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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: September 18, 2020**  
**Re: Meeting Schedule and Agendas**

1. Next week's [meeting schedule](#) is attached.
2. **Phase 1A of the backlot construction work begins next week in Myrtle Beach's Arts & Innovation District.** During the next few months, the city will be upgrading the water, sewer and stormwater systems in the parking area that's accessed from Oak Street. Two buildings will be demolished as part of the overall plan to improve parking and provide better entry and visibility. During construction, the parking area will be closed to the public, with the exception of those residents who live above a few of the stores. The work is expected to be complete by the end of December 2020.
3. **Myrtle Beach City Council has two appointments to make to the Grand Strand Humane Society Board of Directors.** Would you like to serve? To be considered, submit a letter of interest and a brief biography or résumé to the City Clerk, P.O. Box 2468, Myrtle Beach, SC 29578. Or, send an email to [jadkins@cityofmyrtlebeach.com](mailto:jadkins@cityofmyrtlebeach.com). If you'd like to drop off the materials, bring all items to City Hall, 937 Broadway Street, Myrtle Beach, SC 29577. The Humane Society Board typically meets twice a month.
4. **Myrtle Beach's art museum is getting a new roof starting on Monday, September 21.** The museum will be open to visitors during the re-roofing process. The City of Myrtle Beach has hired a contractor to replace the old roof on the F.G. Burroughs-S.B. Chapin Art Museum at 3100 South Ocean Boulevard. The existing shingle roof is leaking and has outlived its useful life. The city owns the art museum building and is responsible for its exterior maintenance. This \$65,000 expense is part of the city's current year capital

improvement budget. The former beach house was built in 1924 at 5429 North Ocean Boulevard. Originally, it was known as the Cannon Beach House, then was renamed the Springmaid Villa in the 1940s. In 1984, the large home was trucked to its current location, where the art museum opened in 1997. Museum hours are 10:00 a.m. to 4:00 p.m., Tuesday through Saturday. Admission is free, although donations are welcomed.

5. **The City of Myrtle Beach celebrates the month of September as, “National Bicycle Month.”** Below is a list of bicycle-related events and activities. For more information, contact Kelly Mezzapelle at [kmezzapelle@cityofmyrtlebeach.com](mailto:kmezzapelle@cityofmyrtlebeach.com).
  - **9:00 a.m. to 1:00 p.m., Saturday, September 19, 2020** – Trail Work Day with Eagle Scouts, Andre S. Pope Mountain Bike Skills Park, 4670 South Kings Highway
  - **Tuesday, September 22, 2020** – Free Rides to Bicyclists on Coast RTA Buses
  - **9:30 a.m., Tuesday, September 22, 2020** – The Market Common “Slow Roll” Bicycle Group Meet and Ride (Limited to 10 Riders), Crabtree Memorial Gymnasium, 1004 Crabtree Lane
  - **4:00 to 6:00 p.m., Thursday, September 24, 2020** – Mountain Bike Time Trials Contest, A-10 Mountain Bike Trail, 3901 Center South Drive
  - **9:00 a.m. to 1:00 p.m., Saturday, September 26, 2020** – Smart Cycling Class, General Robert H. Reed Recreation Center, 800 Gabreski Lane
  - **Through Wednesday, September 30, 2020** – Seniors Advisory Committee’s Bicycle and Pedestrian Safety Art Contest
6. **Need information about the coronavirus emergency?** You’ll find timely updates and general information on our [Coronavirus Advisory](#) webpage.
7. **The online [E-Resources](#) webpage is available on the city’s website.** Some city buildings remain closed to the public, but we are working to provide online content for all ages. On the webpage, you’ll find creative and educational options for you and your family to enjoy!
8. **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.
9. **Myrtle Beach’s Charlie’s Place appeared in the *Green Book Guide for Travelers and Vacations*, along with the Whispering Pines Motel, and images of those publications are the subject of our [Photos of the Week](#).** The *Green Book* offered information specifically for an African-American audience during the mid-20th century, when segregation still existed. These images are courtesy of a collection maintained by the New York Public Library. Both Charlie’s Place and Whispering Pines were operated by Charlie and Sara Fitzgerald from the late 1930s to the early 1960s. Early Motown performers brought their music to Charlie’s Place in the days before integration. The stars included Dizzy Gillespie, Little Richard, Billie Holiday, Duke Ellington and many others. The city has saved and restored a portion of the motel, along with the Fitzgerald’s home. The property on Carver Street will serve as a business incubator and event space, in addition to preserving the history of the era.
10. **Did you know...** That the Myrtle Beach Solid Waste Division collected 27,965 tons of solid waste during the fiscal year that ended June 30, 2020? That’s 55,930,000 pounds in all, or

1,734 pounds per capita. The total includes: 39,638,000 pounds of residential garbage; 8,452,000 pounds of yard waste; 3,912,000 pounds of commingled recyclables; 3,878,000 pounds of bulky junk; 34,000 pounds of scrap metal; 10,000 pounds of electronic waste (computers, monitors, printers and TVs); and 6,000 pounds of commercial cardboard.

**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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**CITY OF MYRTLE BEACH  
MEETING SCHEDULE  
September 21-27, 2020**

**MONDAY, SEPTEMBER 21**

- **8:30 a.m.** – Staff Meeting, Conference Call
- **3:00 p.m.** – Charlie’s Place Advisory Board, Charlie’s Place, 1420 Carver Street

**TUESDAY, SEPTEMBER 22**

- **9:00 a.m.** – City Council Workshop, Council Chamber, Ted C. Collins Law Enforcement Center, 1101 North Oak Street
- **9:30 a.m.** – National Bicycle Month: The Market Common “Slow Roll” Bicycle Group Ride, Crabtree Memorial Gymnasium, 1004 Crabtree Lane
- **10:00 a.m.** – City Council Meeting, Council Chamber, Ted C. Collins Law Enforcement Center, 1101 North Oak Street

**WEDNESDAY, SEPTEMBER 23**

- **8:00 a.m.** – Myrtle Beach Convention Center Hotel Corporation Board, Room 101, 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
- **2:00 p.m.** – Beach Advisory Committee, Ballrooms D-E, Myrtle Beach Convention Center, 2101 North Oak Street

**THURSDAY, SEPTEMBER 24**

- **4:00 to 6:00 p.m.** – National Bicycle Month: Mountain Bike Time Trials Contest, A-10 Mountain Bike Trail, 3901 Center South Drive

**FRIDAY, SEPTEMBER 25**

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

**SATURDAY, SEPTEMBER 26**

- **9:00 a.m. to 1:00 p.m.** – National Bicycle Month: Smart Cycling Class, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **9:00 a.m. to 3:00 p.m.** – Myrtle’s Market, 605 Mr. Joe White Avenue

**SUNDAY, SEPTEMBER 27**

- No Meetings Scheduled

**City of Myrtle Beach  
Charlie's Place Advisory Board  
3:00 p.m., Monday, September 21, 2020  
Charlie's Place  
1420 Carver Street, Myrtle Beach, SC 29577**

*ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1061 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

**A. Call to Order**

**B. Approval of Minutes**

**C. New Business:**

1. Incubator Applications – Submissions and Deadlines
2. Leasing Agreement
3. Building Rentals and Events

**D. Communication from Staff**

**E. Adjourn**

**MYRTLE BEACH CITY COUNCIL MEETING  
TUESDAY, SEPTEMBER 22, 2020  
9:00 A.M. – PUBLIC HEARING/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.*

**A PUBLIC HEARING WILL BE HELD AT 9:00 A.M., TUESDAY, SEPTEMBER 22, 2020, AT THE TED C. COLLINS LAW ENFORCEMENT CENTER, TO DISCUSS THE FOLLOWING ITEM, AT WHICH TIME THE PUBLIC IS INVITED TO COMMENT: APPLICATION FOR THE EDWARD BYRNE MEMORIAL JUSTICE ASSISTANCE GRANT (JAG) FORMULA PROGRAM IN THE AMOUNT OF \$35,374 FROM THE U.S. DEPARTMENT OF JUSTICE GRANT IN COMPLIANCE WITH THE REQUIREMENTS SET FORTH BY THE US DEPARTMENT OF JUSTICE. THE CITY OF MYRTLE BEACH WILL HOLD A PUBLIC HEARING ON THE PROPOSED DISTRIBUTION OF THE FEDERAL GRANT FUNDS.**

**CALL TO ORDER**

**INVOCATION**

**PLEDGE OF ALLEGIANCE**

**APPROVAL OF AGENDA**

**APPROVAL OF MINUTES...** September 3, 2020

**APPROVAL OF MINUTES...** September 8, 2020

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

1. Proclamation declaring Monday, October 12, 2020, as Indigenous People's Day.
2. Myrtle Beach Area Chamber of Commerce's Quarterly Report – Karen Riordan
3. Public Information Update – PIO Staff

**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 (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 2020-041 to amend the Code of the City of Myrtle Beach to add the definition of “Cart Path” as a pathway that may be used by bicycles, pedestrians and golf carts, and to designate such a pathway within the corporate limits of the city.**

*A portion of the golf cart path, located in the Kings Highway right-of-way between the Dunes Club and Dunes Cove neighborhoods, is designated as the temporary East Coast Greenway connection between North Myrtle Beach and Myrtle Beach. This temporary designation ends upon the completion of the permanent connection between the Horry County Bike and Run Park and Barefoot Resort.*

*Some confusion has occurred regarding the allowable uses of other paths, sidewalks and trails. This ordinance clarifies the rules of four additional types of paved off-road travel corridors:*

- *Cart Paths – Marked paths with little interruption in travel serve golf carts and other transportation modes, including pedestrians and human-powered wheeled vehicles (e.g. bikes and skateboards). The path described above is defined as cart paths.*
- *Bike and Walk Paths – Marked paths with little interruption in travel. Bike and Walk Paths generally cross driveways and intersections, and may or may not be located in a street right-of-way. Bike and Walk Paths serve pedestrians, powered chair/wheelchair users and human-powered wheeled vehicles (e.g. bikes and skateboards), but not motorized vehicles. Unless otherwise designated, all paved paths greater than eight feet wide are defined as bike and walk paths.*
- *Sidewalks – Located along a street in the rights-of-way, sidewalks generally cross driveways and intersections, and are separated from the roadway by a raised curb and/or a planting strip. Sidewalks serve pedestrians and powered chair/wheelchair users, and are the principal component of a pedestrian network. Bikes may be used on sidewalks only when necessary for the safety of the rider. All paved ways less than eight feet wide are defined as sidewalks.*
- *Mountain Bike Trails – Unpaved travel corridors that provide a marked path with little interruption in travel as known as mountain bike trails. Surfaces may consist of gravel, crushed limestone, dirt and/or other semi-pervious material. Motorized vehicles are not permitted, as these trails are intended to serve bicyclists only. Walking on mountain bike trails can be perilous and should be done with extreme caution. The A-10 Mountain Bike Trail and all trails at the Andre S. Pope Mountain Bike Skills Park are known as mountain bike trails.*

**2nd Reading Ordinance 2020-042 to amend Ordinance No. 2020-031, the Municipal Budget Ordinance for the fiscal year beginning July 1, 2020, and ending June 30, 2021, to appropriate funding to implement elements of the Downtown Master Plan.**

*On March 12, 2019, Council approved Resolution R2019-020 designating the “Downtown Master Plan” as a general blueprint for redevelopment of the city’s traditional downtown areas. On September 3, 2020, City Council also adopted the Advanced Downtown Master Plan.*

Projects proposed in this budget amendment (totaling \$7,086,515) included in the Advanced Plan are, as follows:

- Professional Fees & Building Contingency – \$500,000
- Performing Arts Theater Demolition – \$100,000
- Ninth Avenue North Buildings & Co-Work Space Renovations – \$1,750,040
- Nance Plaza Corridor & Backlot Parking – \$1,626,525
- Underground Utility Conversion – \$2,300,000
- Library Professional Fees – \$87,275
- Phase I Infrastructure Professional Fees – \$722,675

The proposed funding sources (also totaling \$7,086,515) are, as follows:

- Santee Cooper Franchise Funds – \$2,300,000
- HTC Grant Funding – \$125,000
- Downtown Development Fund – \$300,000
- Tax Increment Financing Bonds – \$4,361,515

**2nd Reading Ordinance 2020-044 to amend the Clemson Tract PUD to add a Sign Master Plan for Parcel 4 (commercial tract).**

*The applicant wishes to establish unique sign regulations for a new commercial tract near the southeast corner of Coventry Boulevard and Highway 17. The Planning Commission was originally concerned about the size of some of the signs. Staff presented other area signs for comparison, and the Planning Commission approved the dimensions as indicated above.*

*The proposed signage is, as follows:*

- Two main pylon signs (maximum 25' tall)
- Two secondary monument signs (maximum 15' tall)
- Three outparcel monument signs (maximum 8' tall)
- One outparcel monument sign/gas station canopy
- Two main multifamily monument signs (maximum 10' tall)
- One directional sign (maximum 4' tall)

**Resolution R2020-041 to acknowledge completion of the 30-day governing body review process for the U.S. Department of Justice, Office of Justice Programs, Bureau of Justice Assistance, Fiscal Year 2020 Edward Byrne Memorial Justice Assistance Grant, Pedestrian and Special Event Anti-Vehicle Assault Protection, and other matters relating thereto.**

*The Police Department has applied for a \$35,374 grant to purchase portable vehicle mitigation barriers and a drop trailer for use during special events. By Motion M2020-096, Council opened the 30-day Governing Body Review on August 11, 2020, as required by the Grantor. Council also held a public hearing on September 22, 2020, as required by the Grantor. In accordance with the terms of the grant application, this resolution confirms the completion of the Governing Body Review requirement.*

**Resolution R2020-042 to approve the allocation of \$3,750 to meet the 15% matching requirement for the Municipal Association of South Carolina's Hometown Economic Development Grant of \$25,000, and other matters relating thereto.**

*The Technology Advisory Group will be using the building at 509 and 511 Ninth Avenue North as an Innovation Center and Co-Work Space. The purpose of this facility is to drive*



*innovation to the downtown area to support technology entrepreneurs while addressing barriers to accessibility, resource sharing and collaboration. An important element of the project is communication to potential businesses, angel investors and entrepreneurs. If approved, the \$25,000 MASC Hometown Economic Development Grant and \$3,750 in local match funding will be used for marketing, branding and promoting programs of the Innovation Center and Co-Work Space. Through this proposed resolution, Council attests to the availability of 15% matching funds to be immediately available from the 2020-2021 appropriation to the Technology Advisory Group.*

**Motion M2020-0120 to appoint/reappoint one member to the Community Appearance Board.**

*Mr. Larry Bragg has resigned. Resumes on file are include Trevor Greene (city resident), George Wilson (city resident), Julie Booth (city resident), Mike McPeake (city resident), Ronald Spencer (city resident), Gail Ledford Enslin (city resident), Jan Conrad (city resident) and Joshua Kay (non-city resident). This term will expire on December 21, 2022.*

**Motion M2020-0125 to approve a Special Event Permit to Chris Honeycutt/Forward Church for “Forward Church Launch Day” on September 27, 2020, from 10:00 a.m. to 1:00 p.m. to celebrate the opening of a new church in the Ground Zero building. 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 would take place on Chester Street in front of Ground Zero and would require closing Chester Street to allow for parking food trucks. The applicant expects an event attendance total of more than 300 people during the event. The applicant has applied for state exemption to the COVID-19 restrictions limiting such gatherings to a maximum of 250 people.*

**Motion M2020-0126 authorizing the City Manager or his designee to apply for a grant of \$5,000 from the Coastal Carolinas Association of REALTORS® on behalf of the Downtown Development Office for the purpose of: landscaping and lighting installation in the alleyway connecting Nance Plaza to the interior parking lot; 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 local match is required.**

*In keeping with the Downtown Master Plan’s Arts and Innovation District improvements, this grant will help pay for landscaping and lighting installation in the alleyway connecting Nance Plaza with the interior parking lot. The Coastal Carolinas Association of Realtors (CCAR) Young Professionals Network and Community Outreach Committee plan to help with the installation of landscaping and lighting features. No match required.*

**Motion M2020-0127 authorizing the City Manager or his designee to accept a donation of \$78,067 from the Estate of Susan O. Stevens on behalf of Chapin Memorial Library for the purpose of: purchasing an adult book collection; 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 local match is required.**

*Susan O. Stevens was a longtime volunteer of the library and served on both the Library Advisory Board as well as the Friends of Chapin Memorial Library Board. She was a retired school librarian from Socastee High School and a great library and literacy champion in our*

*community. She is greatly missed, but we find comfort knowing that her legacy will live on and continue to touch our residents through stories and books that bring them joy.*

**Motion M2020-0128 authorizing the City Manager or his designee to apply for a grant of \$1,684 from FM Global Fire Prevention Grant Program for the purpose of: purchasing multi-media equipment to be used to develop fire prevention and preparedness public education messages, videos, etc.; 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 is required.**

*FM Global offers financial support to organizations working to combat fire. Through the Fire Prevention Grant Program, fire departments and brigades, as well as national, state, regional, local and community organizations, can apply for funding to support a wide array of fire prevention, preparedness and control efforts. This includes pre-incident planning, fire prevention education/training and arson prevention/fire investigation. No match is required.*

## **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

## **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**

**Myrtle Beach Convention Center Hotel Corporation Board  
8:00 a.m., Wednesday, September 23, 2020  
Room 101, 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** – August 2020 Meeting
- C. Public Comments and Questions**
- D. Review of Monthly Hotel Financials** (Mrs. Hinde)
- E. Hotel Sales and Marketing Update** (Mr. Semidei)
- F. Convention Center Update** (Mr. Monroe)
- G. Discuss Additional Business**
- H. Executive Session\***
- I. Adjourn**

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- Personnel matters.*
- Negotiations concerning proposed contractual arrangements.*
- Investigative proceedings regarding allegations of criminal misconduct.*

*Motions to go into Executive Session must be made in public and specify one or more of the reasons above. The board can take no vote or action in Executive Session.*

**City of Myrtle Beach  
Beach Advisory Committee  
2:00 p.m., Wednesday, September 23, 2020  
Ballroom D-E, 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 843-918-1012 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

**A. Call to Order**

**B. Welcome and Recognize Guests**

**C. Approval of Minutes**

**D. Reports:**

1. Public Works
2. Beach Safety – Police
3. Fire Department
4. Beach Franchise
5. Parasail and Jet Ski Update – Operator Report
6. Water Quality/Stormwater Report

**E. Discussion Items:**

1. Continue/Finalize Beach Activities Discussion
2. Lifeguard Tower Sponsorship/Funding
3. Discuss Possible Changes to 2021 Lifeguard Franchise's Operating Model

**F. Comments from the Public**

**G. Executive Session** (Note: The Committee may take action on matters discussed in Executive Session when it returns to Public Session.)

**H. Adjourn**