October 2018 Council adopted certain "safe harbor" designs for small cell facility deployment (5G) in rights-of-way for area #1:*

- Ocean Boulevard, from 31<sup>st</sup> North southward to the intersection with Kings Highway.
- 3<sup>rd</sup> S from Kings Highway to its terminus beyond Ocean Boulevard.
- Mr. Joe White from Kings Highway to Ocean Boulevard.
- All street ends from 31<sup>st</sup> North to 29<sup>th</sup> South that extend eastward beyond Ocean Boulevard containing at least one signal light pole.

The purpose of this zoning code amendment is to:

- Provide for the appropriate location and development of wireless facilities.
- Minimize adverse visual effects of wireless facilities through design, siting and screening.
- Avoid potential damage to adjacent properties from structure failure through engineering and careful siting of wireless support structures.
- Maximize use of any new or existing wireless support structure by encouraging collocation of multiple antennas on a single wireless support structures.

**Motion M2019-54 to approve temporary rental fees for the use of the train cars located at the Train Depot as found in the attachment until such time as those fees are formally set in the FY 2019-20 Budget Ordinance.**

*The City has renovated an old boxcar and caboose to provide meeting space and kitchen facilities at the Train Depot. This motion will set the fees for these new amenities only until the fees are reviewed and approved in the upcoming Budget Ordinance. These temporary fees are proposed fees at \$50/hour for City residents and \$75/hour for non-residents for the meeting car, and a flat \$150/rental for the kitchen car.*

**Motion M2019-55 to authorize the City Manager to enter into a Concessionaire Agreement with Atlantic Golf Management for the operation and maintenance of Whispering Pines Golf Course.**

*The original five-year lease agreement between the City and Atlantic Golf Agreement expires in October 2019. This agreement provides that the Concessionaire has an option to renew for an additional term upon mutually agreeable conditions. This arrangement has been extremely successful for both the City and the Concessionaire.*

The following terms are included in the proposed renewal agreement:

- A 10-year lease term.
- No change to the Concessionaire Payment to the City (3.5% of gross revenue over \$1,100,000).
- No change to the terms for the rental of the driving range:
  - City leases driving range from Horry County for \$22,700/year.
  - AGM operates the driving range and pays the City \$22,700 plus 10% of driving range gross proceeds in excess of \$22,700.
- Capital payment based on gross revenues of:
  - \$0 for the first \$1 million (no change).
  - 2% of gross for the next \$400,000 (no change).
  - For FY2019 – FY2022 3.0% of gross revenue in excess of \$1.4 million.
  - For FY2023 – FY2025 = 3.5% of gross revenue (\$1.750 mm x 3.5% = \$61,250).
  - FY2026 – FY2029 = 4.0% of gross revenue (\$1.750 mm x 4% = \$70,000).

**Motion M2019-56 to authorize the City Manager to issue a Request for Qualifications to begin the process of selecting an architect to design the public buildings and spaces in the proposed Arts District including the City Square area.**

*State law requires the City to use an RFQ process to select an architect. Once a firm is tentatively selected the municipality may then negotiate price. This motion anticipates that one firm will be selected as the lead architect and will associate with other specialty firms as needed. This action only allows the City to begin this selection process. The actual agreement will be subject to Council approval.*

**Motion M2019-57 to direct the City Manager to prepare agendas which reflect City Council Workshop meetings on the Second and Fourth Tuesday of each month beginning at 9:00 a.m. for the purpose of reviewing selected items listed on the agenda for the subsequent Regular City Council Meeting to begin at 10:00 a.m. on those same dates, and to set Monthly Workshops on the first Thursday of each month beginning at 9:00 a.m. (unless otherwise indicated).**

*This motion reflects City Council's stated desire to hold a one-hour workshop to review more complex items immediately before the meeting at which they may be approved, and to continue the practice of holding a Monthly Workshop for the discussion of policy issues and new initiatives.*

**Motion M2019-58 to affirm the City Manager's decision regarding the approval of the Food Network event given that the opportunity to host such an event became apparent on a time frame that precluded City Council's normal review.**

*This motion merely affirms the City Manager's decision to approve this event, which became known too late in the game to be approved by City Council. This exposure on the Food Network is extremely beneficial to the City's tourism efforts.*

**Motion M2019-59 to approve a Design Manual with Exhibits relating to the provision of Wireless communications.**

*The City has developed "safe harbor designs" applicable to small cell deployment. An application that uses a safe harbor design may be exempted from all City zoning approval processes and requirements and would instead be subject to an administrative review process.*

*Uniformity of design is important to the City, especially along Ocean Boulevard, where a significant investment has already been made to achieve a certain look. Where multiple safe harbor designs are approved for an area, a proposed wireless telecom facility must use the design most appropriate to the location, taking into account safety, aesthetic impacts and surrounding facilities. In particular cases, the City may require use of a particular design along a corridor or at an intersection in order to maintain design uniformity.*

## **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.**

*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 City Council  
FY 2019-20 Budget Retreat  
9:30 a.m., Wednesday, April 10, and 9:00 a.m., Thursday, April 11, 2019  
Second Floor Conference Room, Magnolia's at 26th  
2605 North Ocean Boulevard, Myrtle Beach, SC 29577**

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**NOTE: A Special City Council Meeting will be held at 9:00 a.m., Wednesday, April 10. The Budget Retreat will begin at its conclusion or 9:30 a.m., whichever is later, that day.**

- A. Mayor and Council Welcome and Statement of the Budget Retreat Purpose**
- B. Presentation of the City Manager's Proposed FY 2019-20 Budget**
- C. Presentations by City Staff**
- D. City Council Discussion**
- E. Public Input** (three-minute limit per speaker, 30-minute maximum)
- F. Executive Session** – City Council may convene an Executive Session at some time during the Budget Retreat.
- G. Adjournment**

**City of Myrtle Beach**  
**Special Events Technical Review Committee**  
**10:00 a.m., Wednesday, April 10, 2019**  
**Conference Room, City Services Building**  
**921 North Oak Street, Myrtle Beach, SC 29577**

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**A. Call to Order**

**B. Approval of Minutes** – March 27, 2019, meeting

**C. Matters of Business**

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

1. Myrtle Beach Jeep Jam at 2501 N. Kings Hwy, Old Myrtle Square Mall Site, April 5-7, 2019
2. Quidnet Media, LLC, Food Network "Great Food Truck Race," Filming at Plyler Park and Burroughs & Chapin Pavilion Place, April 4-6, 2019

**Review of Upcoming Approved Events**

1. Ground Zero Dragon Boat Festival, Grand Park, Market Common, April 22-29, 2019,
2. Myrtle Beach Food Truck Festival at Burroughs & Chapin Place, April 26-28 2019
3. Grand Strand PRIDE in the Park at Valor Memorial Garden, June 1, 2019
4. Skyrider Park at Burroughs & Chapin Pavilion Place, June 12, 2019, through September 9, 2019 (Need Insurance)
5. Skyrider Park at Burroughs & Chapin Pavilion Place, September 10, 2019, through December 8, 2019 (Need Insurance)
6. Myrtle Beach Seafood Festival at Burroughs & Chapin Pavilion Place, November 1-3, 2019
7. 38<sup>th</sup> Annual American Heart Association Horses on the Beach, Beach Ride from Lakewood Campground to 54<sup>th</sup> Avenue North, November 9, 2019 (Need Insurance)
8. Pooch-A-Mania at Grand Park, April 14, 2019 (Need Insurance)
9. Taste of Market Common and Sidewalk Sale at Market Common, May 4, 2019
10. Farmers' Market at Market Common, every Wednesday and Saturday, May 4 – August 4, 2019 (Need Insurance from August 2 to September 28, 2019)
11. Farmers' Market at Market Common, every Wednesday and Saturday, August 5 – September 28, 2019 (Need Insurance)
12. Sun Fun Festival and Parade at Plyler Park, Boardwalk, Beach and Ocean Boulevard, May 31 – June 2, 2019 (Need Insurance)
13. Carriage Rides at Market Common, Tuesdays, June 4 – August 27, 2019 (Need Insurance from August 2 to August 27, 2019)
14. Concerts on the Green at Valor Memorial Garden, June 20, July 18, August 15, 2019 (Need Insurance from August 2 to August 15, 2019)

**D. New Business**

**Review of Upcoming Proposed Events (Final)**

1. Cinco de Mayo Festival at Burroughs & Chapin Pavilion Place, May 4 – 5, 2019 (Need Site Plan)
2. Carolina County Music Festival at Burroughs & Chapin Pavilion Place, June 6 – 9, 2019
3. ULI Food Forum at Ground Zero, April 11, 2019 (Cancelled)
4. Sunday Celebrations at Burroughs & Chapin Pavilion Place, June 23, June 30, July 7 and July 14, 2019

#### **Review of Upcoming Proposed Events (Conceptual)**

5. Independence Day 5k at Market Common, July 4, 2019
6. Myrtle Beach International Culture Festival at Chapin Park, August 10, 2019 (Need Site Plan)
7. Oktoberfest at Market Common Grand Park, October 11-12, 2019 (Need Site Plan)
8. Salt-Oberfest at Burroughs & Chapin Pavilion Place, October 18-19, 2019 (Need Site Plan)
9. Myrtle Beach Mini Marathon and Coastal 5K at Myrtle Beach, Boardwalk and Market Common, October 19-20, 2019 (Need Insurance, Site Plan, Course Route and Security Plan)
10. Second Annual Arts & Music Festival at Market Common Grand Park, November 9, 2019
11. Myrtle Beach Turkey Trot at Market Common, November 28, 2019 (Need Insurance)
12. Goodbye 2019 OMA New Year's Eve Celebration, On The Boardwalk and Plyler Park, December 31, 2019 (Need Site Plan, Insurance & Security Plan)

#### **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  
Board of Zoning Appeals  
1:30 p.m., Thursday, April 11, 2019  
Conference Room, City Services Room  
921 North Oak Street, Myrtle Beach, SC 29577**

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**A. Call to Order:**

**B. Minutes:**

1. Approval/Correction of minutes from February 14, 2019

**C. Old Business**

**D. New Business:**

**Request 19-04 Skyline Signs:** The applicant is requesting a variance from Section 805.G (On Premise Sign Regulations). The property is located at 710 Frontage Rd. and is identified by TMS # 172-00-04-050.

**E. Communications from Board:**

**F. Communications from Staff:**

**G. Adjourn**