



CONTACT:

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Media Advisory

To: Myrtle Beach Media

From: Chasity Pendergrass

Date: January 10, 2025

Re: Meeting Schedule and Agendas

1. Next week's meeting schedule is [attached](#).
2. **Make note of road closures that begin this weekend as we revitalize downtown Myrtle Beach.** Highway 501 between Broadway Street and North Kings Highway will be closed from 8:00 a.m., Saturday, January 11, through 5:00 p.m., Sunday, January 19, weather permitting. As part of Myrtle Beach's Arts & Innovation District redevelopment, crews will install a new water and sewer system in that area. A small section of North Oak Street and Eighth Avenue North (west of Kings Highway) will be closed during construction. Detours will be in place. Drivers, allow yourselves extra time to get to your destination.
3. **The annual Martin Luther King Jr. celebration begins next week in Myrtle Beach, with a recent change for the parade route!** For safety reasons, the route will travel from 15th to Eighth Avenues North along Ocean Boulevard. The Carolina African American Heritage Foundation, the Myrtle Beach Area Chamber of Commerce and the City of Myrtle Beach collectively present 2025 Grand Strand Freedom Week, January 17-21. The annual event commemorates the life, leadership and legacy of Dr. Martin Luther King, Jr. For more information, click [here](#). See the list of scheduled events below.

Friday, January 17, 2025

5:30 to 8:30 p.m. – 20th Anniversary Kickoff Celebration, Historic Myrtle Beach Train Depot, 851 Broadway Street. This event features a live performance by The 100 Grand Band. Please bring non-perishable food items to donate to those in need.

Saturday, January 18, 2025

10:00 a.m. – MLK Annual Parade. The parade route will travel along Ocean Boulevard, 15th to Eighth Avenues North. Would you like to participate in the parade? Click [here](#) for free registration.

12:00 to 4:00 p.m. – Community Youth Fair, Myrtle Beach Colored School Museum and Education Center (900 Dunbar Street) and Boys and Girls Club of the Grand Strand (1000 Dunbar Street)

Sunday, January 19, 2025

4:00 to 5:30 p.m. – CommUNITY Ecumenical Service, Mount Olive A.M.E. Church, 1108 Carver Street. Please bring non-perishable food items to donate to those in need.

Monday, January 20, 2025

9:00 to 11:00 a.m. – Drum Major Awards and Breakfast, Myrtle Beach Convention Center, 2101 Oak Street

Friday through Tuesday, January 17-21

9:00 a.m. to 2:00 p.m. – MLK Day of Service Food Drive, Various locations. Questions? Contact Yartiza.Tinoco@VisitMyrtleBeach.com. Please bring non-perishable food items to donate to those in need to City Hall (937 Broadway Street) and the Myrtle Beach Area Chamber of Commerce (1200 North Oak Street), Monday through Friday 8:00 a.m. to 4:30 p.m.

4. **City of Myrtle Beach offices and facilities will be closed Monday, January 20, to observe the Dr. Martin Luther King, Jr. Day holiday.** The solid waste and recycling collection schedule is slightly different for the week of January 20-24. See the schedule below. Questions? Call 843-918-2160.
 - Monday, January 20 – No collections
 - Tuesday, January 21 – Monday zone routes serviced
 - Wednesday, January 22 – Tuesday zone routes serviced
 - Thursday, January 23 - Wednesday and Thursday zone routes serviced
 - Friday, January 24 – No collections
5. **The Myrtle Beach Police Department wants to hear from you!** The department is working on completing its state accreditation to better serve the community. As part of the accreditation process, a yearly public safety survey is conducted. The survey allows citizens, business owners, and visitors to share feedback about officer interactions, the police department, ways to improve services, and more. Click [here](#) to complete the survey.
6. **Everyone is invited to the Myrtle Beach Downtown Alliance's drop-in style "Coffee with the Community" session.** Join the MBDA each third Friday of the month to discuss everything happening in downtown Myrtle Beach. The next session is 8:00 a.m. to 12:00 p.m., Friday, January 17, at the MBDA Office, 522 A Broadway Street. Coffee and light refreshments will be served.
7. **If you missed the public input meetings for the City of Myrtle Beach's "in-progress" Vietnam War Memorial, there is still time to share your ideas.** Submit your input to vietnam@greenbergfarrow.com by Friday, January 17. An architect has been selected, and city staff and designers want to know what elements the community would like to see in the final project. The memorial will be built at Warbird Park in The Market Common with a projected completion of March 2026.

- 8. Time is running out to apply for the Myrtle Beach Fire Department's Citizens Fire Academy.** The program allows participants an in-depth, behind-the-scenes look at the City of Myrtle Beach's outstanding fire and rescue team. The application submission period is open until January 17. Applicants must be 18 years of age, or older, and must be city residents or Horry County residents. Applicants undergo a criminal history background check and must provide a copy of photographic identification. Interested parties can mail, email or deliver the completed application in-person. Mail or hand-deliver completed applications to Myrtle Beach Fire Department Administration, ATTN: Public Education, 605 10th Avenue North, Myrtle Beach, SC 29577. Interested parties can also email completed applications to Captain Jonathan Evans at jwevans@cityofmyrtlebeach.com. To download a copy of the application, visit the [Citizens Fire Academy](#) webpage.
- 9. Teenagers have the chance to get an inside look at a career in fire service.** Applications are available for the Myrtle Beach Fire Department's Junior Firefighter program. The program is for ages 16 to 18 who may be interested in fire service as a career. Those who apply and are accepted will participate in ride-alongs with the stations and firefighters, experience training and assist in community outreach events. Orientation is set for 6:00 to 8:00 p.m., Tuesday, January 28. Click [here](#) to download an application. It must be completed and returned to Myrtle Beach Fire Department Administration, 605 10th Avenue North, Myrtle Beach, SC 29577. You can scan/email it to jwevans@cityofmyrtlebeach.com.
- 10. Mark your calendars and note a slight location change for the Colonel Thomas "Buddy" Styers Athletic Complex naming dedication ceremony.** Grand Park Athletic Complex is getting a new name in honor of one of The Market Common's "founding fathers." Styers is the Executive Director of the Myrtle Beach Air Force Base Redevelopment Authority, a Vietnam War veteran and a well-known neighbor. The naming ceremony is set for 10:00 a.m., Thursday, January 30, at the main gate of the Grand Park Athletic Complex along Meyers Avenue.
- 11. The next session of Myrtle Beach's popular "Through the Lens of Time" history series returns to Chapin Memorial Library.** The event is set for 2:00 p.m., Wednesday, January 29. The guest speaker is long-time Horry County Coroner, Robert Edge. Admission is free. The series will be streamed live on the Friends of Chapin Memorial Library Facebook page.
- 12. The second annual Oysters and Art Festival returns to Myrtle Beach.** The celebration of food and art is set for 12:00 to 4:00 p.m., Saturday, February 1, in the Arts of Innovation District in Downtown Myrtle Beach. The event features live music, crafts, food and fun. Proceeds benefit the Franklin G. Burroughs-Simeon B. Chapin Art Museum. General admission tickets are \$5 and can be purchased [here](#).
- 13. The City of Myrtle Beach's Neighborhood Services Department hosts the 19th annual Black History Celebration ceremony.** The free event is set for 6:30 p.m., Saturday, February 22, at the Mary C. Canty Recreation Center, 971 Canal Street. It includes dinner, entertainment and an awards ceremony for our community's unsung heroes. Attendees must R.S.V.P. by Friday, February 14. Space is limited. Call April Johnson at 843-918-1061 to R.S.V.P. This year's honorees are below.

 - Betty Williams Singleton, Former Canal Recreation Center Committee Member

- Tory Mackey, Executive Director, Chapin Foundation
- Lorenzo Burgess, Inventor of the Backyard Security Light
- Elizabeth Bowens, SC Mothers Against Violence
- Bonnie Simmon, Retired Preschool Educator
- Colonel Reginald Bostick, Principal Faculty Specialist, Applied Research Laboratory for Intelligence and Security (ARLIS)

14. If your “live” Christmas tree is still up, here’s an environmentally friendly way to dispose of it! The City of Myrtle Beach’s Solid Waste customers are encouraged to place natural Christmas trees curbside to participate in the county’s annual “Grinding of the Greens” tree recycling program. The city’s Solid Waste staff will pick up the natural trees and deliver them to the Horry County Solid Waste Authority for recycling through January 29. In February, the trees will be ground by the HCSWA and the resulting landscape mulch will be available to the public for free! The annual effort helps give trees a second life. It also saves valuable space in the landfill.

DIRECTIONS! Place trees at the curb, but not in the travel lane, and don’t cover any utility meters or boxes. Also, remember to remove all decorations and tree stands! NO WREATHS, please. If you don’t want to wait for curbside pickup, you may take your tree to the city’s drop-off point at the Jake Abraham Solid Waste Transfer Station, 3221 Mr. Joe White Avenue. Questions? Contact the Solid Waste and Recycling Division at 843-918-2160.

15. Do you need help preparing for your job search? Chapin Memorial Library partners with Goodwill Career Opportunity Center to bring a Career Navigator to the library to assist you with refreshing your job search skills, updating your resume or filling out an online job application. The free assistance is available from 1:00 to 3:00 p.m. each Tuesday in January. Call 843-918-1295 to reserve your 30-minute appointment. Registration is required. See the dates below.

- Tuesday, January 14
- Tuesday, January 21
- Tuesday, January 28

16. Do you have ideas on how to enhance the future of downtown Myrtle Beach? The Myrtle Beach Downtown Alliance hosts drop-in style, public input meetings. The meetings will cover “as close to final” versions of the topics discussed in the fall, such as design (street level, architectural and lighting), branding and wayfinding signage, downtown theme, public art placement, and green spaces. The community will have the opportunity to voice their opinions, ask questions and discuss the future of downtown Myrtle Beach. The schedule for the meetings is below.

- 3:30 to 6:30 p.m., Thursday, January 30 – Chapin Memorial Library, 400 14th Avenue North
- 2:00 to 4:00 p.m., Monday, February 3 – Historic Myrtle Beach Train Depot, 851 Broadway Street
- 9:00 a.m. to 12:00 p.m. Tuesday, February 4 – Chapin Memorial Library, 400 14th Avenue North

17. Let the countdown begin for Myrtle Beach’s spring break track and field meets!

The Sports Tourism Division hosts three outdoor track and field meets at Doug Shaw Memorial Stadium, starting with the Myrtle Beach Collegiate Challenge on Friday, March 14. Dozens of colleges, high schools and non-affiliated runners from across the country will gather to compete. See the schedule below.

- Myrtle Beach Collegiate Challenge: March 14-15
- Alan Connie Shamrock Invitational: March 20-22
- Beach Run High School Invitational: April 3-5

Interested in attending? Tickets are \$12 per day or \$20 per meet. Children ages six and under are free! Student tickets are \$5 with a valid ID. To purchase tickets online, go to <https://www.officialmyrtlebeachsports.com/>.

18. A comprehensive list of city-related activities, events, festivals and recreation programs is available online. The [Events](#) webpage, a downloadable PDF file, is updated weekly.

19. Soulful music filled Chapin Memorial Library at Myrtle Beach’s “Jazz in the Stacks” free concert series, and that’s the subject of our [Photos of the Week](#). More than 100 attendees came out to enjoy the rhythms of the Coastal Carolina Faculty Band. The Tuesday concert series has been a popular night out for years, featuring local bands from around the Grand Strand. Concert-goers are greeted at the door with light refreshments, snacks and the smiling faces of the library staff. The evening series continues through March 4 at Chapin Memorial Library, 400 14th Avenue North.

20. Did you know ... That the bike lanes were painted green on Mr. Joe White Avenue as part of the SCDOT Bicycle and Pedestrian Safety initiative? The green color is used worldwide to define bike lanes for both drivers and cyclists to increase bicycle and pedestrian safety and awareness.

For more information, contact:

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

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
JANUARY 13-19, 2025**

MONDAY, JANUARY 13

- **3:00 p.m.** – Charlie’s Place Advisory Committee, Charlie’s Place, 1420 Carver Street

TUESDAY, JANUARY 14

- **9:00 a.m.** – Myrtle Beach City Council Workshop, Ted C. Collins Law Enforcement Center, 1101 North Oak Street
- **10:00 a.m.** – Myrtle Beach City Council Meeting, Ted C. Collins Law Enforcement Center, 1101 North Oak Street

WEDNESDAY, JANUARY 15

- **8:30 a.m.** – Property Maintenance Hearing, Conference Room, City Services Building, 921 North Oak Street
- **2:00 p.m.** – Beach Advisory Committee, First Floor Conference Room, City Hall, 937 Broadway Street
- **6:30 p.m.** – Emmen’s Preserve Neighborhood Watch, General Robert H Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – Balmoral Neighborhood Watch, General Robert H Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – The Highlands Neighborhood Watch, General Robert H Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – The Market Common Neighborhood Watch, General Robert H Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – Sweetgrass North Neighborhood Watch, General Robert H Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – The Reserve Neighborhood Watch, General Robert H Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – Seagate Village Neighborhood Watch, General Robert H Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – Withers Preserve Neighborhood Watch, General Robert H Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – West Lake Neighborhood Watch, General Robert H Reed Recreation Center, 800 Gabreski Lane

- **6:30 p.m.** – Meridian Neighborhood Watch, General Robert H Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – Park Place Neighborhood Watch, General Robert H Reed Recreation Center, 800 Gabreski Lane

THURSDAY, JANUARY 16

- **1:30 p.m.** – Community Appearance Board, Conference Room, City Services Building, 921 North Oak Street
- **1:30 p.m.** – Grande Dunes Neighborhood Watch, Portside at Grande Dunes, 901 Portside Drive
- **1:30 p.m.** – Northwood Neighborhood Watch, Portside at Grande Dunes, 901 Portside Drive
- **2:00 p.m.** – Military Appreciation Committee, First Floor Conference Room, City Hall, 937 Broadway Street
- **4:30 p.m.** – Human Rights Commission, First Floor Conference Room, City Hall, 937 Broadway Street

FRIDAY, JANUARY 17

- **8:00 a.m.** – Myrtle Beach Downtown Alliance’s “Coffee with the Community,” Myrtle Beach Downtown Alliance Office, 522 A Broadway Street
- **5:30 p.m.** – The 20th Anniversary Martin Luther King Jr. Kick-off Celebration, Historic Myrtle Beach Train Depot, 851 Broadway Street

SATURDAY, JANUARY 18

- **10:00 a.m.** – Martin Luther King Jr. Day Parade, 15th to Eighth Avenues North along Ocean Boulevard
- **12:00 p.m.** – Community Youth Fair, Myrtle Beach Colored School Museum and Education Center (900 Dunbar Street) and Boys and Girls Club of the Grand Strand (1000 Dunbar Street)

SUNDAY, JANUARY 19

- **4:00 p.m.** – CommUNITY Ecumenical Service, Mt. Olive A.M.E. Church, 1108 Carver Street

**City of Myrtle Beach
Charlie's Place Advisory Board
3:00 p.m., Monday, January 13, 2025
Charlie's Place
1420 Carver Street, Myrtle Beach, SC**

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:

1. Approval of Agenda

B. Matters of Order:

1. Approval of Minutes

C. Discussion, Updates and Facility Uses:

1. Rentals Update – Matthias Grissett, Coordinator
2. Tours Update – Matthias Grissett, Coordinator
3. Building Concerns – Cookie Goings
4. Upcoming Events Discussion
 - MLK 20th Anniversary Events (January 17-20)
 - MyBeach 101 (January 30-March 20)
 - Annual Black History Celebration (Saturday, February 22)

D. Announcements:

1. Neighborhood Services Calendar
2. Requests for Future Events

E. Public Comment/Questions

F. Adjourn



Council Agenda

MYRTLE BEACH CITY COUNCIL:
BRENDA BETHUNE, MAYOR
MIKE LOWDER, MAYOR PRO TEM
MICHAEL CHESTNUT
DEBBIE CONNER
JACKIE HATLEY
BILL MCCLURE
GREGG SMITH

**AGENDA
JANUARY 14, 2025**

9:00 A.M. – WORKSHOP MEETING – TED C. COLLINS LAW ENFORCEMENT CENTER

10:00 A.M. – MEETING – TED C. COLLINS LAW ENFORCEMENT CENTER

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.....December 3, 2024
APPROVAL OF MINUTES.....December 10, 2024

PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:

1. Vietnam Memorial Update – Chris Miller/Jessica Wise (workshop)
2. Rezoning request – Yaupon Dr., between 25th & 26th Ave., South – Shep Guyton (workshop)
3. MLK Breakfast / Holiday Update – MLK Committee (meeting)

4. Communications and Creative Services Update – Communications and Creative Services Staff

NON-AGENDA ITEMS FROM PUBLIC.....30 Minute Time Limit

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, items remaining on the Consent Agenda will be briefly described by staff.

CONSENT AGENDA

Resolution R2025-1 to authorize the allocation and disbursement of funding received from private donation, sponsorship, and/or gift to qualified Myrtle Beach Living Lab participant.

The Myrtle Beach Living Lab program, a public-private partnership focused on innovation for the public sector, advances the development, testing, and adoption of government technology (govtech), which is intended to improve internal organizational efficiencies, modernize systems, and employ best practices to enhance experiences for residents, businesses, and visitors that interact with and/or receive services from the City of Myrtle Beach. This Resolution allows the City to disburse such seed funding to program participants, a separate line item will be created in the City’s Operating Budget, which is to be funded initially with \$75,000 from a private gift received and accepted by City Council via R2024-8. The disbursement and use of such allocation would be made pursuant to the terms of a Funding Agreement executed between the City and the recipient(s). The City Manager shall have the authority to award qualified participants a maximum of \$7,500 dollars of non-recurring funds per project and participant.

Motion M2025-1 to approve a Mutual Aid Agreements between the City of Myrtle Beach Police Department and the law enforcement agencies throughout the state.

These agreements are to support law enforcement service throughout the City during events, such as Memorial Day Weekend, CCMFI, July 4th, and like events to assist with manpower as well as supportive needs throughout the year on an as needed basis. This 2-year Mutual Aid will authorize law enforcement agencies to enter into a mutual aid agreement for the proper and prudent exercise of public safety across jurisdictional lines. This includes the Town of Aynor, City of Conway, the City of Loris, the City of North Myrtle Beach, the Town of Surfside Beach, the Horry County Sheriff’s Office, City of Charleston, Clarendon County Sheriff’s office, the City of Columbia and Benedict College.

Motion M2025-2 to approve a Memorandum of Understanding between the City of Myrtle Beach Police Department and The Federal Bureau of Investigation Pee Dee Gang and Violent Crime Task Force to continue interagency coordination.

This MOU provides for the enhancement and effectiveness of federal, state, and local law enforcement resources through a well-coordinated initiative seeking the most effective investigative/prosecutive avenues by which to convict and incarcerate dangerous offenders. MBPD will work together within PDGVCTF as Task Force Officers and be provided support, assistance, investigative needs, as defined, within our community, and throughout. The term of the MOU is for the duration of the PDGVCT’s operations.

Motion M2025-3 to approve an agreement between the City and the South Carolina Department of Environmental Services (SCDES) for funding in the amount of \$1,000,000 to be used for the construction of the 24th Avenue North Ocean outfall; and to authorize the City Manager or his designee to execute and deliver the agreement by June 30, 2025.

This agreement is supported by appropriations from the state budget for fiscal year 2024-2025, according to Proviso 55.7. The supported project will involve constructing an ocean outfall for stormwater drainage and removal of existing beach pipes. The Public Works Department has prepared a project budget that considers these funds being allocated to the construction of the future 24th Avenue North ocean outfall. Unexpended funds distributed pursuant to this agreement may be carried forward to succeeding fiscal years and expended for the same purposes. No local match requirement is stated in the agreement.

Motion M2025-4 authorizing the City Manager or his designee to apply for a grant in the amount of \$438,462.40 from the Federal Emergency Management Agency's (FEMA) Assistance to Firefighters Grant (AFG) Program for the purpose of purchasing new fire nozzles and six cardiac monitors/defibrillators; and 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 required 10% local match, \$43,846.24, will be allocated from the hospitality fund.

The AFG program provides emergency personnel with critical-need resources that achieve recognized national standards, enhance operational efficiencies, foster interoperability, and support community resilience. The MBFD will use the grant to replace 108 fire nozzles (\$84,462.40) and upgrade six cardiac monitors/defibrillators (\$354,000) to achieve voluntary compliance with NFPA standards, enhance firefighting efficiency and public safety, and improve interoperability with mutual aid partners.

REGULAR AGENDA

2nd Reading Ordinance 2024-70 to approve a development agreement between the City of Myrtle Beach and IRH Myrtle Beach LLC and provide an incentive voucher as authorized by section 15-53 of the city code.

IRH Myrtle Beach LLC is a nationally respected developer, builder and operator of specific purpose-built housing for seasonal workers. The project consists of several phases that will total a \$40,000,000 investment to construct dormitory style housing to accommodate up to 1,200 employees participating in the BridgeUSA J-1 work-travel program, H-2B participants and U.S. college internship program participants. The Developer has requested the City enter into a development agreement for the Project and provide an incentive voucher of 1% of the total construction cost as authorized in Sections 15-50 et seq. of the City Code as enacted by Ordinance 2020-4 (the "Voucher Incentive Program"). The City has issued permits to construct two of the four dormitory buildings with plans to have one building open for the 2025 summer season. The Incentive Voucher program allows a reimbursement of any fees or taxes paid directly to the City up to 1% of total construction cost upon the completion of construction.

1st Reading Ordinance 2024-28 to close and abandoned certain alleys between lots 181 & 183 (PIN 424-1401-0136), lot 182 (PIN 424-1502-0212) & parcel B (PIN 424-1502-0211 formerly lot 180), and lots 182 (PIN 424-1502-0212) & 184 (PIN 424-1502-0213) of the eastern section of the City of Myrtle Beach.

The newly created 23rd Ave., PUD calls for an alleyway swap in conformance to City Code. City Code section 5-27-150 outlines the city's policy on relocation/consolidation policy on alleyways. The applicant has determined the four (4) alleyways between lots 181 and 183, lots 180 and 182, and lots 182 and 184 and lots 182 and 184 shall be abandoned. In return the City shall receive title to a 20 (20) foot portion of the South Side of Lot 181 and a sixty (60) foot portion of the North Side of Lot 184, Eastern Section of Myrtle Beach.

1st Reading Ordinance 2025-1 to rezone ~1.29 acres bounded by 6th Ave S, Mitchell Dr and Yaupon Dr (PIN 443-1201-0007) from a (Amusement) to MU-H (Mixed Use High Density).

Properties to the north and west are zoned MU-H (Mixed Use – High Density), the properties to the south and east are zoned A (Amusement). MU-H allows a mixture of uses and incorporates strict design standards aimed at promoting and supporting walkable environments. The A and MU-H districts have similar density, height and setback requirements. The area surrounding Family Kingdom is well-suited for redevelopment and holds potential for significant economic growth. Planning Commission: 12.3.24 recommends approval (7/0)

1st Reading Ordinance 2025-2 to rezone ~10,930 sq ft on the corner of Graham Ave and Hemingway Street (PIN 424-0904-0001) from R10BTW (Single-Family Residential, Booker T. Washington Overlay) to RMMBTW (Multi-Family Residential, Booker T. Washington Overlay).

The applicant's property fronts Graham Ave. Property directly to the east of this parcel is zoned RMMBTW. Applicant has stated they intend to build an additional single-family unit on the vacant side of the parcel to help facilitate workforce housing in the community. Rezoning to RMMBTW would allow for this. Planning Commission: 12.3.24 recommends approval (7/0) contingent on the Subdivision Plat being recorded prior to the rezoning going into effect.

1st Reading Ordinance 2025-3 to annex ~40.625 acres of land on the corner of Highway 17 Bypass South and Sheffield Parkway (PIN 447-0000-0002) and the adjacent US Highway 17 Right-of-Way, and to rezone the property from Horry County HC (Highway Commercial) to Myrtle Beach MP (Medical Professional).

The current ~40.625 acre parcel is a fallow piece of land currently in Horry County, but is contiguous with the City limits, and is zoned for Highway Commercial Activity. The requested zoning of Medical Professional (MP) would allow uses such as healthcare establishments, hospitals, accounting offices, senior living facilities, prosthetic facilities, colleges or universities, law offices, social welfare organization, and more. Annexing this parcel for its intended use of a medical facility complies with the Comprehensive Plan's stated goals of meeting the needs of our growing senior population, growing skilled job opportunities, prioritizing policies of safety and resilience, and supporting private investment in public infrastructure. Planning Commission (1.7.25): Recommends approval (8/0).

1st Reading Ordinance 2025-4 to rezone ~6.32 acres on 5th Ave S (PIN 443-0603-0059) from RM-M to HC-2 to allow Transient Accommodation use.

The ~6.32 acres of property abuts Wither's Swash. Much of the parcel is fallow land at this time. This property is contiguous with properties zoned HC-2, RMM, and Campground (CG). Planning Commission: 1.7.25 Recommends denial (8/0): the request is not consistent with the City of Myrtle Beach Comprehensive Plan, and, if approved, the request would set a precedence of commercial encroachment (HC-2) into residential communities (RMM). Planning Commission was resolved to not create a spot zone (Friendship Baptist Church) by recommending approval for this rezoning request.

1st Reading Ordinance 2025-5 approving the execution of a Reciprocal Lease Agreement between the City of Myrtle Beach, as lessor, MB National, LLC, as lessee, and Sea Captain's House Development, LLC regarding parking spaces on 29th Avenue North.

MB National leases property at 2913 North Ocean Boulevard at which it operates a Starbucks Café. A related entity, Sea Captain's House Development, owns real property located adjacent to 2913 North Ocean Boulevard. MB National and Sea Captain's House Development have requested the City lease three (3) public parking spaces on 29th Avenue North to MB National for the use of Starbucks Café patrons. Lease runs through the end of 2033. The City will receive annual rent for the leased spaces, offset by a rent credit of up to \$40,000 for the construction of the replacement parking. However, annual rent is calculated at a higher rate than the revenue the parking spaces would generate if metered.

1ST Reading Ordinance 2025-6 amending Rental Conveyance Franchise Agreement.

Proposed amendments to the existing franchise agreement include:

- *Clarifying that franchises are granted for golf carts and mopeds only, not low speed vehicles*
- *Revising timeline for franchise awards from by March 1 to by April 1*
- *Correcting a reference to the business license requirement to be consistent with Chapter 11 of the Myrtle Beach Code of Ordinances*
- *Specifying that the franchisee must execute the franchise agreement within 15 days of Council approval and that a franchise is not effective until executed*
- *Clarifying that City Council may suspend a franchise for any number of days, weeks, or months in discretion of Council*
- *Clarifying grounds for denial, suspension, or revocation include but are not limited to: 1) failure to obtain or timely renew a business license; 2) failure to pay or late payment of business license fee; 3) failure to pay or late payment of the annual franchise fee under the Franchise Agreement; 4) failure to obtain, maintain, or provide proof of insurance required by the Franchise Agreement; and 5) failure to execute the Franchise Agreement within fifteen (15) days of approval by City Council*

Resolution R2025-2 resolution authorizing the City Manager to enter into a letter of intent with Pickleport Myrtle Beach LLC.

PicklePort Myrtle Beach LLC desires to develop a pickleball facility on unimproved City-owned property located at 900 Harrelson Boulevard (PIN No. 443-00-00-0015) and has requested the City enter into a Letter of Intent that would allow PicklePort to evaluate the suitability of the Property for such development and serve as a framework for the parties to negotiate terms of a subsequent agreement to be presented to City Council.

Motion M2025-5 to authorize the City Manager to execute a 5-yr. management agreement extension with Sports Facilities Management, LLC to operate and manage the John T. Rhodes Myrtle Beach Sports Center.

The City's contract with SFM, LLC to manage the John T. Rhodes Myrtle Beach Sports Center expires June 30, 2025. Through SFM's management of the JTRMBSC over the last five years the economic impact of the Center to the community has been over \$110 million dollars. Terms of the proposed contract renewal include:

- *5-year term (expires June 30, 2030).*
- *Monthly base management fee increases from \$12,500 / month to \$15,000 / month*
- *Beginning July 1, 2026 (and each July 1st in this addendum) the monthly base management fee will increase 3% or the percentage increase in CPI for the previous 12-months, whichever is higher.*
- *Notwithstanding the foregoing if the facility earnings or net income are not sufficient in any Operating Year to cover any increase to the Base Management Fee in this Addendum, then the base management fee will revert back to the original \$12,500 per month.*

Motion M2025-6 to approve the franchise agreement between Myrtle Beach Convention Center Hotel Corporation and The Sheraton LLC.

The existing Sheraton franchise agreement between the Myrtle Beach Convention Center Hotel Corporation and The Sheraton LLC expired on September 30, 2024, and was extended to January 31, 2025. Execution of the agreement by the Myrtle Beach Convention Center Hotel Corporation requires the approval of City Council. The franchise renewal is for a period of ten years,

commencing on October 1, 2024 and the expected savings over the next four years under the new terms are estimated at \$1.7M.

Motion M2025-7 to allocate Accommodations Tax funding to the Tourism and Arts Organizations listed 1-36, and to the City of Myrtle Beach, as outlined on Attachment A for 2025. All remaining funds subsequent to the tourism and cultural arts applicant allocations are to be used by the City as presented in the City’s applications for those activities caused by our tourism concentration.

State law provides that State Accommodations Taxes be allocated as follows:

- *The first \$25,000 statutory allocation to the General Fund*
- *The City receives statutory allocation of 5% of revenues to the General Fund*
- *The City receives 15% of revenue after the first \$25,000 for direct policing services, per Proviso No. 109.11*
- *Promotional allocation of 15% of revenue after the first \$25,000 is paid to the Chamber for advertising and promotion of tourism, per Proviso No. 109.11*
- *65% of the balance to a special revenue fund for Tourism-Related expenditures.*

The purpose of this motion is to allocate the 65% portion of this fund (approximately \$9.1 million) between City-related tourism use and applicants who applied for funding through the A-tax process.

Motion M2025-8 to allocate \$20,000 in 2025 Accommodations Tax Funding for the Long Bay Theater, number 37, on Attachment A.

This Motion allocates Accommodations tax funding to the Long Bay Theater.

Motion M2025-9 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 staff 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.

NON-AGENDA ITEMS FROM PUBLIC.....30 Minute Time Limit

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 votes or take action in Executive Session.

ADJOURNMENT

**City of Myrtle Beach
Property Maintenance Hearing
8:30 a.m., Wednesday, January 15, 2025
Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC**

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. **BH COLUMBIA 44 LC**; The property is located at 209 North Ocean Boulevard and is identified by PIN # 443-05-03-0039.

C. Communications from Staff

D. Adjourn

**City of Myrtle Beach
Beach Advisory Committee
2:00 p.m., Wednesday, January 15, 2025
First Floor Conference Room, City Hall
937 Broadway Street, Myrtle Beach, SC**

*ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE
COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1008 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. Police Beach Safety
3. Fire Department
4. Beach Franchise
5. Parasail Jet Ski Update/Operator Report
6. Water Quality/Stormwater Update
7. Special Events Report

E. Discussion Items

1. Franchise Recruitment 2025 Update
2. Human Rights Commission Discussion

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

**City of Myrtle Beach
Community Appearance Board
1:30 p.m., Thursday, January 16, 2025
Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC**

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. Roll Call

B. Approval of Minutes – December 19, 2024

C. Old Business

D. New Business

Sign Permit Applications

1. **La Silla De Plata Market – 1611 North Kings Highway:** Requests approval for (1) 3' round internally lit cloud sign, (1) 7'w x 1'h internally lit pill capsule, and (1) 8'w x 1'6"h internally channel letters raceway mounted to the building. (Coastal Signs)
2. **Sandy Grove Missionary Baptist Church – 1008 Carver Street:** Requests approval for re-facing (1) 8'w x 4'h internally lit flat acrylic monument sign with new flat acrylic face and (1) 7'10"w x 2'4"h CEVMS. (East Coast Signs & Graphics)
3. **The Landing at Coventry – 980 Pintail Drive:** Requests approval for (1) 6'w x 5'2"h internally lit monument sign with ½" raised push-through acrylic letters. (East Coast Signs & Graphics)
4. **RJ's Restaurant & Bar – 6900 North Ocean Boulevard:** Requests approval for (1) 7'8"w x 10'h internally lit tenant panel onto the existing freestanding sign. (Seaboard Signs)

Combination Permit Applications

1. **Santorini Greek Kuzina – 7223 North Kings Highway, Suite #2:** Requests a conceptual/final review to repaint the walls, doors, trims, and shutters. In addition, requests approval for (1) 9'11"w x 2'11"h internally lit ½" raised PVC letters and border on an aluminum panel mounted to the building and (1) 11'9"w x 4'h non-illuminated ½" raised PVC letters on an aluminum panel onto the existing multi-tenant monument sign. (Seaboard Signs)
2. **Five Dollar Emporium – 601 North Kings Highway:** Requests a conceptual/final review to repaint the building, install rope lighting, and (1) building mounted light. In addition, requests approval for (1) 20'w x 2'h internally lit channel letters and cloud logo, (1) 12'w x 1'h internally lit pill capsule, and (1) 8'w x 4'h non-illuminated HDU routed sign mounted to the building. (SignWorks)

3. **Extra Space Storage – 900 Cannon Road:** Requests a conceptual/final review to reskin the existing awning, re-face and repaint (1) 24' tall freestanding sign with internally lit channel letters on a 12'w x 5'5"h aluminum cabinet, install (1) 2'6"w x 1'5"h internally lit directional sign, and (1) 15'11"w x 1'6"h internally lit channel letters mounted to the building. (Palmetto State Sign Installation)
4. **Cedar Rock Condominiums – 4807 Little River Road:** Requests a conceptual/final review for façade and roof alterations, installation of a 36"h vinyl fence, and re-face (1) 5'2"w x 3'2"h non-illuminated sandblasted freestanding sign. (Four of A Kind Services/Owner)

Building Permit Applications

1. **Waypoint Apartments (f/k/a Mason Myrtle Beach Apartments) – Wild Iris Drive PIN 44210000015 and 42004030002:** Requests a conceptual/final review for a 360-unit apartment complex, amenity building, compactor/dumpster enclosure, parking, and landscaping. (DRG-Development Resource Group)
2. **Extended Stay America – Stockholder Avenue/Hwy 501 (STOCKHOLDER AVE; LOT 4 PIN 42510040015):** Requests a final review for a 4-story 85-room 36,160 gross square foot hotel, dumpster enclosure, parking, and landscaping. (Bolton & Menk)
3. **Crown Reef – 2913 South Ocean Boulevard:** Requests a conceptual/final review to replace the glass awning at the main entrance with a standing seam metal roof. (Justice Construction & Design)
4. **Terminix Services – 1256 Plaza Place:** Requests a conceptual/final review for a color change. (Above & Beyond Painting & Design)
5. **Gateway Galleria – 700 North Ocean Boulevard:** Requests a final review for revisions to architectural details and landscaping permitted plans. (Miller Design Services)
6. **High Market II – Yorkshire Parkway/Meyers Avenue (MBAFB; TRACT 1-B PIN 44600000112):** Requests a conceptual/final review for 6' high white vinyl privacy fencing for each unit. (Miller Design Services)
7. **1st Avenue North HPR – 1st Avenue North (HOTEL SEC; LTS 13 & 14 BL 24 PIN 44305030065):** Requests a conceptual/final review for (7) residential homes, bocci ball court, parking, and landscaping. (Miller Design Services)
8. **6th Avenue North HPR – 6th Avenue North (HOTEL SEC; LT 4 BL 20 PIN 44408010227 & 44408010228):** Requests a conceptual/final review for (8) residential homes, parking, and landscaping. (Miller Design Services)
9. **7th Avenue North HPR – 7th Avenue North (HOTEL SECT; LT 3 BL 30 PIN 44401040027):** Requests a conceptual/final review for (8) residential homes, parking, and landscaping. (Miller Design Services)
10. **17th Avenue North HPR – 17th Avenue North (E CHESTER EXT; LT 12 BL 79-C PIN 42415040221):** Requests a conceptual/final review for (6) residential homes, parking, and landscaping. (Miller Design Services)

11. **Hotel Section HPR – 6th Avenue North (HOTEL SEC; LTS 14-16 BL 19 PIN 44401040052):** Requests a conceptual/final review for (4) residential homes, parking and landscaping. (Miller Design Services)
12. **Grande Dunes Marketplace – 970 Cipriana Drive Unit 101:** Requests a conceptual/final review for new storefront doors. (Grande Dunes Development Company, LLC)
13. **Heartland Dental – 29th Avenue North (E/S ROBERT GRISSOM PARKWAY; LOT 3 PIN 42402030195):** Requests a conceptual/final review for a new 4,200 square foot office, dumpster enclosure, parking, and landscaping. (Myrtle Beach Farms Co)

E. Non-Agenda Items from Staff

1. **Election of officers**

F. Non-Agenda Items from Board Members

- G. Executive Session:** The board may take action on items discussed during Executive Session, once the Executive Session ends and the Public Session resumes.

H. Adjourn

**City of Myrtle Beach
Military Appreciation Committee
2:00 p.m., Thursday, January 16, 2025
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 843-918-1014 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Welcome

B. Introductions and Minutes

C. Military Appreciation Days:

1. **Hometown Hero Banners along Ocean Boulevard and in The Market Common**
2. **Field of Flags Discussion**
3. **Colonel Robert Hawkins Veteran Volunteer Service Award**
4. **Horry County Junior ROTC Drill Meet** – 9:00 a.m., Saturday, May 3, 2025, Pelicans Stadium Parking Lot, 1251 21st Avenue North
5. **Military Family Members Social** – 12:00 p.m., Saturday, May 3, 2025, Pelicans Stadium Parking Lot, 1251 21st Avenue North
6. **Myrtle Beach Pelicans Military Appreciation Night** – Saturday, May 10, Pelicans Stadium, 1251 21st Avenue North
7. **Military Appreciation Days Parade, Honorary Grand Marshals and Official Grand Marshal** – 10:30 a.m., Saturday, May 24, 2025, Farrow Parkway, The Market Common
8. **Family Picnic** – 11:30 a.m., Saturday, May 24, 2025, Valor Memorial Garden, 1120 Farrow Parkway
9. **Jack Platt Veterans' March with Battlefield Cross Ceremony** – 9:00 a.m., Monday, May 26, 2025, Along Ocean Boulevard, 16th to Ninth Avenues North
10. **Memorial Day Remembrance Ceremony** – 11:00 a.m., Monday, May 26, 2025, Myrtle Beach Convention Center, 2101 North Oak Street
11. **Festive Brass Concert Performance** – TBA, Ballroom ABC, Myrtle Beach Convention Center, 2101 North Oak Street

D. Other Events and News

E. Next Meeting – 2:00 p.m., Thursday, February 20, 2025, First Floor Conference Room, City Hall, 937 Broadway Street

F. Adjourn

**City of Myrtle Beach
Human Rights Commission
4:30 p.m., January 16, 2025
Myrtle Beach City Hall
937 Broadway Street, Myrtle Beach, SC**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT humanrights@cityofmyrtlebeach.com AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Welcome and Call to Order

B. Roll Call

C. Approval of Minutes – December 19, 2024

D. Matters of Business

1. Beach accessibility for the physically disabled – a discussion with representatives of the Beach Advisory Committee
2. Revisions to Commission By-Laws to conform with Section 2-172 of the Code of Ordinances City of Myrtle Beach

E. Non-Agenda Items from City Staff

F. Non-Agenda Items from Human Rights Commissioners

G. Public Comment

H. Executive Session – The board may take action on items discussed during Executive Session, once the Executive Session ends and the Public Session resumes.

I. Adjourn