



CONTACT:

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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: April 9, 2021
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. Myrtle Beach's A-10 Mountain Bike Trail, 3901 Center South Drive, is closed due to flooding. We apologize for any inconvenience. The trail will reopen when the issues have been resolved by staff.
3. The April 2021 issue of the [Progress Report](#) is now available on the city's website. This quarterly newsletter is distributed to 20,000 City of Myrtle Beach utility customers citywide.
4. Myrtle Beach's very own farmer's market re-opens at 9:00 a.m., Wednesday, April 14. Myrtle's Market offers a full complement of vendors offering homegrown produce, fresh fruits, unique food items and more. The market will be open from 9:00 a.m. to 3:00 p.m. on Wednesdays, Fridays and Saturdays, at the intersection of Mr. Joe White Avenue and Oak Street. For more, call 843-918-4906. Interested in becoming a vendor? Contact Blake Goss at bgoss@cityofmyrtlebeach.com.
5. Give the gift of life at the City of Myrtle Beach's next American Red Cross Blood Drive on Wednesday, April 14. The event will be held at the John T. Rhodes Myrtle Beach Sports Center, 2115 Sports Center Way, from 10:00 a.m. to 3:00 p.m. Blood donations are always in demand, but especially during this time. All blood donations will be tested for COVID-19 antibodies. Schedule an appointment at <https://www.redcrossblood.org/>, and use sponsor code "CITYMB."

6. **The City of Myrtle Beach’s Technology Advisory Group hosts the eMYRge “Fountain Series,” a group of free events on various dates in 2021.** The series aims to promote business community growth, networking and education. The schedule is listed below.
 - **5:00 to 7:00 p.m., Thursday, April 15** – [Starting an Angel Group of Investors](#), Grand Strand Brewing Company, 819 North Kings Highway, Unit #101
 - **5:00 to 7:00 p.m., Tuesday, April 20** – [Local Entrepreneurs](#), Grand Strand Brewing Company, 819 North Kings Highway, Unit #101
 - **5:00 to 7:00 p.m., Tuesday, May 4** – [Technology Professionals, Artisans and Makers](#), Grand Strand Brewing Company, 819 North Kings Highway, Unit #101
 - **5:00 to 7:00 p.m., Tuesday, May 18** – [Local Support](#), Grand Strand Brewing Company, 819 North Kings Highway, Unit #101
7. **The Neighborhood Services Department hosts Jazz and Music in the Park, a special event at 3:00 p.m., Sunday, April 18, in Chapin Park, 1410 North Kings Highway.** The annual event features the following performers: Chocolate Chip and Company Band, Socastee High School Jazz Band and James “Bull” Canty. Face masks are required and attendees are asked to bring a lawn chair to enjoy the free, live music. Questions? Send an email neighborhoodservices@cityofmyrtlebeach.com.
8. **Need information about the coronavirus emergency?** You’ll find timely updates and general information on our [Coronavirus Advisory](#) webpage.
9. **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.
10. **Nance Plaza’s new look is complete, and that’s the subject of our [Photos of the Week](#).** This key public space is part of Myrtle Beach’s new Arts & Innovation District. Plaza enhancements include a new stage, turf grass, benches, landscaping and more.
11. **Did you know...** That 45 unincorporated areas of Horry County are completely surrounded by the City of Myrtle Beach? These enclaves, or doughnut holes, contain 409 parcels of land and approximately 532 acres.

For more information, contact:

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

<https://www.cityofmyrtlebeach.com>

<https://www.facebook.com/myrtlebeachcitygovernment>

<https://twitter.com/MyrtleBeachGov>

<https://www.instagram.com/myrtlebeachgov/>

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

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

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
April 12-18, 2021**

MONDAY, APRIL 12

- **8:30 a.m.** – Staff Meeting, Conference Room, City Services Building, 921 North Oak Street

TUESDAY, APRIL 13

- **9:00 a.m.** – City Council 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

WEDNESDAY, APRIL 14

- **9:00 a.m. to 3:00 p.m.** – Myrtle’s Market Reopening Day, 605 Mr. Joe White Avenue
- **10:00 a.m.** – Special Events Technical Review, Boxcar, Myrtle Beach Train Depot, 851 Broadway Street
- **10:00 a.m. to 3:00 p.m.** – City of Myrtle Beach hosts American Red Cross Blood Drive, John T. Rhodes Myrtle Beach Sports Center, 2115 Sports Center Way

THURSDAY, APRIL 15

- **8:30 a.m.** – City Council Budget Retreat, Meeting Room, John T. Rhodes Myrtle Beach Sports Center, 2115 Sports Center Way
- **1:30 p.m.** – Community Appearance Board, Conference Call (*Streamed on [Myrtle Beach City Government](#) Facebook page*)
- **2:00 p.m.** – Military Appreciation Committee, Myrtle Beach Train Depot, 851 Broadway Street
- **4:30 p.m.** – Human Rights Commission, Ballroom, Mary C. Canty Recreation Center, 971 Canal Street
- **5:00 to 7:00 p.m.** – Technology Advisory Group hosts eMYRge Fountain Series: [Starting an Angel Group of Investors](#), Grand Strand Brewing Company, 819 North Kings Highway, Unit #101

FRIDAY, APRIL 16

- **8:30 a.m.** – City Council Budget Retreat, Meeting Room, John T. Rhodes Myrtle Beach Sports Center, 2115 Sports Center Way
- **9:00 a.m. to 3:00 p.m.** – Myrtle’s Market, 605 Mr. Joe White Avenue

SATURDAY, APRIL 17

- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue

SUNDAY, APRIL 18

- **3:00 p.m.** – Neighborhood Services Department hosts Jazz and Music in the Park, Chapin Park, 1410 North Kings Highway

**MYRTLE BEACH CITY COUNCIL MEETING
TUESDAY, APRIL 13, 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... March 23, 2021

PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:

1. Carolina Country Music Festival (Workshop)
2. 12th Avenue North Street Closure (Workshop)
3. Grande Dunes PUD Update – Franklin Daniels (Meeting)
4. Proclamation declaring week of April 11-17, 2021, as National Public Safety Telecommunications Week. (Meeting)
5. Proclamation declaring the month of April as Autism Awareness Month. (Meeting)
6. 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

2nd Reading Ordinance 2021-018 to granting a boardwalk vendor franchise agreement for the Third Avenue North portion of the public boardwalk of the City of Myrtle Beach to VD Vending, LLC, for a period of three years beginning April 14, 2021.

The four existing Boardwalk franchises:

- *Third Avenue North – Vacant*
- *Fourth Avenue North – Riccardi's Italian Ice*
- *Fifth Avenue North – Dogs Under the Boardwalk*
- *Sixth Avenue North – Irie Café*

The city issued a Request for Proposal (RFP) for Third Avenue North location and three proposals were submitted:

- *Nola's Stuffed Snoballs, LLC – Request to sell shaved ice with choice of flavoring.*
- *Big T's Hotdogs and More – Request to sell cheesesteaks, sausage sandwiches, chips and sodas.*
- *VD Vending, LLC – Request to sell cups of fruit.*

2nd Reading Ordinance 2021-019 authorizing the City Manager to execute lease agreements and any subsequent lease renewals for certain city-owned properties known as Charlie's Place Business Incubator Center as part of the Charlie's Place Business Incubator Program.

The City of Myrtle Beach purchased and renovated property known as Charlie's Place for the purpose of providing educational, social and entrepreneurial opportunities for the community. In 2020, the city launched the Charlie's Place Business Incubator Program and solicited interested entrepreneurs to apply for use of the four (4) business incubator units.

The Charlie's Place Advisory Group reviewed the applications and recommended approval of four potential tenants. Two of the proposed tenants, Naomi Productions and Braids by Ber, have indicated their desire to take possession of their units beginning May 1, 2021, under the terms of the lease agreements. Two potential tenants have withdrawn their applications and those units will be re-advertised.

1st Reading Ordinance 2021-021 to amend Chapter 5 of the Code of Ordinances of the City of Myrtle Beach, Beach and Boating Regulations, to make minor updates to sections of this chapter.

Due to the increase of activity on the beach and based on feedback from beachgoers/staff, this ordinance makes some changes:

- *Adds Fire Department Ocean Rescue as an appropriate authority.*
- *Amends shading devices and permits devices designed for infants and children.*
- *Amends the fishing allowances and requires a 50-foot buffer between fishing and people swimming.*
- *States that people swimming have the "right-of-way" over fishing. (Note: This only applies if a conflict between fishing and swimming occurs.)*
- *Does not allow fishing in front of any franchisee's umbrella line.*
- *Removes the provision allowing jet-skis to be launched from, or returned to, the beach. (Note: An exception exists for businesses operating pursuant to a franchise and emergency personnel.)*
- *Requires that digging holes on the beach cannot be deeper than 12 inches without refilling the hole before departing the site.*
- *Adds to the list of items of display that do not meet the requirement of adequate body covering when it comes to appropriate swimming attire on the beach.*

Resolution R2021-012 closing 12th Avenue North between North Ocean Boulevard and Withers Alley.

Due to increased pedestrian traffic along the sidewalk in front of the slingshot amusement, staff is recommending the closure of the adjacent street, 12th Avenue North, between North Ocean Boulevard and Withers Alley. This will allow an expanded area for patrons who are standing in line for the ride, and it allows space for people who want to stop and watch on 12th Avenue North (versus the sidewalk along Ocean Boulevard).

Resolution R2021-013 granting a special event permit to Palmetto Event Productions, Inc., on behalf of CCMF for the “Carolina Country Music Festival” on June 10-13, 2021, and affirming the city’s co-sponsorship.

Palmetto Event Productions and CCMF, LLC, has planned the fifth annual Carolina Country Music Festival, set for June 10-13, 2021, from 1:00 to 11:30 p.m. at the Burroughs & Chapin Pavilion Place, 812 North Ocean Boulevard. This year’s performers include Darius Rucker, Luke Combs, Eric Church, Jake Owen and other "A-list" artists. The festival includes food, beverage and merchandise vendors, and it is expected to attract 25,000 to 32,000 concert-goers each day.

The proposed request includes closing a number of streets prior to, and during, the event, including:

- *Ocean Boulevard between Eighth and Ninth Avenues North*
- *Eighth Avenue North – All lanes and parking spaces from Kings Highway to Ocean Boulevard*
- *Chester Street, between Seventh and Eighth Avenue North, and parking lanes*
- *Ninth Avenue North – Lane and parking spaces running eastbound from Kings Highway to Ocean Boulevard*
- *Eighth Avenue North Beach Access*

Per this proposed resolution, City Council:

- *Adopts site plan and authorizes City Manager to make any necessary changes.*
- *Affirms festival co-sponsorship and agrees to provide certain in-kind services, including traffic control, road closures, barricades, litter control, heightened police presence as required and EMS.*
- *Authorizes area businesses to display temporary welcome signs.*

Festival-related business license fees, A-Tax and Hospitality Fee revenues and TDF revenues are estimated to be \$145,000 (based on an estimated 75% out-of-market ticket sales). In addition, the promoter pays the city a fee of \$5 per ticket sold to defray the public safety cost. This fee is estimated to generate in excess of \$150,000. The total estimated cost of in-kind event-related public services is \$225,000.

Resolution R2021-014 to adopt the Floodplain Management and Hazard Mitigation Plan for the City of Myrtle Beach.

The Federal Disaster Management Act of 2000 requires communities to create a plan to qualify for disaster funding. This plan was adopted in December 2015. The plan is required for the Community Rating System, which saves flood insurance policyholders in Myrtle Beach over \$1,000,000 annually, and it identifies 40 tasks that the city could do, or is already doing, to help meet mitigation goals:

- *Protect life and property from hazards.*

- *Preserve beaches, wetlands, swashes and waterways.*
- *Continue to develop and implement storm water drainage plans.*
- *Create and foster a comprehensive public awareness for all hazards in the community.*
- *Improve public safety and municipal services under emergency conditions.*
- *Preserve neighborhoods and land-use planning.*
- *Reduce economic impacts from hazard events.*

Motion M2021-036 to appoint/reappoint three members to the Planning Commission.

The terms of Sally Howard, Don Shanks and Robby Warner expired on February 22, 2021. Ms. Howard and Mr. Shanks both wish to be reappointed; Mr. Warner does not wish to be reappointed. On file, the city has resumes for Steven Jordan (city resident), Michelle Whetstone (city resident), Thomas Robinson (city resident), Thomas Muller (city resident) and Drew Flynn (city resident). All three terms will expire on February 22, 2024.

Motion M2021-046 to approve a Special Event Permit to Joe Goodwin of MB Volleyball Club to host Volleyball tournament on the beach on April 24 and 25, from 7:00 a.m. to 6:30 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.

This event proposes to use the six beach volleyball courts on the former pavilion site and place up to eight additional volleyball nets/courts on the beach between Pier 14, 10th Avenue North and Seventh Avenue North.

Motion M2021-047 to authorize the City Manager or his designee to apply for a grant of \$500.00 from the LSTA (Library Services and Technology Act) Virtual Programming Grant program through the SC State Library for the purpose of: the purchase of new technology equipment to assist with virtual programming; record the appropriation of such grant funds in the amount that may be approved; and, execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. A \$257.00 match is required and will come from the Chapin Library budget.

The LSTA Virtual Programming Grant from the South Carolina State Library is made possible with funds from the Institute of Museum and Library Services (IMLS). Due to the COVID-19 pandemic, many libraries, including Chapin Library, are providing virtual programming. Technology supplies are necessary to facilitate those virtual programs. Virtual programming can include online storytimes, live events on social media or recorded demonstrations (STEM, food, art, etc).

Motion M2021-048 to authorize the City Manager or his designee to: apply for a grant of \$1,000.00 from the LSTA (Library Services and Technology Act) Summer Reading program through the SC State Library; record the appropriation of such grant funds in the amount that may be approved; and, execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. A \$515.00 match is required and will come from the Chapin Library budget.

The Library Services and Technology Act (LSTA) is the only federal program exclusively created for libraries. It is administered by the Institute of Museum and Library Services (IMLS) through the SC State Library. The goal is to increase community participation of all ages in summer reading and learning programs, especially for under-served populations in

the community. Increased marketing and promotion will raise awareness of the relationship between reading and learning activities in the summer and academic achievement.

Motion M2021-049 authorizing the City Manager or his designee to apply for a grant of \$26,097.69 from the U.S. Department of Justice, Bureau of Justice Assistance Smart Prosecution – Innovative Prosecution Solutions grant to: replace outdated case management system in Prosecutor's Office with updated technology; record the appropriation of such grant funds in the amount that may be approved; and, execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. No match required.

The purpose of the Smart Prosecution – Innovative Prosecution Solutions (IPS) Program is to provide state, local and tribal prosecutors with funding to secure resources that will help reduce crime and increase public safety. The program encourages prosecutors and agencies to use data in the development of their strategies and projects, and to develop effective, economical and innovative responses to crime within their jurisdictions.

Motion M2021-050 to appoint/reappoint one member to the Chapin Memorial Library Board.

The term of Richard Patelunas expired March 23, 2021. Mr. Patelunas wishes to be reappointed. On file, the city has resumes for Nick Falcone (city resident), Katie Wunder (city resident), Raymond Moyer (city resident) and Laurie Johnston (city resident). This term will expire on March 23, 2024.

Motion M2021-052 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. The 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, then the tow company may sell the vehicle and keep the proceeds as compensation.

Motion M2021-053 to allocate Accommodations Tax funding for 2021.

State law provides that State Accommodations Taxes be allocated as follows:

- *The first \$25,000 statutory allocation goes to the General Fund.*
- *The city receives statutory allocation of 5% of revenues to the General Fund.*
- *The city receives 15% of revenue after the first \$25,000 for direct policing services (per Proviso No. 109.11).*
- *Promotional allocation of 15% of revenue after the first \$25,000 is paid to the Chamber for advertising and promotion of tourism (per Proviso No. 109.11).*
- *65% of the balance goes to a special revenue fund for tourism-related expenditures.*

The purpose of this motion is to allocate the 65% portion of this fund (approximately \$5.2 million between city-related tourism and 31 applicants who applied for funding through the A-Tax process). All remaining funds subsequent to the tourism and cultural arts applicant allocations are to be used by the city as presented in the city's applications for those activities caused by our tourism concentration.

Motion M2021-054 to approve a Memorandum of Understanding between the City of Myrtle Beach Police Department and The Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF).

This Memorandum of Understanding (MOU) is entered into by, and between, the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) and the Myrtle Beach Police Department as it relates to the Violent Crime Task Force. The Task Force performs the following activities and duties:

- *Investigate firearms trafficking*
- *Investigate firearms-related violent crimes*
- *Gather and report intelligence data relating to trafficking of firearms*
- *Conduct undercover operations where appropriate and engage in other traditional methods of investigation in order that the task force's activities will result in effective prosecution before the courts of the United States and the State of South Carolina.*

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
 - a. Extraordinary Events (Ordinance 2020-036) – Memorial Day Weekend, May 27-31, 2021, and CCMF, June 10-13, 2021

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
Special Events Technical Review Committee
9:00 a.m., Wednesday, April 14, 2021
Boxcar, Myrtle Beach Train Depot
851 Broadway 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 – March 24, 2021, Meeting

C. Matters of Business

Review of Last Week's/On-Going Events

1. Oceanfront Merchants Association's Spring Break Extravaganza, Plyler Park, February 27-April 17, 2021
2. Volleyball Tournament, Joe Goodwin, Courts Along the Beach, March 27-28, 2021
3. Shriners' Smoke on the Beach, Burroughs & Chapin Pavilion Place, April 2-3, 2021
4. Forward Church's Easter Service, Chester Street, April 4, 2021
5. BEI Market Common's Car Show, DeVille Street, April 10, 2021

Review of Upcoming Approved Events

1. Volleyball Tournament, Coach Goody, April 24-25, 2021
2. NS Promotions' Music and Arts Fest, Grand Park, April 30, 2021
3. Capstone's Myrtle Beach Marathon, May 1, 2021
4. Southern Entertainment's Carolina Country Music Festival, June 10-13, 2021
5. American Heart Association's Beach Ride, Along the Beach, November 6, 2021

D. New Business

Review of Upcoming Proposed Events

1. BEI Market Common's Spring Carriage Rides, May 1-June 30, 2021
2. BEI Market Common's Taste of Market Common, May 15, 2021
3. NS Promotions' Highland Games, June 4-5, 2021
4. Oceanfront Merchants Association's Sun Fun Festival, June 4-7, 2021
5. MB Volleyball's Volleyball Tournament, Beach and Pavilion Site, June 7, 2021
6. MB Volleyball's Volleyball Tournament, Beach and Pavilion Site, June 27-28, 2021
7. NS Promotions' Indy 5K, The Market Common, July 4, 2021
8. MB Volleyball's Volleyball Tournament, Beach and Pavilion Site, June 31-August 1, 2021
9. MB Volleyball's Volleyball Tournament, Beach and Pavilion Site, August 28-29, 2021
10. MB Volleyball's Volleyball Tournament, Beach and Pavilion Site, September 25-26, 2021

E. Review of Temporary Use Permits

F. Review of Sports Tourism Events

G. Review Parade Permits

1. Shriners' Parade, Along Ocean Boulevard, May 8, 2021

H. Review Film/Photo Requests

I. Convention Center Events

J. Discussion Items

K. Executive Session

L. Adjourn

**MYRTLE BEACH CITY COUNCIL BUDGET RETREAT
FISCAL YEAR 2021-22
THURSDAY AND FRIDAY, APRIL 15-16, 2021
MEETING ROOM, JOHN T. RHODES MYRTLE BEACH SPORTS CENTER
2115 SPORTS CENTER WAY, MYRTLE BEACH, SC 29577**

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Thursday, April 15, 2021

8:30 a.m. – Overview of Manager's Recommended Budget

- Fiscal Year 2021-22 Budget-Making Environment
- Economic Environment
- American Rescue Plan
- Progress Updates
- Council's Policy Priorities
 - Public Safety
 - Public Buildings and Infrastructure
 - Downtown Revitalization
 - Economic Development
 - Communication

10:30 a.m. – Manager's Recommended Budget and Operating Budget Discussion

- Budget Challenges
- Revenue and Expenditure Highlights
- Proposed Service Levels and Capital Outlay
- Fiscal Year 2022 Considerations

12:00 p.m. – Lunch Break

1:00 p.m. – Council Operating Budget Discussion

2:30 p.m. – Public Safety Enhancement Fee and Short Term Rental Registration Program

3:00 p.m. – Update on Current Capital Projects

4:00 p.m. – Capital Projects Five-Year Plan Proposal

Council may convene an Executive Session at some time during the Budget Retreat.

Friday, April 16, 2021

8:30 a.m. – Debt Overview

9:00 a.m. – Baseball Stadium Update

9:30 a.m. – Stormwater Rate Study

10:30 a.m. – Water and Sewer Rate Study

11:30 a.m. – Downtown Revitalization (Municipal Complex, Art Museum, Library, Children’s Museum, Performing Arts Theater, etc.)

12:30 p.m. – Lunch Break

1:30 p.m. – Round Table Discussion

- Downtown Projects
- Outside Agency Grants
- Other Items

Council may convene an Executive Session at some time during the Budget Retreat.

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- *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.

**City of Myrtle Beach
Community Appearance Board
1:30 p.m., Thursday, April 15, 2021
Conference Call**

NOTE: CITIZENS ARE INVITED TO WATCH THE CONFERENCE MEETING LIVE ON THE CITY'S FACEBOOK PAGE, <https://www.facebook.com/myrtlebeachcitygovernment/>. TO ACCOMMODATE PUBLIC INPUT, WHEN APPROPRIATE, SEND AN EMAIL TO hsoos@cityofmyrtlebeach.com. WHEN SENDING AN EMAIL DURING THE MEETING, INCLUDE YOUR NAME AND ADDRESS.

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: April 1, 2021, Meeting

C. Old Business

D. New Business:

Sign Permit Applications

1. **Johnny D's Waffles – 3301 North Kings Highway:** Requests approval to add (1) 6'w x 3'h CEVMS to the existing freestanding sign. (Coastal Signs)
2. **Raspados El Primo – 740 Main Street:** Requests approval of (1) 12'w x 3'h channel letters and round logo capsule mounted to the building. (Coastal Signs)
3. **Abundance Restaurant – 960 Cipriana Drive, Unit B8:** Requests approval of (1) 13'6"w x 20"h channel letters mounted to the building. (Reliable Signs and Services)
4. **The Landings at Grande Dunes – 6080 Tides Way:** Requests approval of (1) 21'w x 3'10"h Grande Dunes style monument sign. (Owner)
5. **Captain George's Seafood – 1401 29th Avenue North:** Requests approval of (1) 10'7"w x 13'8"h monument sign with 18" channel letters and (1) 7'10"w x 3'2"h CEVMS installed in place of the existing monument sign. (Previously heard on 03/18/2021.)(ASL Sign Services)
6. **Selfie WRLD – 2000 Coastal Grand Circle, Unit R-1:** Requests approval of (1) 12'10"w x 22"h channel letters mounted to the building. (ASL Sign Services)
7. **UP Insurance Agency – 912 Highway 501, Unit E:** Requests approval of (1) 3'5"w x 2'5"h channel letter and 7'2"w x 7"h capsule mounted to the building and (1) 4'w x 14"h tenant panel in multi-tenant freestanding sign. (SU Signs)
8. **Top Home Construction – 912 Highway 501, Unit E:** Requests approval of (1) 15'w x 31"h building mounted sign consisting of channel letters and an aluminum backer panel. (SU Signs)

9. **Shield Accounting Group – 1784 Highway 501:** Requests approval of (1) 10'8" w x 4'6" h sign area consisting of channel letters, channel logo and capsule mounted to the building. (SU Signs)
10. **Sabor Caserio Restaurant – 509 Broadway Street:** Requests approval of (1) 8' w x 1'6" h $\frac{3}{4}$ " thick PVC letters and logo. (SU Signs)
11. **Top 10 U.S. Brazil Restaurant – 701 South Ocean Boulevard:** Requests approval of (1) 8' w x 4' h freestanding sign face consisting of channel letters and PVC letters. Original height of the freestanding sign is 17' and will be lowered to 12'. A different design was approved on 12/03/2020. (SU Signs)
12. **Tobacco & Vape – 7703 North Kings Highway:** Requests approval of (1) 16' w x 21" h channel letters mounted to the building. (Skyline Signs)
13. **Papa John's Pizza – 1102 South Kings Highway:** Requests approval of (1) 11'9" w x 5' h sign cabinet with flat graphics applied to a flex face material. (Yesco Signs)
14. **Jin Spa – 608 North Kings Highway:** Requests approval of (1) new sign face on the existing 12' freestanding sign consisting of 19.5" h channel letters and (1) 6'5" w x 29" h graphics applied to the existing awning. (Landmark Signs & Graphics)
15. **A Touch of Brazil – 5323 North Kings Highway:** Requests approval of (2) 8' w x 15" h flat acrylic sign with vinyl graphics installed in the existing sign cabinets. (Owner)
16. **Charlie's Place – 1420 Carver Street:** Requests approval of (1) 8' w x 4' h metal sign face with PVC lettering and wood supports. (Seaboard Signs)
17. **Emerald Shore Parking – 409 North Ocean Boulevard:** Requests approval of (1) 2'9" w x 2'8" h sign face on a new 8' tall freestanding sign and (5) 18" w x 12" h parking lot info signs located on the interior of the property. (Seaboard Signs)
18. **Idle Hour Parking – 707 North Ocean Boulevard:** Requests approval of (1) 4' w x 4'8" h parking lot sign face on a 12' tall freestanding sign, (1) 2'6" w x 3' h flat aluminum info parking info sign in the interior of the property, (1) 1' w x 3'2" h flat aluminum towing info and discount sign offer sign located beside the payment kiosk, (1) 2'6" w x 2' h parking arrow street sign and (1) 2' w x 20" h main entrance arrow sign mounted on one street sign style pole, (1) 2' w x 2' h "No Exit" and (1) 2' w x 20" h entrance arrow sign mounted on one street sign style pole. (Sign World)
19. **Triple Threat Tattoo & Art Gallery – 908 Seaboard Street:** Requests approval of (1) 10' w x 36" h flat acrylic sign face in existing sign box, (1) 10' w x 19" h painted lettering, (1) 20" w x 28" h painted logo and (1) 11'6" w x 19" h painted lettering on the existing awning. (Sign World)
20. **Applecore Solutions – 7901 North Ocean Boulevard:** Requests approval of (1) 6'6" w x 17" h PVC letters and logo mounted to the building. (Sign World)
21. **Carolina Bay Resort & Swimwear – 7719 North Kings Highway:** Requests approval of (1) 13'11" w x 3'3" h dimensional sign cabinet. (Sign World)
22. **Cackalacky Fish Co. – 400 South Kings Highway:** Requests approval of (1) 10' w x 4' h pan and embossed face in the existing freestanding sign (Graphic Art Studio)

23. **Broadway Auto Sales – 97 Broadway Street:** Requests approval of (1) 5'w x 5'h dimensional building mounted sign (Graphic Art Studio)

Sign, Lighting and Building Permit Applications

1. **Grande Dunes Resort – Intracoastal Waterway Trail, Phase I:** Requests approval of (61) 42" tall bollard lights along the pathway. (Melton Electric)
2. **Lekker Eats – 3590 St. James Avenue:** Requests approval of (1) 33"w x 33"h sandblasted HDU building projecting sign and (1) 3'w x 8"h PVC sign mounted to the awning. In addition, requests a conceptual/final review for the repainting of the building. (Duplicates Ink)
3. **Beach Landscaping – 1363 Cannon Road:** Requests approval of (4) floodlights mounted on 25' tall poles. In addition, requests a conceptual/final review for a 1-story 1,753 square foot business office building with attached garage, new parking pad/parking lot, landscaping and a 6'h silver chain-link fence with 2'h barbwire. (Bella Homes/Graham Group Architecture)
4. **Nola'z Piano Bar – 214 Ninth Avenue North:** Requests approval of (1) 10'8"w x 5'8"h PVC letters and metal pill sign attached to the building. In addition, requests a conceptual/final review for façade alterations and outdoor dining area enclosed with fencing. (Fastsigns/Spear Designs)
5. **Boulevard Group – 527 and 529 Broadway Street:** Requests approval of (4) gooseneck lights added to building and a conceptual/final review for façade alterations. (Newman Brothers/Spear Designs)
6. **Sugar Life – 3105 North Kings Highway:** Requests approval of (71) building mounted lights. (Signage and building façade alterations previously approved.)(Miller Design Services)
7. **Prime Chicken – 2297 South Kings Highway:** Requests approval of (2) 3'w x 18"h directional signs and the relocation of the previously approved 13' tall freestanding sign consisting of a 7'w x 9'h sign face. In addition, requests a final review for revisions to a previously approved project for exterior alterations to a 2,660 square foot building, drive-thru, parking, landscaping and dumpster with enclosure. (Previously approved on 01/21/2021.)(Sign Works/Miller Design Services)

Building Permit Applications

1. **Sugar Life – 6901 North Kings Highway:** Requests a final review for a 5,400 square foot retail store, parking and landscaping. (Previously heard on 11/19/2020.)(Miller Design Services)
2. **Cane Patch Restaurant – 6901 North Kings Highway:** Requests a final review for a 6,325 square foot restaurant with 1,850 square foot outdoor deck, parking and landscaping. (Previously heard on 11/19/2020.)(Miller Design Services)
3. **Broadway at the Beach – 1179 to 1185 Celebrity Circle:** Requests re-certification approval for (4) new buildings in the previous theater area: The Hangout (41,256 square feet restaurant), Key West Linear Retail Building (3,300 square feet), Key West

Office/Retail Building (5,886 square feet), Key West Small Retail Building #1 (1,411 square feet) and Key West Small Retail Building #2 (1,461 square feet). (Previously approved on 12/5/2019.)(LS3P/Owner)

4. **Turbo Jet Carwash – 8010 North Kings Highway:** Requests a final review for a 3,650 square foot building, parking, landscaping and dumpster enclosure. (Building previously heard on 03/04/2021.)(D3G Architects)
5. **Beth El Synagogue – 404 Calhoun Road:** Requests a conceptual/final review for a 6' fence comprised of a knee-wall with 4' black aluminum picket fencing on top, stucco columns and a sliding entrance gate. (Newman Brothers/Oram Engineering)
6. **A Line – 913 Eighth Avenue North:** Requests a conceptual/final review for building and parking lot alterations, landscaping, wood shadowbox dumpster enclosure and wood horizontal slat shadowbox fence. (Newman Brothers/Spear Designs)
7. **National Amusement Rides, LLC – 11th Avenue North/Withers Drive:** Requests a conceptual/final review for a gravel parking lot and landscape plan. (Spear Designs)
8. **Chartier Residence – 4710 North Ocean Boulevard:** Requests a final review for new exterior finishes, replacement/realignment of windows, addition of cupola and exterior stairs at rear porch. (Previously heard on 08/06/2020.)(Mozingo & Wallace Architects)
9. **Roche Accounting – 310 79th Avenue North:** Requests a conceptual/final review for a landscape plan. (Tru Design Studio)
10. **Extreme Siding – 1654 Dividend Loop:** Requests a conceptual/final review for a 6'h black coated chain-link fence with black fabric and barbwire. (Goode Fence)
11. **Landmark Resort – 1501 South Ocean Boulevard:** Requests a conceptual/final review for 331' of 12" tall bronze style A aluminum picket fence (along 1501 South Ocean Boulevard), 17" knee-wall within the 30' x 30' sight triangle (on the corner of 15th Avenue South/South Ocean Boulevard), 18" knee-wall within the 30' x 30' sight triangle (at the corners of 16th Avenue South/South Ocean Boulevard). (Action Fence Company)
12. **Dayton House Resort – 2400 North Ocean Boulevard:** Requests a conceptual/final review for repainting the metal awning and a landscape plan. (Owner)
13. **Park Terrace – 900 Courtyard Drive:** Requests a conceptual/final review for siding alterations. (Calvin Construction & Consulting LLC)
14. **Pine Lakes Preserve Amenity – Granddaddy Drive:** Requests a final review for a 1,150 square foot building, parking and landscaping. (Previously heard on 03/18/2021.)(Lennar/Thomas & Hutton)
15. **Pine Lakes Preserve Townhomes – Granddaddy Drive:** Requests a conceptual/final review for (4) 4-unit townhomes and (9) 6-unit townhome buildings with landscaping. (Lennar/Thomas & Hutton)

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, April 15, 2021
Myrtle Beach Train Depot
851 Broadway Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1014 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Welcome

B. May 2021 Blueprint

1. Myrtle Beach Pelicans Military Appreciation Night
2. Parade – Saturday, May 29, 2021
3. Grand Marshal – Rocky Bleier
4. Veterans' March/Battlefield Cross Ceremony – Monday, May 31, 2021
5. Memorial Day Remembrance Ceremony – Monday, May 31, 2021
6. Colonel Robert Hawkins Veteran Volunteer Service Award
7. Veterans Day Ceremony – November 11, 2021
8. Military Discounts and Decals
9. Marketing
10. Other

C. Next Meeting – May 21, 2021

D. Adjourn

**City of Myrtle Beach
Human Rights Commission
4:30 p.m., Thursday, April 15, 2021
Ballroom, Mary C. Canty Recreation Center
971 Canal Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1113 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order – Chair Amanda Masterpaul

B. Approval/Correction of Minutes

C. Welcome and Comments – Chair Amanda Masterpaul

D. Discussion Items

1. Discussion on HRC visibility
2. Fairness in Housing, Employment and Public Accommodations Ordinance proposal for City Council/MEI – Commission Member Adam Hayes
3. Proposed Enforcement Provisions
4. Pride Month Proclamation
5. Juneteenth
6. Candidates for Open Commission Positions

E. Community Spotlight

F. Comments

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