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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:** June 4, 2021  
**Re:** Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached. Note that in-person Neighborhood Watch meetings resumed this month and are listed on the weekly Meeting Schedule.
2. **Yes, we will see fireworks for the Fourth of July!** The City of Myrtle Beach has contracted for a spectacular fireworks show from the Second Avenue Pier at 10:00 p.m., Sunday, July 4, to celebrate the nation's birthday.
3. **New business licenses issued in the City of Myrtle Beach during May 2021 are available online.** See [https://www.cityofmyrtlebeach.com/i\\_want\\_to/find/new\\_business\\_licenses.php](https://www.cityofmyrtlebeach.com/i_want_to/find/new_business_licenses.php).
4. **The 2021 Drinking Water Quality Report is available.** Myrtle Beach's drinking water meets or exceeds all state and federal water quality standards. To view or download the annual report, visit <https://www.cityofmyrtlebeach.com/waterqualityreport.pdf>.
5. **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.
6. **Myrtle Beach celebrated Military Appreciation Days last weekend with a Parade, a Family Picnic, a Veterans March on Ocean Boulevard and a Battlefield Cross Ceremony, and those events are the subject of our [Photos of the Week](#).** After cancelling 2020 activities due to COVID-19, the community was eager to honor our military men and women and our military heritage during in-person events on the Memorial Day weekend. The parade was well-received, with people lining Farrow Parkway in The Market Common,

once home to the Myrtle Beach Air Force Base. Nearly 1,000 people enjoyed military exhibits and a free meal during the Family Picnic at Valor Memorial Garden. Grand Marshal Rocky Bleier greeted his Pittsburgh Steelers' fans and let them try on his four Super Bowl rings! Honorary Grand Marshal Clarence Tompkins, a World War II veteran who just turned 99, signed autographs and received a Quilt of Valor for his service, as did Bleier. Memorial Day was remembered with a Veterans March on Ocean Boulevard and a Battlefield Cross Ceremony at the former Pavilion site. Thanks to all who participated and to our military men and women for their service. We hope you enjoy these 25 photos.

- 7. Did you know...** That the City of Myrtle Beach has 1,034 cameras in place throughout the city to keep a watchful eye on streets, intersections, parks, playgrounds, beach accesses and other public places? The camera system is monitored by the Myrtle Beach Police Department.

**For more information, contact:**

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<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  
June 7-13, 2021**

**MONDAY, JUNE 7**

- **8:30 a.m.** – Staff Meeting, Myrtle Beach Train Depot, 851 Broadway Street
- **7:00 p.m.** – South Beach Neighborhood Watch, First Floor Meeting Room, Regency Towers, 2511 South Ocean Boulevard

**TUESDAY, JUNE 8**

- **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
- **6:00 p.m.** – The Dunes Neighborhood Watch, The Dunes Club, 9000 North Ocean Boulevard
- **6:00 p.m.** – Forest Dunes Neighborhood Watch, The Dunes Club, 9000 North Ocean Boulevard

**WEDNESDAY, JUNE 9**

- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue
- **10:00 a.m.** – Workforce Housing Public Meeting for Developers and Realtors, General Robert H. Reed Recreation Center, 800 Gabreski Lane

**THURSDAY, JUNE 10**

- **8:30 a.m.** – City Manager's Safety Advisory Board, Myrtle Beach Train Depot, 851 Broadway Street
- **1:30 p.m.** – Board of Zoning Appeals, Conference Room, City Services Building, 921 North Oak Street
- **2:30 p.m.** – Bicycle and Pedestrian Committee, Myrtle Beach Train Depot, 851 Broadway Street

**FRIDAY, JUNE 11**

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

**SATURDAY, JUNE 12**

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

**SUNDAY, JUNE 13**

- No Meetings Scheduled

**MYRTLE BEACH CITY COUNCIL  
TUESDAY, JUNE 8, 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** – May 25, 2021

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

1. Myrtle Beach Area Chamber of Commerce Quarterly Update – Karen Riordan (Meeting)
2. Juneteenth Proclamation (Meeting)
3. 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**

**2<sup>nd</sup> Reading Ordinance 2021-24 to annex 820 Bay St (PIN# 420-13-04-0119) and rezone the property from Horry County MSF 6 (Multifamily Residential) to Myrtle Beach RMM (Residential Multifamily Medium Density) in order to connect to city sewer services.**

*Applicant owns property at 820 Bay St, which is currently under County jurisdiction and zoned Horry County MSF 6 (Multifamily Residential). The applicant is adjacent to the City limits, and wishes to receive city water and sewer service. Therefore, the owner has requested annexation into the City. The Planning Commission at its 5/4/21 meeting unanimously recommended approval of the annexation request and RMM (Residential Multifamily) zoning classification.*

**2<sup>nd</sup> Reading Ordinance 2021-25 to annex 1952 Mr. Joe White Ave (PIN# 425-06-04-0013) and rezone from Horry County HC (Highway Commercial) to Myrtle Beach HC-1 (Highway Commercial) in order to expand the existing building.**

*The applicant owns property at 1952 Mr. Joe White Ave., currently under County jurisdiction & zoned HC (Highway Commercial). The applicant desires to expand their operations. In order to meet this demand they requested annexation into the City with an HC-1 zoning classification. The annexation is consistent with the City's goals of closing doughnut holes. The Planning Commission at their 5/4/21 meeting unanimously recommended approval of the annexation request and HC-1 zoning classification.*

**2<sup>nd</sup> Reading Ordinance 2021-26 to amend the Market Common Master Plan page 11 Sec. Proposed Zoning Modifications, Additional Permitted Uses, to add "Indoor Passive Recreation."**

*"Indoor Passive Recreation" is a recreational use internal to a structure that includes games of strategy, collector card games, tabletop games, miniature gaming, "escape room" and similar games of deduction that are not otherwise regulated by state law.*

*Importantly, Indoor Passive Recreation does not include games of chance. "Indoor Passive Recreation" is allowed in the HC-2, A, E, C7, C8, MU-H and MU-M zoning districts. The Market Common Master Plan allows theaters, billiard parlors and pool halls, game arcades, bowling alleys, and skating rinks. "Indoor Passive Recreation" wasn't defined in the zoning code until 2017, thirteen years after the Market Common Master Plan was adopted. The Planning Commission at its 5/4/21 meeting unanimously recommend approval.*

**2<sup>nd</sup> Reading Ordinance 2021-28 to levy taxes and establish a municipal budget for the fiscal year beginning July 1, 2021, and ending June 30, 2022.**

*State law requires local government to approve a budget for the fiscal year detailing the community's operational and financial goals for the year. The budget contains no proposed property tax increase and property taxes remain at 78.9 cents /\$100 of assessed valuation (\$0.729 for operations & \$0.06 for debt service). The budget does include a proposed combined Water & Sewer rate of 4.5% and a combined Water & Sewer connection fee increase of 67.3% (the City remains among the lowest in the area). A Storm Water fee increase of \$1.38/ ERU has been proposed and will be presented in a separate resolution at second reading.*

*The FY21-22 Budget is balanced w/ fund balance targets & ratios of recurring revenues to expenditure met. The General Fund is balanced w/ ratio of recurring sources to recurring uses at 102.8% & fund balance at 15.7% of recurring expenditures.*

**1<sup>st</sup> Reading Ordinance 2021-29 approving corrections to City of Myrtle Beach, South Carolina 2020 amendment to the Oceanfront Redevelopment Plan; and other matters relating thereto.**

*On December 1, 2020, Council adopted Ordinance No. 2020-46, amending the Oceanfront Redevelopment Plan dated September 8, 2020, expanding the area of the Oceanfront Redevelopment District and adding a number of Redevelopment Projects. The Plan correctly identified the 285.95-acre Additional Redevelopment Project Area and 3,808 parcels in the Area, but the parcel listing attached as Exhibit B mistakenly included certain parcels located outside the limits of the Additional Redevelopment Project Area. Correcting this scrivener's error will bring Exhibit B into agreement with the text of the Plan and the approving ordinance.*

**Resolution R2021-20 to amend the schedule of stormwater fees according to the procedure specified in City Code Sec. 18-27.**

*The City commissioned a Storm Water rate study to assess the operating and capital funding needs of the storm water program over the next five years. Current revenues generated through the Storm Water fee are not sufficient to cover the operating cost of the system and provide for necessary capital improvements. The five-year Capital Improvement Plan (CIP) addresses a number of neighborhood storm water projects, including a city-wide evaluation and inventory of the storm water system to help identify the next round of projects necessary to accommodate the drainage needs of the City. The CIP also contemplates the construction of two additional Ocean Outfalls.*

*Absent the resolution, the storm water fee will not produce sufficient revenue to continue to cover operations or allow for additional infrastructure improvements. Transfers from other funds would have to be increased to cover any operating deficits and finance new storm water management projects.*

**Resolution R2021-21 authorizing the City Manager or designee to enter into street light reimbursement agreements with authorized bodies to fund the difference in cost between the city's standard street lighting treatment and upgraded or enhanced ornamental street lights.**

*The City has seen an increased number of requests for enhanced or upgraded ornamental street lighting for new residential neighborhoods. The Resolution authorizes the City Manager (or designee) to execute street light reimbursement agreements with the authorizing bodies at the time the residential streets are accepted by the City. These street light reimbursement agreements will serve as notification to the City's billing department that a reimbursement request and billing statement should be generated and billed to the responsible party.*

**Resolution R2021-22 of the City of Myrtle Beach to adopt a five-year Capital Improvement Plan for fiscal years 2022 through 2026.**

*Budget Ordinance appropriates funding for projects in the 1st year of the CIP. This resolution establishes the remainder of the plan as a base line for capital investment in years 2-5. The resolution does not provide any appropriation but gives the plan life beyond the fiscal year until & unless it is replaced or revised.*

**Motion M2021-72 authorizing the City Manager or his designee to apply for a Youth Literacy grant from the Dollar General Literacy Foundation for \$4,000 to purchase a 3-year premium license for Beanstack by Zoobean. No match required.**

*The Dollar General Literacy Foundation provides grant funding to support literacy and education initiatives serving individuals of all ages. Chapin Memorial Library, through the*

*Friends of the Chapin Memorial Library, will apply for the grant to purchase a 3-year license to utilize the Beanstack app. The app allows the library to customize its summer reading programs such as, 100 Books Before Kindergarten, and other reading challenges making it easy for patrons to register, track their reading, and earn incentives while the library staff gains data-driven insights that help show the value our library plays in this community.*  
<https://www.beanstack.com/libraries>

**Motion M2021-73 authorizing the City Manager or his designee to apply for a \$5,000 SCPRT STAR grant for the purpose of entering into an agreement with Triple Crown Sports to coordinate the Triple Crown Girls Fastpitch - Myrtle Beach Fall Showcase event, 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. The required match of \$5,000 will come from a City of Myrtle Beach A-Tax grant.**

*The Myrtle Beach Fall Showcase is a competitive girl's fastpitch event for teams competing in 14U, 16U and 18U age divisions. Families, including many first time visitors, will be lodging, eating, shopping and enjoying attractions in mid-November. This has historically been a slower weekend for group travel in Myrtle Beach. It is estimated that Triple Crown Sports Lodging Division will contract 300-350 rooms for 1,000 spectators and 1,000 participants for this event.*

**Motion M2021-74 authorizing the City Manager or his designee to accept a donation from the Horry County Solicitor's Office EPIC program in the amount of \$2,000; to record the appropriation, and to execute and deliver the agreement and such related documents as may be required to accept the donation. No match required.**

*In 2015, The Solicitor's Intervention Programs collaborated with local law enforcement agencies to develop a program to provide an interactive, educational learning experience focused on the acknowledgement that destructive decisions can have a major or "EPIC" impact on life. It is the hope of the EPIC program that participants not only gain knowledge and learn from their experience, but that the community will be positively impacted by this collaborative effort. The goal is to earmark the donation for any departmental expenses that may arise from community events already in place or to help implement any community efforts that are not otherwise financially supported.*

**Motion M2021-75 to approve a Special Event Permit to Mike Shank / NS Promotions for the "Summer 5K Series" on the streets in the Market Common area. 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.**

*There will be three races, June 15, July 20 and August 17, 2021, between the hours of 6:00 p.m. and 7:00 p.m. This request includes rolling closures for portions of the following streets: Knoles, Johnson, Shine and Huger. The P.R.S.T. Department will provide course setup and monitoring.*

**Motion M2021-76 authorizing the City Manager or his designee to accept the American Rescue Plan disbursement of \$3,960,348 replacing revenues lost during the COVID-19 pandemic and to appropriate those funds for current expenditures across funds.**

*The City is slated to receive a total of \$7,920,696 from the American Rescue Plan. The second half of the \$7,920,696 (\$3,960,348) is included in the FY21-22 budget.*



**Motion M2021-77 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 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 M2021-78 authorizing the City Manager or his designee to apply for a grant of \$900,000.00 from the U.S. Department of Justice - Comprehensive Opioid, Stimulant, and Substance Abuse Site-Based Program 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. There is no match requirement.**

*The Addiction Recovery Outreach Initiative (AROI) works through the coordinated effort of a training program that starts with education. The purpose of supporting the AROI is to reduce death and the harmful impacts of opioids, stimulants and other related substances. This is accomplished through prevention, treatment, education and harm reduction. AROI is a community evidence-based program that was created to help those struggling with Substance Abuse Disorder. It is local to the Horry and Georgetown County communities.*

*Three Peer Support Specialists will cover the Horry and Georgetown communities and are available 24/7/365 for community outreach. These Specialists collaborate with law enforcement and Community Outreach Paramedic Education (COPE) teams via ride-a-longs. In addition, they host educational events, hospital visits, and detention center programs. The Specialists strive to create partnerships between local Fire, EMS, Police, and city/county government officials. We will continue to develop our Naloxone program within our local Fire Departments to ensure this grows and supports the needs of our community.*

**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 – Upon returning to Public 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  
City Manager's Safety Advisory Board  
8:30 a.m., Thursday, June 10, 2021  
Historic 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 843-918-1050 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

**A. Call to Order**

**B. Old Business**

**C. New Business**

1. New orientation procedures – Tom Anderson
2. Inspection updates – Tom Anderson
3. Training – Tom Anderson
4. Any other items – Group
5. Any particular safety meeting topics you want presented this year?
6. Any safety concerns within your departments?

**E. Communication**

1. What is new in your department in regards to safety?
2. Policies, Procedures, New Equipment and Training
3. Find speaker and topic

**F. Next Meeting** – September 9, 2021, hosted by the Convention Center

**G. Adjourn**

**City of Myrtle Beach  
Board of Zoning Appeals  
1:30 p.m., Thursday, June 10, 2021  
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 843-918-1167 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

**A. Call to Order:**

**B. Minutes:** Approval/Correction of minutes from April 8, 2021.

**C. Old Business**

**D. New Business:**

1. **Request 21-05 Tidal Creek Brewhouse:** The applicant is requesting a variance from Section 1603.B. (Area, Height & Dimension Requirements). Property is located at 3421 Knoles St and is identified by PIN# 446-02-02-0076.

**E. Communications from Board:**

**F. Communications from Staff:**

**G. Adjourn**

**City of Myrtle Beach**  
**Bicycle and Pedestrian Advisory Committee**  
**2:30 p.m., Thursday, June 10, 2021**  
**Historic Myrtle Beach Train Depot**  
**851 Broadway Street, Myrtle Beach, SC 29577**

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**A. Call to Order – Chairman Snow**

**B. Matters of Order**

1. Approval of Minutes – May 13, 2021

**C. Implementation Items**

1. Accident Reports – Kelly Mezzapelle
2. J1 Students Report – Kathy Winfree and Katie Wunder
3. Summer Camp Safety Talks – Pam Stone
4. Traffic Control Box Wrap Project Update – Kelly Mezzapelle
5. Woodland Path Update – Kelly Mezzapelle
6. Adopt-A-Trail Progress Report – Mike Snow
7. Slow Stroll & Slow Roll Report – Troy Marron
8. Cycle Weekend O'Rides – Mike Snow

**D. New Business**

**E. Non Agenda Items**

**G. Important Dates**

1. 8:30 a.m., June 24, 2021 – Slow Stroll, Ocean Forest Area
2. 8:30 a.m., June 29, 2021 – Slow Roll, Thunderbolt Park
3. 2:30 p.m., July 14, 2021 – Bicycle & Pedestrian Committee Meeting

**H. Adjourn**