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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 18, 2021**  
**Re: Meeting Schedule and Agendas**

1. Next week's [meeting schedule](#) is attached.
2. **Just a reminder that it's illegal for individuals to shoot fireworks in the City of Myrtle Beach.** City code prohibits the sale, possession or use of fireworks inside the city, with the exception of approved, professional fireworks shows. A violation is a misdemeanor, subject to a fine and/or jail time. Rather than risk a ticket (and making your neighbors unhappy) by shooting fireworks, please enjoy one of the following professional fireworks displays during the July Fourth holiday weekend...
  - 10:00 p.m., Friday, July 2, 2021 – Broadway at the Beach
  - After the game, Friday, July 2 – Myrtle Beach Pelicans' Stadium
  - After the game, Saturday, July 3 – Myrtle Beach Pelicans' Stadium
  - After the game, Sunday, July 4 – Myrtle Beach Pelicans' Stadium
  - 10:00 p.m., Sunday, July 4, 2021 – Broadway at the Beach
  - 10:00 p.m., Sunday, July 4, 2021 – From Second Avenue Pier, Ocean Boulevard
  - 10:00 p.m., Tuesday, July 6, 2021 – Broadway at the Beach
3. **Looking ahead, Myrtle Beach city offices and facilities will be closed on Monday, July 5, for the Independence Day holiday.** However, solid waste and recycling services will be on the regular Monday-through-Thursday schedule during the week of July 5-9. Trash and recycling will be collected as usual in Zone 1 on Monday, July 5.

- 4. Would you like to serve on a volunteer board, commission or committee for the City of Myrtle Beach?** To be considered for one of these volunteer positions, submit a letter of interest and a brief biography or résumé to City Clerk Jennifer Adkins, P.O. Box 2468, Myrtle Beach, SC 29578. Or, send an email to [jadkins@cityofmyrtlebeach.com](mailto:jadkins@cityofmyrtlebeach.com). The following boards, commissions and committees have vacancies or upcoming reappointments.
- Standard Code Board of Adjustments and Appeals (1 seat for Architect/Engineer and 1 seat for Licensed Contractor)
  - Election Commission (1 seat)
  - Seniors Advisory Committee (1 seat)
  - Convention Center Hotel Board (3 seats)
  - Board of Zoning Appeals (1 seat)
  - Community Appearance Board (1 seat)
  - Human Rights Commission (1 seat)
- 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. Thousands of young archers from across the country filled the John T. Rhodes Sports Center and Myrtle Beach Convention Center last weekend, and that's the subject of our [Photos of the Week](#).** The National Archery in the Schools Program (NASP) Open Championship was held here. Some 5,000 junior Errol Flynns and Katniss Everdeens took part in two competitions: bullseye targets at the Convention Center and 3-D targets at the Sports Center. This is an example of the diversity we see in our sports tourism programs.
- 7. Did you know...** That the City of Myrtle Beach sanitary sewer system includes 257.8 miles of gravity sewer lines and 99.7 miles of sewer force-mains, along with 6,596 manholes and 5,972 clean-out locations? The system also has 520 force-main valves and 165 air release valves. In all, that's 357.5 miles of underground sewer lines serving residents, businesses and visitors!

**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>

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

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

**CITY OF MYRTLE BEACH  
MEETING SCHEDULE  
June 21-27, 2021**

**MONDAY, JUNE 21**

- **8:30 a.m.** – Staff Meeting, Myrtle Beach Train Depot, 851 Broadway Street
- **6:00 p.m.** – Booker T. Washington Neighborhood Watch, Mary C. Canty Recreation Center, 971 Canal Street
- **6:00 p.m.** – Palmetto Greens Neighborhood Watch, 2900 Mashie Drive

**TUESDAY, JUNE 22**

- **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, JUNE 23**

- **8:00 a.m.** – Myrtle Beach Convention Center Hotel Corporation Board, Room 236, Myrtle Beach Convention Center, 2101 North Oak Street
- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue

**THURSDAY, JUNE 24**

- **5:30 p.m.** – eMYRge Presents: Entrepreneur George Taylor, Myrtle Beach Train Depot, 851 Broadway Street

**FRIDAY, JUNE 25**

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

**SATURDAY, JUNE 26**

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

**SUNDAY, JUNE 27**

- No Meetings Scheduled

**MYRTLE BEACH CITY COUNCIL  
TUESDAY, JUNE 22, 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** – June 8, 2021

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

1. Outside Agency Allocation Discussion (Workshop).
2. 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 2021-2 to rezone 1.36 acres located at 1002 29<sup>th</sup> Ave N from MU-M (Mixed Use Medium Density) to HC-1 (Highway Commercial) for the purpose of holding events.**

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

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

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

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

**2<sup>nd</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.*

**Motion M2021-79 authorizing the City Manager or his designee to apply for a Library Network Recovery (LINEAR) grant from the SC Department of Administration for \$21,879.00 for mitigating security risks and solidifying network recovery planning as part of an eRate funded library network. No match required.**

*The Library Network Recovery (LINEAR) grant for library network resiliency and recovery is specifically for mitigating internet security risks for eRate participating libraries. The LINEAR grant is to help South Carolina libraries prepare their networks and prevent service disruption to their communities.*

**Motion M2021-80 authorizing the City Manager or his designee to apply for a grant of \$10,195,037.50 from the U.S. Economic Development Administration - Public Works and Economic Adjustment Assistance grant program for the purpose of Phase 1B of the Arts and Innovation District’s reconstruction of water, sewer and storm drainage. \$2,548,759.38 match required from the Capital Improvements Program.**

*Phase 1B of the Arts and Innovation District consists of the reconstruction of approximately 1,500 linear feet of the 66-foot-wide Oak St corridor between 8th Ave N and Mr. Joe White Ave and 550 linear feet of the 100-foot-wide section of 9th Ave N. The section of 9th Ave N runs between Kings Hwy to Oak St. These streets will include a total reconstruction of roadway and all infrastructure from property line to property line which includes but is not limited to the removal and replacement of the roadway pavement, curbing, sidewalks, water lines, sewer lines, force mains, drainage lines, along with undergrounding overhead electric, phone and cable.*

**Motion M2021-81 authorizing the City Manager or his designee to apply for a \$17,329 grant from the U.S. Department of Justice – Patrick Leahy Bullet Proof Vest Partnership; 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. Matching funds of \$17,329.00 is included in the Police Department budget.**

*The Patrick Leahy Bulletproof Vest Partnership (BVP), created by the Bulletproof Vest Partnership Grant Act of 1998, is a unique U.S. Department of Justice initiative designed to provide a critical resource to state and local law enforcement. Since 1999, the BVP program has awarded more than 13,000 jurisdictions a total of \$522 million in federal funds for the purchase of over one million vests (1,441,013) as of November 2020. If awarded, this grant would fund 43 vests.*

**Motion M2021-82 authorizing the City Manager or his designee to apply for a grant of \$27,371.25 from the U.S. Department of Justice - Office of Community Oriented Policing Services (COPS) School Violence Prevention 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. The \$9,123.25 match will be shared with the Police Department and Horry County Schools.**

*The Myrtle Beach Police Department and the Horry County Schools, Myrtle Beach Cluster, have a long-standing partnership. The purpose of this partnership is to keep students and employees safe in grades K-12. This is specifically due to the commitment to the School Resource Officer Program, training, communication, curriculum involvement and prevention. In order to continue to do this effectively, both the school system and the Police Department need additional resources. The grant focus will expand the City's communication program, the schools' internal security program and our active shooter response program. This grant will affect Myrtle Beach High, Middle, Elementary and Primary schools.*

**Motion M2021-83 to designate the Myrtle Beach Area Chamber of Commerce as the organization to manage and direct the expenditure of tourism and promotion funds for the 2021-22 fiscal year per SC Code §6-4-10(3), Accommodations Tax Revenues.**

*Per State statute, the funds received by a municipality or a county in county areas collecting more than fifty thousand dollars must be allocated in the following manner:*

- (1) The first \$25,000 must be allocated to the general fund.*
- (2) 5% of the balance (after the \$25,000), must be allocated to the general fund.*
- (3) 30% of the balance for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity. To manage and direct the expenditure of these tourism promotion funds, the municipality or county shall select one or more organizations, such as a chamber of commerce, visitor and convention bureau, or regional tourism commission, which has an existing, ongoing tourist promotion program.*
- (4) 65% to the City for tourism related expenses.*

*Recognizing the unique nature of this City's tourism demands the Legislature has also approved a budgetary proviso that allows half of the money that would ordinarily go to the Myrtle Beach Area Chamber of Commerce to be retained by the City and used to meet public safety expenses related to tourism. After these deductions, the amount*

available for advertising and promotion by the MBACC in FY 2021-22 is estimated at \$1,511,250.

**Motion M2021-84 to render a decision of the business license revocation for DHD Saloon, LLC d/b/a Donny's and/or The Location.**

### **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
  - 9/11 Memorial Update- Lisa Wallace

### **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**  
**Myrtle Beach Convention Center Hotel Corporation Board**  
**8:00 a.m., Wednesday, June 23, 2021**  
**Room 236, Myrtle Beach Convention Center**  
**2101 North Oak Street, Myrtle Beach, SC 29577**

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POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

- A. Convene and call to order**
- B. Approval of minutes – May 2021 meeting**
- C. Entertain public comments and questions**
- D. Review of monthly hotel financials for May 2021 (Mrs. Hinde)**
- E. Hotel sales and marketing update for May 2021 (Mr. Semidei)**
- F. Convention Center update for May 2021 (Mr. Monroe)**
- G. Discuss additional business**
- H. Executive Session**
- I. Adjourn**