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# Media Advisory

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

**To:** Myrtle Beach Media  
**From:** Public Information Department  
**Date:** August 2, 2019  
**Re:** Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **Vendor registration for South Carolina's Largest Garage Sale begins at 8:00 a.m., Monday, August 5.** This is the 31st year for the big sale, which features hundreds of vendors and thousands of shoppers. For more details or to claim one of the vendor spots, see [https://www.cityofmyrtlebeach.com/i\\_want\\_to\\_learn\\_about/sc\\_s\\_largest\\_garage\\_sale.php](https://www.cityofmyrtlebeach.com/i_want_to_learn_about/sc_s_largest_garage_sale.php). The sale itself is 7:00 a.m. to 2:00 p.m., Saturday, October 5, at the Myrtle Beach Convention Center. Admission is free; parking is \$5.00 per car, per day.
3. **City Council members will gather in a special meeting at 9:00 a.m., Tuesday, to officially rename Field E of the Ned Donkle Field Complex in memory of Lawrence Jones, longtime resident and sports tourism promoter.** The field is off 33rd Avenue North, behind Pepper Geddings Recreation Center. The Jones family will be on hand for the installation of a granite marker in Jones' honor. Note in the attached agendas that this will be a special Myrtle Beach City Council meeting to approve a resolution honoring Jones, followed by an executive session in Room 101 at the Myrtle Beach Convention Center.
4. **The Myrtle Beach City Council gave first-reading approval to the final millage rate for the current fiscal year during Thursday's special meeting.** The new property tax rate will be 78.9 mills, down from a proposed 83.5 mills. The new total includes an adjusted rollback millage rate of 69.9 mills for operations, six mills for debt service and a three mill tax

increase to pay for 10 additional police positions. The rollback rate is a decrease of 4.6 mills, or 6.2 percent over last year's millage rate for operations. Second reading is scheduled for the August 13 regular Council meeting.

Every five years, the state requires that real property is reassessed, and this was a reassessment year for Horry County. Following reassessment, state law mandates that governments adjust their operational millage rates to receive no more than one percent of what they would have collected before reassessment.

With the new rate, a \$250,000 owner-occupied home that went up in value by 7.5 percent to \$268,750 will pay \$171 in city property taxes, after the Tourism Development Fee credit. That's \$9 more than last year. A \$250,000 commercial or second-home property that increased in value to \$268,750 will pay \$1,272 in city property taxes this year. That's \$64 more than last year.

Properties that remained stable and did not increase in value will pay less in property taxes this year than last year. An unchanged \$250,000 owner-occupied home will pay \$3 less than last year, while a \$250,000 commercial or second-home property that did not increase in value will pay \$24 less than last year.

5. **The 10th annual Back-to-School Block Party is 10:00 a.m. to 1:00 p.m., Saturday, August 10, at Mount Olive A.M.E. Church, 1108 Carver Street.** Students are invited to attend and receive free backpacks and school supplies. The block party features entertainment, interactive games, free food, vendors and more. Donations of school supplies are being collected before the event! Donated items, including book bags, pens, pencils, crayons, notebook paper and notebooks, can be dropped off at the Neighborhood Services Department, 937 Broadway Street.
6. **The Myrtle Beach International Culture Festival is set for 11:00 a.m. to 9:00 p.m. next Saturday, August 10, at Chapin Park, 1410 North Kings Highway.** The community is invited to this fun event to celebrate our local diversity through food, music and culture. Admission is free! For more information, visit <https://mbicfonline.org/>.
7. **The Neighborhood Services Department invites citizens of all faiths and beliefs to the second annual Back-to-School Prayer Walk.** The walk is at 5:00 p.m., Sunday, August 11, at Doug Shaw Memorial Stadium, 705 33rd Avenue North. Everyone will meet at the stadium, then walk together around the grounds of the adjacent Myrtle Beach schools, praying for a successful upcoming school year.
8. **Looking for something to do in Myrtle Beach?** Visit our Events webpage for a comprehensive list of activities. See <https://www.cityofmyrtlebeach.com/Events.pdf>. This file of city-related festivals, concerts, programs and more is updated weekly.
9. **We've shared a number of historic Myrtle Beach photographs recently, and those images are our [Photos of the Week](#).** The Walter L. Carroll family donated several of these items, while others were provided by other sources. Briefly, these photos include early maps of the area, aerial photos, magazine articles and other glimpses of our history. Enjoy!

**10. Did you know...** That Myrtle Beach’s treated tap water is classified as “soft?” Hardness is a property of water related to the dissolved minerals in it, notably calcium and magnesium. According to Grand Strand Water and Sewer Authority, which supplies our treated tap water for drinking, etc., the current average hardness for Myrtle Beach’s water is 54 mg/L, and that’s soft. Water is considered “soft” if it has between 0 and 60 milligrams per liter (mg/L), “moderately hard” if it has between 61 and 120 mg/L, “hard” if it has between 121 and 180 mg/L, and “very hard” if it has more than 180 mg/L of those minerals. “Soft” it is!

**For more information, contact:**

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**CITY OF MYRTLE BEACH  
MEETING SCHEDULE  
August 5-11, 2019**

**MONDAY, AUGUST 5**

- **8:00 a.m.** – SC’S Largest Garage Sale Vendor Registration Opens
- **8:30 a.m.** – Staff Meeting/Hosted by Neighborhood Services, First Floor Conference Room, City Hall, 937 Broadway Street

**TUESDAY, AUGUST 6**

- **8:30 a.m.** – Bicycle and Pedestrian Committee, Conference Room, City Services Building, 921 North Oak Street
- **9:00 a.m.** – Special City Council Meeting, Field E, Ned Donkle Field Complex, 704 33rd Avenue North, and Room 101, Myrtle Beach Convention Center, 2101 North Oak Street
- **9:00 a.m.** – Henry “Lawrence” Jones Memorial Field Naming Ceremony and Marker Installation, Field E, Ned Donkle Field Complex, 704 33rd Avenue North
- **1:30 p.m.** – Planning Commission, Conference Room, City Services Building, 921 North Oak Street
- **7:00 p.m.** – Withers Swash Neighborhood Watch, Fire Station No. 6, 970 38th Avenue North

**WEDNESDAY, AUGUST 7**

- **8:30 a.m.** – Property Maintenance Hearing, Conference Room, City Services Building, 921 North Oak Street
- **2:30 p.m.** – Technology Advisory Group, First Floor Conference Room, City Hall, 937 Broadway Street
- **3:00 p.m.** – Sandygate Village Neighborhood Watch, 1011 Osceola Street

**THURSDAY, AUGUST 8**

- **1:30 p.m.** – Board of Zoning Appeals, Conference Room, City Services Building, 921 North Oak Street

**FRIDAY, AUGUST 9**

- *No Meetings Scheduled*

**SATURDAY, AUGUST 10**

- **10:00 a.m.** – 10th Annual Back-to-School Community Block Party, Mt. Olive A.M.E. Church Multi-Purpose Field, 1108 Carver Street
- **11:00 a.m.** – Myrtle Beach International Culture Fest, Chapin Park, 1400 North Kings Highway

**SUNDAY, AUGUST 11**

- **5:00 p.m.** – Second Annual Back-to-School Prayer Walk, Doug Shaw Memorial Stadium, 705 33rd Avenue North

**City of Myrtle Beach  
Bicycle and Pedestrian Committee  
8:30 a.m., Tuesday, August 6, 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 843-918-1050 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

**A. Call to Order** – Chairman Russo

**B. Approval of Minutes** – July 2, 2019

**C. Implementation Items**

1. 2019 J1 Program Wrap-Up – Tim Rollings
2. Traffic Signal Cameras Discussion – Becky Billingsley
3. Priority Messaging Projects Discussion – Tom Russo

**D. New Business**

1. Potential USA Crits Event – Tim Huber
2. Mr. Joe White Avenue and 21st Avenue North Roadway Safety Audits – Tom Russo
3. Home Depot Safety Event – Kelly Mezzapelle

**E. Non Agenda Items**

**F. Important Dates**

1. Bicycle and Pedestrian Committee Meeting – 8:30 a.m., Tuesday, September 3, 2019
2. Bicycle and Pedestrian Committee Meeting – 8:30 a.m., Tuesday, September 3, 2019
3. Home Depot Safety Event – 10:00 a.m. to 1:00 p.m., Saturday, October 5, 2019

**G. Adjourn**

**SPECIAL CITY COUNCIL MEETING AGENDA  
9:00 A.M., TUESDAY, AUGUST 6, 2019  
FIELD E, NED DONKLE FIELD COMPLEX  
704 33<sup>RD</sup> AVENUE NORTH, MYRTLE BEACH, SC 29577**

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**CALL TO ORDER**

**INVOCATION**

**PLEDGE OF ALLEGIANCE**

**APPROVAL OF AGENDA**

**REGULAR AGENDA**

**Resolution R2019-035 to honor the memory of Henry “Lawrence” Jones, and to name “Field E” at the Ned Donkle Field Complex in his honor.**

*Henry “Lawrence” Jones was born on February 27, 1951, in Laurens, South Carolina. He relocated to Myrtle Beach at an early age. Lawrence’s enthusiasm for sports was known throughout the entire community. As a young man, he loved playing sports, and he later shared his passion with the children of Myrtle Beach, becoming a friend and mentor to the young athletes that he coached. Lawrence was also one of the earliest practitioners and proponents of developing sports tourism facilities and events in the Grand Strand (an industry that contributed over \$137,000,000 in direct visitor spending inside the city in 2018 alone).*

*Lawrence passed away on January 19, 2019. Through this resolution, City Council wishes to:*

- Honor this gentlemen’s memory.*
- Pay tribute to his tireless work for the residents of Myrtle Beach and Horry County, and his early pioneering efforts in the field of sport tourism.*
- Name “Field E” at the Ned Donkle Field Complex in his honor and memory, and direct that a plaque bearing his name be placed at that location.*

**EXECUTIVE SESSION** – Following the dedication of the plaque honoring Mr. Jones, City Council may recess the meeting and reconvene in Room 102 of the Myrtle Beach Convention Center for the purpose of going into 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  
Planning Commission  
1:30 p.m., Tuesday, August 6, 2019  
Conference Room, City Services Building  
921 North Oak Street, Myrtle Beach, SC 29577**

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**A. Call Meeting to Order**

**B. Matters of Order:**

1. Approval of Minutes – July 16, 2019

**C. Matters of Business**

1. **\*\*Public Hearing\*\* Z 19-04 – South Beach Resort:** Proposal by Myrtle Beach Farms Co. to rezone approximately 12 acres (the remainder of PIN #446-00-00-0009) located along Kings Highway, roughly between 29th Ave. S. and Ocean Boulevard, from HC-2 (Highway Commercial) to MU-H (Mixed Use – High Density). The purpose of the proposal is to unify the entire property into one zone (the property is currently split-zoned) and to rezone the adjacent portion of Kings Highway accordingly.
2. **\*\*Public Hearing\*\* Z 19-03 – Arts & Innovation District:** Proposal by City Council to enact a new Arts & Innovation District as recommended in the Downtown Master Plan.
3. **Cultural Resources Committee Recommendation:** Proposal by City Council to dissolve the Cultural Arts Advisory Committee and form a new Cultural Resources Committee.
4. **PRE-FIN 19-13 Clemmons 1411 SC HWY 15:** Proposal by Alan Clemmons to subdivide 7.25 acres located along SC HWY 15 (PIN #443-08-02-0047) into two (2) lots (minimum: 0.75 acres; maximum 6.5 acres) for the purpose of re-establishing property lines for the residence located at 1411 SC HWY 15.

**D. Presentations:**

1. **Z 19-05 Clemmons Corner 17th Ave S/SC Hwy 15:** Proposal by Alan Clemmons to rezone 9 acres located along SC Hwy 15 and 17th Ave S (PINs #443-08-02-0039, 443-08-02-0047, 443-08-02-0048, 443-08-02-0049) from the current zoning designations of MUM (Mixed Use Medium Density) and RMM (Residential Multifamily Medium Density) to RMH (Residential Multifamily High Density) for the purpose of redevelopment.

**E. Communications from the Planning Commission**

**F. Reports and Information Presentation from City Staff**

**G. Executive Session**

## **H. Meeting Adjournment**

**City of Myrtle Beach  
Property Maintenance Hearing  
8:30 a.m., Wednesday, August 7, 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. **Champion Mortgage Company:** The property is located at 5811 Woodside Avenue and is identified by PIN #421-10-02-0026.
2. **D & D Equity, LLC:** The property is located at 403 72nd Avenue North, Units 7-8, and is identified by PIN #421-05-02-0046.
3. **3rd Avenue South, LLC:** The property is located at 701 65th Avenue North and is identified by PIN #421-06-01-0145.

**C. Communications from Staff**

**D. Adjourn**

**City of Myrtle Beach  
Technology Advisory Group  
2:30 p.m., Wednesday, August 7, 2019  
First Floor Conference Room, City Hall  
937 Broadway Street, Myrtle Beach, SC 29577**

*ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1142 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

- A. Call to Order** – Jason Greene, Chair
- B. Approval of the Minutes**
- C. Status Update of Previous Updates**
- D. Entrepreneur Ecosystem** (Current Milestones)
- E. Set Next Meeting Date**
- F. Adjourn**

**City of Myrtle Beach  
Board of Zoning Appeals  
1:30 p.m., Thursday, August 8, 2019  
Conference Room, City Services Building  
921 North Oak Street, Myrtle Beach, SC 29577**

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**A. Call to Order**

**B. Approval/Correction of Minutes – July 11, 2019**

**C. Old Business:**

**D. New Business:**

1. **Request 19-08 Nations Homes:** The applicant is requesting a variance from Section 1603 (Area, Height and Dimensional Requirements). The property is located at 6503 Porcher Drive and is identified by TMS #174-03-08-026.
2. **Request 19-09 Richard J. Comisky, III:** The applicant is requesting a variance from Section 1603 (Area, Height and Dimensional Requirements). The property is located at 403 34th Avenue North and is identified by TMS #173-16-17-005.

**E. Communications from Board**

**F. Communications from Staff**

**G. Adjourn**