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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: December 11, 2020
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **The City of Myrtle Beach has received more than \$600,000 in Community Development Block Grant funds to provide relief for small businesses reeling from COVID-19's economic effects.** The primary objective is to assist low-to-moderate income people by retaining jobs that would have otherwise been lost due to hardships attributable to COVID-19. Assistance up to \$25,000 may be provided on a reimbursable basis over a six month period to each qualifying business. The minimum help is \$1,000. The first application cycle will close on January 29, 2021. To learn more, visit the [Myrtle Beach Point of View](#) Blog.
3. **Santa Claus takes a break from Christmas preparations for the annual "ride along" with Myrtle Beach firefighters throughout neighborhoods in the city from 1:00 to 5:00 p.m., Sunday, December 20.** The Myrtle Beach Fire Department provides a big red sleigh (better known as a fire truck) for the annual occasion. Children are welcome to meet Santa and firefighters as they make stops.
4. **City offices and facilities will be closed on Thursday and Friday, December 24-25, to observe the Christmas holiday.** However, solid waste and recycling will be collected on the usual Monday-through-Thursday schedule.
5. **The City of Myrtle Beach understands that more solid waste is generated during the holiday period.** To accommodate our customers' needs, we will pick up extra bags of solid waste and trash placed beside your pelican during the period from Monday through

Thursday, December 21-31. This exception is only valid during this two-week window. All other rules remain in place for solid waste service. Questions? Contact the Solid Waste Division at 843-918-2160.

6. **Would you like to serve on a volunteer board, commission or committee?** 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. If you'd like to deliver it in-person, bring all materials to City Hall, 937 Broadway Street. The following boards have vacancies....
 - Accommodations Tax Advisory Committee (2 seats)
 - Beach Advisory Committee (1 seat)
 - Board of Zoning Appeals (3 seats)
 - Community Appearance Board (3 seats)
 - Grand Strand Humane Society Board of Directors (2 seats)
 - Human Rights Commission (2 seats)
 - Planning Commission (3 seats)
 - Standard Code Board of Adjustments and Appeals (2 seats)
7. **Need information about the coronavirus emergency?** You'll find timely updates and general information on our [Coronavirus Advisory](#) webpage.
8. **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!
9. **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.
10. **Santa and Mrs. Claus were on hand last Sunday at the fourth annual Community Tree Lighting Ceremony, and that's the subject of our [Photos of the Week](#).** The event on Carver Street was co-sponsored by the Neighborhood Services Department and the Myrtle Beach Area Chamber of Commerce. Due to COVID-19, youngsters couldn't sit on Santa's lap, but they did get a fist-bump from the jolly old elf. And, every child received a gift of toys from Santa. The event featured live music, hot chocolate, visits with Santa and the annual tree lighting.
11. **Did you know...** That the Myrtle Beach Police Department collected its biggest donation totals ever in 2020 for the Grand Strand Humane Society as part of the Angel Tree program? In total, donations included: more than 2,000 pounds of dry dog food; 153 pounds of dog biscuits; 680 pounds of dry cat food, 12 cans of kitten formula; 845 cans of cat food; nearly 400 pounds of cat litter; 19 litter boxes; bunny supplies; and, an abundance of blankets, beds, toys, collars, harnesses, leashes and other treats.

For more information, contact:

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**CITY OF MYRTLE BEACH
MEETING SCHEDULE
December 14-20, 2020**

MONDAY, DECEMBER 14

- **8:30 a.m.** – Staff Meeting, Conference Call

TUESDAY, DECEMBER 15

- No Meetings Scheduled

WEDNESDAY, DECEMBER 16

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

THURSDAY, DECEMBER 17

- **1:30 p.m.** – Community Appearance Board, Conference Call
- **2:00 p.m.** – Special City Council Meeting: City Manager Selection, Council Chamber, Ted C. Collins Law Enforcement Center, 1101 North Oak Street
- **4:30 p.m.** – Human Rights Commission, Meeting Room, Mary C. Canty Recreation Center, 971 Canal Street

FRIDAY, DECEMBER 18

- No Meetings Scheduled

SATURDAY, DECEMBER 19

- No Meetings Scheduled

SUNDAY, DECEMBER 20

- **1:00 to 5:00 p.m.** – Fire Department's Annual Santa Detail Event, Various Myrtle Beach Neighborhoods

**Myrtle Beach Convention Center Hotel Corporation Board
8:00 a.m., Wednesday, December 16, 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** – October 2020 Meeting
- C. Public Comments and Questions**
- D. Review of Monthly Hotel Financials for October and November** (Mrs. Hinde)
- E. Hotel Sales and Marketing Update for October and November** (Mr. Semidei)
- F. Convention Center Update for October and November** (Mr. Monroe)
- G. Discuss Additional Business**
- H. Executive Session***
- I. Adjourn**

****Note:** South Carolina law requires that the board'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.*
- 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, December 16, 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. Year End Summary Report – Fire Department
4. Beach Franchise
5. Parasail and Jet Ski Update – Operator Report
6. Water Quality/Stormwater Report and Year End Summary Report

E. Discussion Items:

1. Manager's Update on Beach Activities Resolution
2. Tower Permit Update
3. Proposed Beach Franchise Operational Changes 2021 Update

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, December 17, 2020
Conference Call**

NOTE: CITIZENS ARE INVITED TO WATCH THE CONFERENCE MEETING LIVE ON THE CITY'S FACEBOOK PAGE, <https://www.facebook.com/myrtlebeachcitygovernment/>. TO ACCOMMODATE PUBLIC INPUT, WHEN APPROPRIATE, SEND AN EMAIL TO hsoos@cityofmyrtlebeach.com. WHEN SENDING AN EMAIL DURING THE MEETING, INCLUDE YOUR NAME AND ADDRESS.

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. Roll Call

B. Approval of Minutes: December 3, 2020, Meeting

C. Old Business

D. New Business:

Sign Permit Application

1. **World Stone – 1323 Dividend Loop Road:** Requests approval of (1) 15'w x 4'5"h HDU logo and letters mounted to building. (Tyson Signs)
2. **Techno Wireless – 508 Eighth Avenue North:** Requests approval of (1) 18'2"w x 21"h internally lit channel letters mounted to building. (SU Signs)
3. **Semper Fi Property Management – 1756 Highway 501:** Requests approval of (1) 10'w x 3'9"h internally lit sign box with a flat acrylic panel. (Image 360)
4. **Inspire by Liberty – Sea Pine Boulevard:** Requests approval of (1) 10'w x 5'3"h sign face on a 16' wide x 10' overall height monument sign. (Seaboard Signs)
5. **Club Champion – 1768 Pine Island Road:** Requests approval of (1) 24'4"w x 30"h internally lit channel letters mounted to building. (ASL Sign Services)
6. **Southern Saltwater General Store – 1907 South Kings Highway:** Requests approval of (1) 9'w x 6'h internally lit channel letter and HDU logo attached to the existing freestanding sign. (Signworks)
7. **Cissy's Tienda Mexicana – 725 Seaboard Street:** Requests approval of (1) 7'6"w x 3'4"h flat acrylic sign face in existing 13' tall freestanding sign. (Fastsigns)
8. **Kentucky Fried Chicken – 6104 North Kings Highway:** Requests approval of removing the existing building mounted sign cabinet and replacing it with (1) 8'8"w x 10'h fabric sign/awning panel. (Owner)

Sign, Awning, Lighting and Building Permit Applications

1. **Bank of America – 2501 North Oak Street:** Requests approval of (23) LED parking lot lights and (53) building mounted lights. (Miller Electric Company)
2. **Auto Village – 1117 Third Avenue South:** Requests approval of (2) LED floodlights mounted on a wooden pole. (Owner/Santee Cooper)
3. **Coastline Beach Rentals – 516/518 Broadway Street:** Requests a conceptual/final review for a sunbrella awning and repainting of the building. (Owner)

Building Permit Applications

1. **Shine Restaurant – 1229 Shine Avenue:** Requests a final review for building and parking alterations, an addition, landscaping and dumpster enclosure to upfit a restaurant. The existing one-story facility, which is 2,785 square feet, was originally constructed in 1955 for the Myrtle Beach Air Force Base as a Special Weapons Training Building. (Previously heard on 12/03/20.)(Tych & Walker Architects, LLP)
2. **Somerset Townhomes – 6306 and 6308 Somerset Drive:** Requests a final review for (3) townhome buildings (13 total units), parking lot, landscaping and dumpster enclosure. (Previously heard 08/20/20.)(Ballard Architects)
3. **HBS of Carolina LLC – 212 North Kings Highway:** Requests a conceptual/final review for a landscaping plan. (Owner)
4. **Martin Residence – 3404 North Ocean Boulevard:** Requests a conceptual/final review for a fence-wall and gates. (Waccamaw Landscaping)
5. **Jimmagan’s – 6003 North Kings Highway:** Requests a conceptual/review to repaint roof overhang. (Owner)
6. **Emmens Preserve Courtyards – Heritage Loop:** Requests a conceptual/final review for color palette approval for the repainting of doors. (Owner)
7. **Watts Residence – 8918 North Ocean Boulevard:** Requests a conceptual/final review for a 9,859 square foot home, second story pool, driveway and landscape plan. (Nations Homes)
8. **Nathans Famous – 301 8th Avenue North:** Requests a conceptual review for the addition of a covered outside patio and second floor cover and pergola with new front and side facades. (Ballard Architects)

E. Non-Agenda Items from Staff

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. Adjournment

**SPECIAL MYRTLE BEACH CITY COUNCIL MEETING
2:00 P.M., THURSDAY, DECEMBER 17, 2020
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

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.*

REGULAR AGENDA

- 1. Discussion of finalists for the position of City Manager.**
- 2. Motion M2020-162 to select a candidate for the purpose of entering into negotiations regarding the terms of an employment agreement as City Manager and subsequent prospective appointment.**

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
Human Rights Commission
4:30 p.m., Thursday, December 17, 2020
Mary C. Canty Recreation Center, 971 Canal Street
Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1113 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order – Chair Amanda Masterpaul

B. Approval/Correction of Minutes

C. Welcome and Comments – Chair Amanda Masterpaul

D. Presentation – Chief Hatcher

E. Discussion

1. Human Rights Commission Email Address
2. Toy Drive
3. MEI Results

F. Community Spotlight

G. Comments

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

I. Adjournment