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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 19, 2019  
**Re:** Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached. Note that the Myrtle Beach City Council is adjusting its schedule slightly. Council will hold a one hour workshop beginning at 9:00 a.m., followed by the regular meeting at 10:00 a.m. Both will be televised on MBTV on the local cable systems and streamed live on the city's website.
2. **Bring the whole family to the Big Eggs-travaganza from 12:00 to 2:00 p.m. tomorrow (Saturday, April 20) at Bathsheba Bowens Memorial Park, off Nance Street.** The event features an Easter egg hunt, egg roll, egg relay, egg decorating contest, a bunny-hop race and an appearance by the Easter Bunny. For more information, contact Chris Wiggins at [chriswiggins@cityofmyrtlebeach.com](mailto:chriswiggins@cityofmyrtlebeach.com) or 843-918-2338.
3. **Ocean Boulevard drivers can expect milling, followed by repaving, on Tuesday, April 23, between 15<sup>th</sup> and 16<sup>th</sup> Avenues North.** The work is occurring in front of the new Ocean Enclave by Hilton. Detours will be posted while that section of Ocean Boulevard is closed. The road should re-open Wednesday, April 24.
4. **Next weekend is filled with activity, including the third annual Food Truck Festival (Friday through Sunday), World Tai Chi Day (Saturday) Jazz in the Park (Sunday), and much more!** Looking for something to do in Myrtle Beach? Visit our Events page for a comprehensive list of activities. See <http://www.cityofmyrtlebeach.com/Events.pdf>. This file of city-related festivals, concerts, programs and more is updated weekly with new information.

5. **We have a date for South Carolina's Largest Garage Sale at the Myrtle Beach Convention Center!** This year's sale will be Saturday, October 5. Vendor spaces for the 31<sup>st</sup> annual event will go on sale at 8:00 a.m., Monday, August 5. For more, please see [https://www.cityofmyrtlebeach.com/services/local\\_and\\_regional\\_links/services/south\\_carolina\\_s\\_largest\\_garage\\_sale.php](https://www.cityofmyrtlebeach.com/services/local_and_regional_links/services/south_carolina_s_largest_garage_sale.php).
6. **Registration is underway for "Splash without Cash," our free water safety and survival lessons for children, teens and adults.** Everyone needs to know how to save themselves should they fall into a body of water. This free program is specifically for non-swimmers, ages five and older. Pre-registration is required. Call 843-918-1476 or 843-918-1463 to sign up. Classes are offered May 13-15. Please select one of these class times: 4:00 to 4:30 p.m., 4:40 to 5:10 p.m., 5:20 to 5:50 p.m. or 6:00 to 6:30 p.m.
7. **Grand Park across from The Market Common was filled with pets and their people last Saturday, and that's the subject of our [Photos of the Week](#).** Dogs were the stars during Pooch-A-Mania, a canine-focused special event. Activities included an agility course, photos, pet-related vendors, shelters and adoption agencies and lots of tail-wagging.
8. **Did you know...** That for the third year in a row, the Myrtle Beach area is the second-fastest growing metropolitan area in the country? The US Census Bureau announced that the Myrtle Beach area grew at 3.8 percent last year. That's 1,400 people per month who are calling the Grand Strand their new home. In the last eight years alone, more than 104,000 people have moved to the Myrtle Beach-Conway-North Myrtle Beach metropolitan area. For 2018, the only faster-growing place than here was Midland, Texas, at 4.3 percent.

**For more information, contact:**

Mark Kruea, Public Information Officer, City of Myrtle Beach  
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<http://www.cityofmyrtlebeach.com>

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

**CITY OF MYRTLE BEACH  
MEETING SCHEDULE  
April 22-28, 2019**

**MONDAY, APRIL 22**

- **8:30 a.m.** – Staff Meeting/Hosted by Neighborhood Services Department, First Floor Conference Room, City Hall, 937 Broadway Street

**TUESDAY, APRIL 23**

- **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
- **7:00 p.m.** – Ramsey Acres Neighborhood Watch, Midway Missionary Baptist Church, 1110 Highway 15

**WEDNESDAY, APRIL 24**

- **8:00 a.m.** – Myrtle Beach Convention Center Hotel Corporation Board, Room 236, Myrtle Beach Convention Center, 2101 North Oak Street
- **8:30 a.m.** – Property Maintenance Hearing, Conference Room, City Services Building, 921 North Oak Street
- **10:00 a.m.** – Special Events Technical Review, Conference Room, City Services Building, 921 North Oak Street
- **2:30 p.m.** – Technology Advisory Group, First Conference Room, City Hall, 937 Broadway Street

**THURSDAY, APRIL 25**

- **11:00 a.m.** – Recreation Advisory Committee, Conference Room, City Services Building, 921 North Oak Street
- **7:00 p.m.** – Pine Lakes Neighborhood Watch, Fire Station Number 6, 38<sup>th</sup> Avenue North
- **7:00 p.m.** – Old Pine Lakes Neighborhood Watch, Fire Station Number 6, 38<sup>th</sup> Avenue North
- **7:00 p.m.** – Pine Lakes Estate Neighborhood Watch, Fire Station Number 6, 38<sup>th</sup> Avenue North

**FRIDAY, APRIL 26**

- **6:00 to 10:00 p.m.** – Third Annual Myrtle Beach Food Truck Festival, Burroughs & Chapin Pavilion Place, 812 North Ocean Boulevard

**SATURDAY, APRIL 27**

- **11:00 a.m. to 7:00 p.m.** – Third Annual Myrtle Beach Food Truck Festival, Burroughs & Chapin Pavilion Place, 812 North Ocean Boulevard

**SUNDAY, APRIL 28**

- **11:00 a.m. to 7:00 p.m.** – Third Annual Myrtle Beach Food Truck Festival, Burroughs & Chapin Pavilion Place, 812 North Ocean Boulevard
- **2:00 to 6:00 p.m.** – Jazz in the Park, Chapin Memorial Park, 16<sup>th</sup> Avenue North and Kings Highway

**MYRTLE BEACH CITY COUNCIL  
TUESDAY, APRIL 23, 2019  
9:00 A.M. – 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**

*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 (843) 918-1004 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

**CALL TO ORDER:** Mayor Brenda Bethune

**INVOCATION**

**PLEDGE OF ALLEGIANCE**

**APPROVAL OF AGENDA**

**APPROVAL OF MEETING MINUTES:**

**APPROVAL OF SPECIAL MEETING MINUTES:**

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

1. Proclamation declaring week of May 6-10 as National Corrections Officers Week.
2. Recognition of the graduating Class of the 37<sup>th</sup> Citizens Police Academy.
3. 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 (1<sup>st</sup> Reading) and 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.*

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

**REGULAR AGENDA**

**1<sup>st</sup> Reading Ordinance 2019-28 to amend Appendix A, of the Zoning Ordinance to allow indoor urban micro farms as a permitted use in the LM (Light Manufacturing), WM (Wholesale Manufacturing) Districts, and as a conditional use in the MU-M (Mixed Use Medium Density) District.**

*Indoor farms are defined as: a roofed and enclosed building or structure used for the cultivation of fruits, vegetables, plants, flowers, or herbs ... for the primary purpose of sale. Typical operations include greenhouses, vertical farming, hydroponic systems and aquaponic systems. Currently there is no provision in the Zoning Ordinance to allow for indoor farming.*

*Planning Commission recommends a two-year pilot program with conditions in the MU-M zone:*

- *All activities shall be conducted within completely enclosed buildings.*
- *The indoor urban farming space shall be no more than 2,000 square feet.*
- *The indoor urban farm shall have a retail component.*
- *Delivery vehicles shall have a capacity no larger than one ton.*
- *The facility and its operator shall hold all licenses required by the State.*
- *Operating hours shall be consistent with those of surrounding businesses.*
- *No use may generate any odor that reaches the odor threshold.*
- *There shall be no exterior dumping or disposal of wastewater.*
- *These uses cannot create electrical disturbances that adversely impact another person.*
- *No use may generate noise that is audible by a panel of healthy listeners.*
- *No use may generate any vibration perceptible to the sense of touch outside the walls.*

**Motion M2019-60 to issue a Rule to Show Cause to require the owner(s) or parties in interest of property known as 1205 Rosehaven Drive, to show cause why they should not be ordered to bring the property into compliance with Chapter 10 of the Code of Ordinances of the City of Myrtle Beach.**

*If approved the RTSC order compels the property owner to either bring the structure (or property) back into compliance with City Code, or to demolish the structure. The order allows the City to mitigate the non-compliance issues if the property owner fails to do so, and to lien the property for the costs incurred.*

**Motion M2019-61 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 has 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 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 M2019-62 to approve a contractual agreement between Horry County Schools and City of Myrtle Beach Police Department for the School Resource Officer Program.**

*This motion extends the agreement between the City and the District in which the City provides School Resource Officers for both Myrtle Beach High and Middle Schools. Pursuant to this agreement the SRO:*

- *Will be assigned to a full-time, 8-hour per day schedule during the regular school year.*
- *May be temporarily reassigned during law enforcement emergencies or may leave the school anytime it becomes necessary for public safety purposes.*

- Will investigate criminal activity occurring on the school campus and in the surrounding community when school or student related.
- Is not the school disciplinarian. Disciplining students is the school's responsibility.
- Will maintain relationships with students, parents, and faculty which may include attending PTO meetings and staff meetings; and providing law-related education.

The District agrees to:

- Provide materials and facilities that are deemed necessary to perform the SRO's duties.
- Reimburse 50% of the local funding portion of the salary and fringe benefit costs for the SROs not to exceed \$71,670.

**Motion M2019-63 to approve a Special Event Permit to Chris Trout & PJ Bernacki / Native Sons Promotions & Events for the 2019 "Cinco de Myrtle Festival".**

*Native Sons Promotions & Events proposes to hold this event at the Burroughs and Chapin Pavilion Place (large lot only) on May 4, 2019, from 11 a.m. – 7 p.m. and May 5, 2019, from 12 p.m. – 6 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.*

**Motion M2019-65 to appoint/reappoint one member to the Planning Commission.**

*The term of Sharon Boyce (City Resident) expired on April 13, 2019. She wishes to be reappointed.*

**Motion M2019-67 to appoint/reappoint three members to the Accommodations Tax Advisory Committee.**

*The terms of Ms. Singleton and Ms. Mills expired on February 22, 2019. Ms. Mills does wish to be reappointed. Ms. Singleton does not wish to be reappointed. Also, Ms. Harwell has resigned. We have received resumes from Jeffrey Urso (City Resident), Julian DuRant (City Resident), and Jamie Broadhurst (City Resident).*

**Motion M2019-68 to allocate Accommodation Tax funding for 2019.**

*State law provides that State Accommodations taxes be allocated as follows:*

- The first \$25,000 to the General Fund.
- 5% of the balance to the General Fund.
- 30% of the balance to a special fund for advertising and promotion of tourism.
- 65% of the balance to a special fund for tourism related expenditures.

*The purpose of this motion is to allocate the 65% portion of this fund (approximately \$6.88 million between City-related tourism uses and 29 applicants who applied for funding through the A-tax process.*

**Motion M2019-69 to appoint and approve a contract for the new City Attorney.**

*The City Attorney has announced his retirement effective June 30, 2019. This motion addresses the appointment of a new City Attorney and approves a contract detailing the conditions of such appointment.*

**Motion M2019-70 to approve a Mutual Aid Agreement between the City of Myrtle Beach and the Lexington County Sheriff's Office.**

## **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**  
**Myrtle Beach Convention Center Hotel Corporation Board**  
**8:00 a.m., Wednesday, April 24, 2019**  
**Room 236, Myrtle Beach Convention Center**  
**2101 North Oak Street, Myrtle Beach, SC 29577**

*ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1225 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

- A. Convene and call to order**
- B. Approval of minutes** – March 2019 meeting
- C. Entertain public comments and questions**
- D. Review of monthly hotel financials for March 2019** (Mrs. Hinde)
- E. Hotel sales and marketing update** (Mr. Semidei)
- F. Review hotel capital plan** (Mike Shelton and Michelle Shumpert)
- G. Convention Center sales and marketing update** (Mr. Monroe)
- H. Discuss additional business**
- I. Executive Session**
- J. Adjourn**

**City of Myrtle Beach**  
**Property Maintenance Hearing**  
**8:30 a.m., Wednesday, April 24, 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. **Roy Nelson Brown, et al.:** The property is located at 940 Canal Street and is identified by PIN # 425-13-01-0042.
2. **Carolina Breeze Apartments 131 LLC:** The property is located at 100 Cedar Street Units 70, 72 and is identified by PIN # 443-03-02-0080.

**C. Communications from Staff:**

**D. Adjourn**

**City of Myrtle Beach**  
**Special Events Technical Review Committee**  
**10:00 a.m., Wednesday, April 24, 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 843-918-1007 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

**A. Call to Order**

**B. Approval of Minutes** – April 10, 2019, meeting

**C. Matters of Business**

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

1. Pooch-A-Mania at Grand Park, April 14, 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 – September 9, 2019 (Need Insurance)
5. Skyrider Park at Burroughs & Chapin Pavilion Place, September 10 – 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. Taste of Market Common and Sidewalk Sale at Market Common, May 4, 2019
9. Farmers' Market at Market Common, every Wednesday and Saturday, May 4 – August 4, 2019 (Need Insurance from August 2 to September 28, 2019)
10. Farmers' Market at Market Common, every Wednesday and Saturday, August 5 – September 28, 2019 (Need Insurance)
11. Sun Fun Festival and Parade at Plyler Park, Boardwalk, Beach and Ocean Blvd., May 31 – June 2, 2019 (Need Insurance)
12. Carriage Rides at Market Common; Tuesdays, June 4 – August 27, 2019 (Need Insurance from August 2 to August 27, 2019)
13. 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
2. Pet Appreciation at The Market Common, May 18, 2019
3. Carolina County Music Festival at Burroughs & Chapin Pavilion Place, June 6-9, 2019
4. Sunday Celebrations at Burroughs & Chapin Pavilion Place; June 23, June 30, July 7, 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 & Security Plan)
10. 2<sup>nd</sup> Annual Arts and 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  
Technology Advisory Group  
2:30 p.m., Wednesday, April 24, 2019  
First Floor Conference Room, City Hall  
937 Broadway Street, Myrtle Beach, SC 29577**

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- A. Call to Order**
- B. Approval of the Minutes**
- C. Entrepreneur Ecosystem**
- D. Field Trip – Ninth Avenue North Walk-Through**
- E. Next Meeting Date**
- F. Adjourn**

**City of Myrtle Beach  
Recreation Advisory Committee  
11:00 a.m., Thursday, April 25, 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:** Meeting of January 24, 2019

**C. New Business**

**Reports/Information from City Staff**

1. Youth Sports Update
2. Recreation Update
3. CIP Update

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

**E. Non-Agenda Items from Board Members**

**F. Next Regular Meeting:** July 25, 2019

**G. Adjournment**