



CONTACT:

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Media Advisory

To: Myrtle Beach Media

From: Chasity Pendergrass

Date: May 9, 2025

Re: Meeting Schedule and Agendas

1. Next week's meeting schedule is [attached](#).
2. **The 2025 ONEflight Myrtle Beach Classic, a PGA TOUR event, runs through Sunday, May 11, at the Dunes Golf and Beach Club.** There are no major road closures in Myrtle Beach during the event. General parking and accessible/ADA parking are at the former Myrtle Square Mall site, 2400 North Oak Street. Shuttles will transport spectators from the parking lot to the golf course and back. Spectators are encouraged to pay the \$20 parking fee in advance. More information is available on the "Spectator Info" page of the Myrtle Beach Classic website [here](#).
 - Rideshare drop-off is located at Lot 9, 2400 North Oak Street. Rideshare vehicles will not be able to enter The Dunes community. All spectators must use the shuttles to and from the course and Myrtle Square Mall site parking lot.
3. **The City of Myrtle Beach encourages you to "splash safe" in the water with the help of "Mama Duck."** This 60-foot-tall rubber duck, affectionately called Mama Duck, will be in Myrtle Beach through Sunday, May 11, serving as a larger-than-life ambassador for water safety awareness.

Mama Duck is here as part of the YMCA of Coastal Carolina's Splash Safe Challenge and a joint water safety campaign with the City of Myrtle Beach, Visit Myrtle Beach, Black's Tire, Tideland's Health, and Grand Strand Medical Center. The campaign highlights important pool, beach and general aquatic safety strategies during May, which is National Water Safety Month. You can view videos teaching you where to find swim lessons, how to "float it out" of a rip current, the best colors of swimsuits to wear and more by visiting the city's [YouTube](#) channel or the Splash Safe [webpage](#).

Splash Safe Day is Saturday only, taking place from 10:00 a.m. to 1:00 p.m. at Burroughs and Chapin Pavilion Place, 812 North Ocean Boulevard. You can also visit Mama Duck and snap photos daily:

- 10:00 a.m. to 8:00 p.m. through Saturday, May 10
- 10:00 a.m. to 3:00 p.m. on Sunday, May 11

Bring the whole family and join us in promoting water safety all month long!

4. Military Appreciation Days continue through the month of May in Myrtle Beach.

The series of free events are hosted by the City of Myrtle Beach, Military Appreciation Committee and Myrtle Beach Area Chamber of Commerce. See the schedule of events below.

- **Myrtle Beach Pelicans' Military Appreciation Night (Pelicans vs. Delmarva Shorebirds)** – 4:00 p.m., Pregame Events Honoring the Military, 6:05 p.m. Game Time, Saturday, May 10, Pelicans Stadium, 1251 21st Avenue North (*Card Set veterans recognized before game*).
- **Military Appreciation Days Parade** – 10:00 a.m., Saturday, May 24, Farrow Parkway, The Market Common. Click [here](#) for the 2025 parade registration forms.
- **The annual Military Appreciation Days Picnic immediately follows the parade.** The picnic will be held in Grand Park this year, not Valor Memorial Garden. The picnic will feature live music by “The 100 Grand Band,” military vendors and a free hamburger and hot dog lunch. This event is open and free for everyone to attend! Apply to be a non-commercial military support vendor [here](#).
- **Jack Platt Veterans' March and Battlefield Cross Ceremony:** 9:00 a.m., Monday, May 26, along Ocean Boulevard, 16th Avenue North to Plyer Park, 1000 North Ocean Boulevard.
- **Memorial Day Remembrance Ceremony:** 11:00 a.m., Monday, May 26, Myrtle Beach Convention Center, 2101 North Oak Street.
- **MOAA Col. Francis A. Esposito (Ret.) Golf Tournament** – Shotgun start 9:00 a.m., Tuesday, May 27, Blackmoor Golf Club, 6100 Longwood Drive, Murrells Inlet.
- **Festive Brass Concert Performance:** 7:00 p.m., Tuesday, May 27, General Robert Reed Recreation Center, 800 Gabreski Lane.

5. Drivers, traffic is limited to one lane in the north and southbound directions on Kings Highway near Seventh Avenue North.

Crews are working overnight from 9:00 p.m. to 7:00 a.m., Sunday through Thursday, and 10:00 p.m. to 7:00 a.m., Friday and Saturday. The work is a part of South Carolina Department of Transportation's Highway 501 realignment project between Sixth Avenue North and Eighth Avenue North.

6. Military banners are going up next week along Ocean Boulevard and Harrelson Boulevard!

The City of Myrtle Beach's Public Works Department will install 101 military banners using bucket trucks to honor our veterans and military members. If you ordered

a banner, the city will post a list on its Myrtle Beach City Government Facebook page showing which veterans are featured on each boulevard, making it easy for you to locate your banner. Keep an eye out next week for this special tribute lining our streets!

7. **Spring cleaning continues at Myrtle Beach's Warbird Park next week.** Crews will pressure wash the sidewalk beginning Monday, May 12. The historic airplanes got their annual bath last week. The park remains open, but please give the contractor space to work! Warbird Park is located at 150 Farrow Parkway.
8. **Give the gift of life at the Myrtle Beach Police Department's Law Enforcement Week blood drive.** It's set for 10:00 a.m. to 2:00 p.m., Monday, May 12, at 1002 Carver Street. To schedule an appointment, click [here](#), enter the date of the blood drive and the sponsor code 13170, to secure your spot. Donors will receive an exclusive challenge coin and \$30 in The Blood Connection rewards.
9. **Everyone is invited to the Myrtle Beach Downtown Alliance's drop-in style "Coffee with the Community" session.** Join MBDA each third Friday of the month to discuss everything that's happening in downtown Myrtle Beach. The next session is 8:00 a.m. to 12:00 p.m., Friday, May 16, at the MBDA Office, 522 A Broadway Street. Coffee and light refreshments will be served.
10. **Make plans to attend Myrtle Beach's free "Celebration of Art" showcase next week.** It is set for 10:00 a.m. to 1:00 p.m., Friday, May 16, at the Chapin Memorial Library, 400 14th Avenue North. Local artists are eager to show what they made during the City of Myrtle Beach Recreation Division's "Arts for Life" program. The event showcases the talent and creativity of artists. Snacks and light refreshments will be provided. Raffle tickets will be available for purchase. All proceeds go to the Mark Schild Youth Scholarship Fund.
11. **Time is running out to sign up to join Myrtle Beach's Friendship Team for Memorial Day weekend.** The city's Neighborhood Services Department needs volunteers to walk Ocean Boulevard to welcome visitors, assist with directions and answer general questions during the busy holiday weekend. To sign up, call 843-918-1062, by Friday, May 16. Volunteers can choose the hours and day(s) they work Friday through Sunday, May 23-25. Below are the available times.
 - Friday, May 23 – 6:00 to 10:00 p.m.
 - Saturday, May 24 – 2:00 to 6:00 p.m. and 6:00 to 10:00 p.m.
 - Sunday, May 25 – 2:00 to 6:00 p.m. and 6:00 to 10:00 p.m.The Myrtle Beach Police Department will provide a training session for volunteers detailing "dos and don'ts" while participating in this volunteer program. Each volunteer must participate in one of the training sessions below.
 - 10:00 a.m., May 22, First Floor Conference Room, City Hall, 937 Broadway Street
 - 4:00 p.m., May 22, Mary C. Canty Recreation Center, 971 Canal Street
12. **The Sun Fun Festival celebrates its 70th year with free entertainment in downtown Myrtle Beach next weekend.** Expect live music, kids' activities and exciting parachute jumps Friday through Sunday, May 16-18, at Plyler Park, 1000 North Ocean Boulevard.

The Sun Fun Family Festival has weekend-long family attractions including free oceanfront games, a photo booth, face painting, stilt walkers, balloon twisters, kids' crafts and more. The festival hours are 5:00 to 9:00 p.m., Friday, May 16, 12:00 to 9:00 p.m., Saturday, May 17 and 2:00 to 6:00 p.m., Sunday, May 18. For more information, click [here](#). See the list of planned events below.

Friday, May 16

- 6:00 p.m. – Live performance from the “Swingin’ Medallions” at Plyler Park, 1000 North Ocean Boulevard.
- 9:00 p.m. – U.S. Army Golden Knights Parachute Team. The best views are from the Myrtle Beach Boardwalk between 9th Avenue North and the SkyWheel, 1110 North Ocean Boulevard.

Saturday, May 17

- 10:00 a.m. – Sun Fun Festival Omar Shriners Parade, along Ocean Boulevard from Eighth Avenue North to 15th Avenue North.
- 4:00 p.m. – U.S. Army Golden Knights Parachute Team daytime jump. The best views are from the Myrtle Beach Boardwalk between 9th Avenue North and the SkyWheel, 1110 North Ocean Boulevard.
- 6:00 p.m. – Live performance from “Too Much Sylvia,” at Plyler Park, 1000 North Ocean Boulevard.

Sunday, May 18

- 2:00 p.m. – Live performance by “On the Border,” at Plyler Park, 1000 North Ocean Boulevard.

13. Boaters, register to attend the South Carolina Department of Natural Resources’ boater safety course next weekend. The class is scheduled for 9:00 a.m. to 4:00 p.m., Saturday, May 17, at Myrtle Beach Fire Station No. 6, 970 38th Avenue North. Any boater born after 2007 is required to take the course. Participants are encouraged to bring a bag lunch. You must take and pass a written test to receive the boater education certificate. For more information and to register, click [here](#).

14. The City of Myrtle Beach begins its annual mosquito spraying route Monday, May 19. Crews spray regularly to help control the mosquito population. The spray used does not affect animals or humans. The city sprays during the week, weather-permitting. Beekeepers are encouraged to register their beehives by calling (843) 918-2000. Crews avoid spraying areas where registered beehives are located. Spraying begins in the late evening, each weekday on the following schedule.

- Mondays: 62nd Avenue North to northern City Limits (except Del Webb community)
- Tuesdays: 21st Avenue North to 62nd Avenue North, including all of the Del Webb community on the west side of Highway 17.

- Wednesdays: Third Avenue South/Highway 501 to 21st Avenue North.
- Thursdays: 17th Avenue South to Third Avenue South (includes Highway 15 corridor).
- Fridays: 17th Avenue South to southern city limits.

- 15. Techies, register to attend “Tech Talk Tuesday”: Visit Myrtle Beach 2030.** In this future-focused “Tech Talk Tuesday,” Stuart Butler, Chief Marketing Officer of Visit Myrtle Beach, lays out a bold vision for how destination marketing is evolving from a traditional tourism office into a digital brand built for the next decade. “Tech Talk Tuesday” is 9:00 to 10:00 a.m., Tuesday, May 20, at the HTC Aspire Hub, 509 Ninth Avenue North. Space is limited. To register, click [here](#).
- 16. The South Carolina Department of Transportation wants to hear from you.** The SCDOT hosts a drop-in style public information meeting for a proposed improvement project in Myrtle Beach. The meeting is set for 5:00 to 7:00 p.m., Thursday, May 22, at Ocean View Baptist Church, 7300 North Kings Highway. SCDOT representatives will discuss the proposed highway safety improvement project from 27th Avenue North to Cove Drive, along Highway 17 Business (North Kings Highway) in Myrtle Beach. The SCDOT is accepting public input through Friday, June 6. For more information, click [here](#).
- 17. Can you help us travel around the world?** Myrtle Beach’s Recreation Division hosts a summer “Journey Around the World” fitness tracking program! The public can track the number of miles they swim, bike, run, hike or walk to Recreation Leaders Avri Loyd and Mackenzi Horabik through Friday, August 1, to see how far we can go. Participants can submit their weekly mileage to aloyd@cityofmyrtlebeach.com or mhorabik@cityofmyrtlebeach.com with the title “Journey Around the World” to help us get to 24,898 (the earth’s circumference) miles before the end of summer!
- 18. Get some fresh air with Myrtle Beach’s Recreation Division during the Beach Cruisers outdoor biking program!** Groups take a relaxing ride around popular areas in Myrtle Beach led by Recreation Leaders Avri Loyd and Mackenzi Horabik. The free class leaves from Crabtree Memorial Gym, 1004 Crabtree Lane, on Tuesdays and Thursdays at 11:00 a.m. Helmets are required, and you must bring your own bicycle. You can register to ride [here](#).
- 19. 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.
- 20. Myrtle Beach’s Military Appreciation Days kicked off last weekend with the Junior ROTC Drill Meet, and that’s the subject of our [Photos of the Week](#).** Six area schools traveled to Pelicans Ballpark to compete in events including armed and unarmed exhibition, color guard and individual knockout. Agatha Alvaz, a freshman at North Myrtle Beach High School, took home both trophies for armed and unarmed knockout for the first time in JROTC meet history! All teams competed well. Myrtle Beach High School was awarded first place for the sixth year in a row. North Myrtle Beach, Aynor, Conway, Loris and Georgetown High Schools participated in the competition.

21. Did you know... That Governor Henry McMaster designated this week (May 4-10, 2025) as Palmetto State Travel and Tourism Week? Travel and tourism in the Grand Strand area accounts for 82,000 jobs in the hospitality industry. The Myrtle Beach Area Chamber of Commerce reports an estimated 18 million visitors came to the area in 2024, generating more than \$26 billion in total economic impact with \$13.2 billion from direct visitor spending. That is a 5.3% increase from 2023.

For more information, contact:

Meredith Denari

Communications Officer, City of Myrtle Beach

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<https://www.cityofmyrtlebeach.com>

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<https://www.instagram.com/myrtlebeachgov/>

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

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
MAY 12 – 19, 2025**

MONDAY, MAY 12

- **10:00 a.m.** – Myrtle Beach Police Department Law Enforcement Blood Drive, 1002 Carver Street

TUESDAY, MAY 13

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

WEDNESDAY, MAY 14

- **9:00 a.m.** – Myrtle's Market, 605 Mr. Joe White Avenue
- **9:00 a.m.** – Bicycle and Pedestrian Committee, Conference Room, City Services Building, 921 North Oak Street
- **10:00 a.m.** – Special Event Committee, Historic Myrtle Beach Train Depot, 851 Broadway Street
- **10:00 a.m.** – Midtown Waterfront Neighborhood Watch, Homewood Suites by Hilton, 520 North Ocean Boulevard
- **6:00 p.m.** – Bay Pointe Apartments Neighborhood Watch, Bay Pointe Apartments Community Center, 1408 Fisher Drive

THURSDAY, MAY 15

- **9:00 a.m.** – Myrtle Beach Downtown Alliance Board of Directors, Conference Room, Myrtle Beach Area Chamber of Commerce, 1200 North Oak Street
- **1:30 p.m.** – Community Appearance Board, Conference Room, City Services Building, 921 North Oak Street
- **1:30 p.m.** – Grande Dunes Neighborhood Watch, Grande Dunes, 901 Portside Drive
- **1:30 p.m.** – Northwood Neighborhood Watch, Grande Dunes, 901 Portside Drive
- **4:30 p.m.** – Human Rights Commission, First Floor Conference Room, City Hall, 937 Broadway Street

FRIDAY, MAY 16

- **8:00 a.m.** – “Coffee with the Community”, 522 A Broadway Street

- **10:00 a.m.** – “Celebration of Art” Showcase, Chapin Memorial Library, 400 14th Avenue North
- **6:00 p.m.** – Sun Fun: Live performance from the “Swingin’ Medallions” at Plyler Park, 1000 North Ocean Boulevard
- **9:00 p.m.** – Sun Fun: U.S. Army Golden Knights Parachute Team. The best views are from the Myrtle Beach Boardwalk between 9th Avenue North and the SkyWheel, 1110 North Ocean Boulevard

SATURDAY, MAY 17

- **9:00 a.m.** – Myrtle’s Market, 605 Mr. Joe White Avenue
- **10:00 a.m.** – Waccamaw Cooperative Farmers Market, 1120 Farrow Parkway
- **10:00 a.m.** – Sun Fun Festival Omar Shriners Parade, along Ocean Boulevard from Eighth Avenue North to 15th Avenue North
- **4:00 p.m.** – Sun Fun: U.S. Army Golden Knights Parachute Team daytime jump. The best views are from the Myrtle Beach Boardwalk between 9th Avenue North and the SkyWheel, 1110 North Ocean Boulevard.
- **6:00 p.m.** – Sun Fun: Live performance from “Too Much Sylvia,” at Plyler Park, 1000 North Ocean Boulevard

SUNDAY, MAY 18

- **2:00 p.m.** – Sun Fun: Live performance by “On the Border,” at Plyler Park, 1000 North Ocean Boulevard



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
MAY 13, 2025**

**9:00 A.M. – WORKSHOP – 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.....April 22, 2025

PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:

1. Recognition of Citizen Fire Academy graduates (meeting)
2. Proclamation declaring May as National Tennis Month – Dayle Oakley (meeting)
3. Proclamation recognizing May 14 as Apraxia Awareness Day (meeting)
4. Proclamation declaring the week of May 11 -17, 2025, as Law Enforcement Memorial Week (meeting)
5. Proclamation declaring the week of May 4-10, 2025, as Correction Officers week (meeting)

6. Proclamation declaring the week of May 18 -24, 2025, of as National Public Works Week (meeting)
7. Communications and Creative Services Update (meeting)

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

2nd Reading Ordinance 2025-33 approving execution of a temporary right of way easement to the South Carolina Department of Transportation (SCDOT) relating to city-owned property having PIN# 425-1404-0008 located at the intersection of US Highway 501 and Third Avenue South.

SCDOT desires to make improvements to the intersection of Highway 501 and Third Avenue South. Such improvements will result in the relocation of Third Avenue South onto a portion of City property. SCDOT proposes the City grant SCDOT a temporary right of way easement on a .152-acre (6,602 sq. ft.) portion of the City’s property to construct the intersection improvements. In exchange, SCDOT will pay \$90,372 in compensation to the city.

1st Reading Ordinance 2025-35 to annex ~1.01 acres on the corner of Jenn Drive (PIN# 420-1204-0002) and to rezone the property from Horry County OPI (Office, Professional, Institutional) to Myrtle Beach MP (Medical/ Professional).

*The property is currently under Horry County’s jurisdiction and is zoned OPI (Office, Professional, Institutional). The applicant is proposing a Law Office with two tenant spaces, similar to the lot next door. The annexation of this parcel would allow the city to fill a donut hole within the area.
Planning Commission (5.6.25): Recommends approval (9-0).*

Motion M2025-35 to approve a Mutual Aid Agreements between the City of Myrtle Beach Police Department and the City of Charleston.

This agreement is to support law enforcement service throughout the city during events, and law enforcement services to assist with manpower as well as supportive needs throughout the year on an as needed basis. This 5-year Mutual Aid will authorize both law enforcement agencies to enter into a mutual aid agreement for the proper and prudent exercise of public safety across jurisdictional lines.

REGULAR AGENDA

2nd Ordinance 2025-29 to amend Section 10 – Signage Requirements of the Pine Island PUD to provide clarity for enforcement.

The applicant seeks to amend Section 10 – Signage Requirements from the PUD text to aid in the enforcement of signage requirements for the PUD. Applicant has proposed a reduction of the Primary Signage from two to one, keeping one at the intersection of Seaboard St. and Sea Pine Blvd.

- The primary sign is being modified from a district name sign to a multi-tenant sign, with the restriction of no outparcel tenants facing Seaboard St. being allowed to advertise on the primary sign.*

The PUD amendment includes a determination that Sea Pine Boulevard shall be viewed as a principal street frontage for the parcels that do not front a public right-of-way for sign purposes only.

- This would allow the traditional HC sign regulation text to be applied correctly to the parcels within the PUD.*

Planning Commission (3.18.25): recommends approval (6-1).

2nd Reading Ordinance 2025-34 an ordinance approving the execution and delivery by the City of Myrtle Beach, South Carolina, of an agreement of lease between the City of Myrtle Beach and County of Horry, as landlord, and Myrtle Beach Pelicans LP, as tenant, with respect to pelican stadium.

The City and Horry County jointly own Pelican Stadium in a 70% (city)/30% (county) split. The Myrtle Beach Pelicans have played baseball in Myrtle Beach since 1998. The 1998 lease expired in 2018, and the parties have worked under a series of extensions. The current stadium does not meet the current standards established by Major League Baseball. To meet the new standards the stadium requires significant capital improvements. Under the proposed lease the team is responsible for all future MLB required improvements. This is a 20-yr lease. The estimated cost to meet current MLB standards is \$20 million. Lease payments are

- \$750,000/yr. for yrs., 1-10; and \$850,000/yr., for yrs. 11-20*
- There is an annual admission ticket fee to help offset on-going capital and annual maintenance*

Resolution R2025-9 a resolution stating the support for the development of a workforce housing project.

Since 2018, the city has taken steps to address the lack of attainable workforce housing options.

There is one development company currently applying for state and federal housing tax credits. (Schaumber Development). The process is highly competitive, and municipal support carries significant weight in the scoring of these projects. City Council approved Ordinance 2020-4 to expand the types of projects eligible to qualify for the 2% voucher incentive to include workforce housing. This incentive provides a reimbursement of fees paid directly to the city once the project is finished, not to exceed 2% of the total investment in the project. If the project is awarded state tax credits, and is constructed, the City could collect and then reimburse eligible fees per the reimbursement ordinance. The investment is approximately \$18M, and the 2% credit would equate to \$360,000 in reimbursement. There are additional actions required by the City Council to finalize and approve the final incentives if the project is awarded the various tax credits.

Motion M2025-36 to appoint/reappoint three members to the Standard Code Board of Adjustments and Appeals.

The terms of Neil McCoy, Jeff Hunter, and Judith Blackburn expired on April 26, 2025. All wish for reappointment. The seats of Neil McCoy and Jeff Hunter as alternate members are one-year terms therefore their new expiration date will be April 26, 2026, and the new expiration date of Judith Blackburn will be April 26, 2029.

Motion M2025-37 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. Chief Financial Officer Update
3. City Manager/Assistant City Manager 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
Bicycle and Pedestrian Advisory Committee
9:00 a.m., Wednesday, May 14, 2025
Conference Room, City Services Building
921 North Oak Street, Myrtle Beach**

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 Tom Vitt

B. Matters of Order:

1. Approval of Minutes – April 9, 2025

C. Matters of Business:

1. Pending Resolutions and Actions:
 - Master Plan Addendum Resolution for 21st Avenue bike lanes Resolution R2024-xx
 - City Staff Support – August 12, 2024

D. Matters for Discussion:

1. Fishbone Diagram Exercise Discussion: Vice Chair Bill MacFarlane
 - Neighborhood Watch Discussion- Public Safety
2. Bicycle Friendly Community Report Card Review

E. Communications from Committee Members

1. Committee Member Input and Feedback

F. Communications from Staff

G. Important Dates

1. Bicycle and Pedestrian Advisory Committee – 9:00 a.m., Wednesday, June 11

H. Adjourn

**City of Myrtle Beach
Special Event Committee
10:00 a.m., Wednesday, May 14, 2025
Historic Myrtle Beach Train Depot
851 Broadway Street, Myrtle Beach, SC**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1007 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order

B. Approval of Meeting Minutes – March 26, 2025 and April 23, 2025

C. New Business:

Review of Upcoming Proposed Events

1. 5/3 – 6/28 Breath to Fly Yoga, Yoga in Common, Valor
2. 10/16 – 10/18 Jazz Fest, crossroads Events, Myrtle Square Mall site
3. 6/7 The MC Summer Kickoff Event, BEI, Market Common
4. 6/9 – 8/194 Day On Shore Freshwater Youth Fishing Camp, John Miszuk, TB
5. 10/10-10/11 Concert of Hope, Sonshine Ministries, Chapin.
6. 9/12-9/13 Conscious Soul Festival, Conscious Soul, LLC, Grand Park
7. 9/25 The Market Common Fall Fashion Show, BEI, Valor
8. 9/26 Empowerlit Cake Picnic, EmpowerLit- Literacy & Beyond, Valor
9. 1/31/26 Oyster Roast, NS Promos, GSB parking lot/Nance
10. 4/3 -4/4/26 Conscious Soul Festival, Conscious Soul LLC, Grand Park
11. Other

D. Matters of Business:

Review of Last Week's/Ongoing Events

1. 1/1 -12/31 Banner art installation, Parking Garage, COC
2. 3-23 – 12-21 Car Show, Tidal Creek
3. 4/5 to 12/20 Farmers Market, Wacc. Co-Op, Valor & GP (Sat)
4. 4/26 Dragon Boat Race, Ground Zero, Grand Park
5. 4/26-4/27 Art in Common, Valor
6. 4/30/25 Prospects & Possibilities, Ground Zero, Chester St
7. 5/1 National Night of Prayer, Neighborhood Services, Myrtles Market
8. 5/5 to 5/11 Myrtle Beach Classic Parking, PGA, Mall Lot
9. 5/7 – 5/10, Splash Safe, YMCA, Pavilion
10. Other

Review of Upcoming Approved Events

1. 5/16 – 5-18 Sun Fun, OMA/MBDA, Plyler, Beach & OB
2. 5/17- 12/20 (1st & 3rd Saturdays) Music in the Park, GSB, Nance
3. 6/5 – 6/8/25 CCMF, Southern Entertainment, Pavilion Place/OB
4. 6/14, Family Fun Run, MBFD, Grand Park

5. 6/14 Juneteenth Fair, Neighborhood Services, Charlies Place/Carver St.
6. 6/21/25 Summer Solstice Run, NS Promos, Beach/Plyler
7. 6/22 & 29, 7/6 7/13 7/20 2025, Sumer Concert Series, GZ, Chester St.,
8. 6/26 Pride, GS Pride, Nance
9. 6/29 Jerk fest, Kirky Ent., Chapin (From Broadway)
10. 7/4/25 Indy 5k, NS Promos, MC 5k Course/GP
11. 7/17 Santa Stroll 5k, Apex Promos, Tidal Creek/city streets
12. 9/6 Miles for Mica, Way Makers, Grand Park
13. 10/11/25 Mini Marathon, NS Promos, various streets/Nance
14. 10/12 Apraxia Walk, Apraxia Organization, Rip Tydz/Boardwalk
15. 10/12 Bike the Beach, Bike and Ped, OB and various streets
16. 10/30-11/2/25 Jeep Jam, NS Promos, Mall lot
17. Other

E. Review of Temporary Use Permits:

1. Other

F. Review of Facility Use Permit Events

G. Review of Sports Tourism Events

1. May 16-18 BSC Adult Softball at Styers Athletic Complex 87 teams
2. May 24-25 One Nation adult softball at Styers Athletic Complex 30+ teams
3. May 31-6/1 Freedom Sports adult softball at Styers Athletic Complex 30+ teams

H. Review Parade Permits:

1. Sun Fun/ Shriners
2. Military Appreciation Days
3. Other

I. Review Film/Photo Requests

J. Convention Center and Sports Center Events:

1. 5/16, 24 Seven Dance Convention / SC
2. 5/31 Coastal Classic Volleyball
3. Other

K. Review of Fireworks Permit Applications

1. Broadway
2. Pier
3. Pelicans

L. Discussion Items:

M. Executive Session: The board may take action on items discussed during Executive Session after the Executive Session ends and Public Session resumes.

N. Adjourn

Myrtle Beach Downtown Alliance Board of Directors
9:00 a.m., Thursday, May 15, 2025
Myrtle Beach Area Chamber of Commerce, Conference Room
1200 North Oak Street, Myrtle Beach, SC
Zoom Link Available Upon Request

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-455-6319 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order – Chairman Dan Sine

B. Consent Agenda – Chairman Dan Sine (vote)

1. Board Meeting Minutes – April 17, 2025
2. Financial Report (Period Ending) – April 30, 2025

C. Committees / Programs – Jason Greene

1. Clean & Safe
2. Events & Programs
3. Promotion & Marketing
4. Long Range Planning, Design & Innovation / Advocacy
5. Gold Cap Ambassadors

D. Chief Executive Officer's Report – Jason Greene

E. Discussion Items – Dan Sine

1. Financial Report – Month Ending April 30, 2025 (Summary)
2. Proposed Strategic Plan Amendments
 - Amendment #5 Business Engagement Strategy
3. Part 1: Collaborative Marketing / Events Model VOTE
4. FY2026 Annual Budget VOTE

F. Action Items and Meeting Follow-up – Michelle Plyler

G. Executive Session*

H. Dates to Remember

1. May 16-18, 2025 – Sun Fun Festival (OMA) – Plyler Park
2. May 16, 2025 – 8:00am – 12:00pm – Coffee w/ the Community – MBDA Office
3. June 6, 2025 – 5:00pm – 8:00pm – First Friday art Walk – Various Locations
4. June 9, 2025 – Hot Summer Nights Begins – Plyler Park
5. June 20, 2025 – 8:00am – 12:00pm – Coffee w/ the Community – MBDA Office
6. July 4, 2025 – 5:00pm – 8:00pm – First Friday art Walk – Various Locations
7. July 4, 2025 – 9:00pm – Independence Day Fireworks

***Myrtle Beach Downtown Alliance is required to conduct its business 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. The committee can take no votes or take action in Executive Session.

City of Myrtle Beach
Community Appearance Board
1:30 p.m., Thursday, May 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 843-918-1050 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Roll Call

B. Approval of Minutes – May 1, 2025

C. Old Business

D. New Business:

Sign Permit Applications

1. **VES Taxes and Insurance – 309 Broadway Street:** Requests approval for (1) 8'4" w x 1'2" h non-illuminated 1" raised PVC letters and logo on an aluminum panel mounted to the building. (Signarama)
2. **The B-12 Store – 1753 Sea Pine Boulevard, Unit 201:** Requests approval for (1) 4' w x 3' h internally lit channel letters on an aluminum panel mounted to the building. (Coastal Signs)
3. **Heat Swimwear – 1615 American Way:** Requests approval for (1) 8' w x 3' h non-illuminated ¼" raised aluminum letters on a backer panel mounted to the building. (Coastal Signs)
4. **Mini Mart & Beachwear – 2100 South Ocean Boulevard:** Requests approval for (1) 4' w x 4' h internally lit triangular cloud blade sign mounted to the building. (Coastal Signs)
5. **Dr. Henna Tattoos – 406 South Ocean Boulevard:** Requests approval for (2) 6' w x 3' h non-illuminated sandblasted signs mounted to the building. (Coastal Signs)
6. **Sun & Fun Motel – 2305 Withers Drive:** Requests approval for (1) 4' w x 2' h internally lit cloud logo and (1) 12' w x 3' h internally lit channel letters raceway mounted to the building. (Coastal Signs)
7. **Myrtle Beach Seafood – 1112 3rd Avenue South:** Requests approval for re-facing (1) 12'9" w x 20' h internally lit pan-embossed freestanding sign with 1" raised router cut logo and letters. (Graphic and Art Studio)
8. **Novant Health – 2761 Agnes Lane:** Requests approval for replacing the existing monument sign with (1) 7' w x 7'9" h internally lit monument sign 3/8" raised push-through acrylic letters, (2) 9'1" w x 3'11" h internally lit channel letters raceway mounted to the

front of the building, and (1) 19'11" w x 2' h internally lit channel letters raceway mounted to the back of the building. (Stratus)

9. **Already Autism Health – 400 North Kings Highway, Suite A:** Requests approval for (1) 10'4" w x 3'8" h internally lit channel letters and cloud logo raceway mounted to the building and (1) 7'11" w x 1'10" h internally lit flat acrylic tenant panel in the existing multi-tenant freestanding sign. (ASL Signs)
10. **Ocean Escape – 700 North Ocean Boulevard:** Requests approval for (1) 11'5" w x 6' h internally lit channel letters and cloud logo on a backer panel mounted to the building. (ASL Signs)

Combination Permit Applications

1. **Beach Babes Ladies Fitness Center – 607 North Kings Highway:** Requests a conceptual/final review for the painting of the awning and building, and relocating the existing (1) 13'8" w x 4'9" h internally lit channel letters and pill capsule mounted to the building. (ASL Signs)
2. **City of Rock N Roll – 918 North Ocean Boulevard:** Requests a conceptual/final review for reskinning the awning and (1) 35' w x 4' h non-illuminated vinyl logos and lettering mounted to the awning. (Budget Awning and Handrails)
3. **Bistro B – 1803 North Kings Highway:** Requests a conceptual/final review for (1) awning/canopy, repainting, and exterior lighting package. (Tungsten Corporation)
4. **Dunkin' – 7102 North Kings Highway:** Requests a conceptual/final review for exterior lighting package. (Owner)
5. **Fiesta Mexican – 410 70th Avenue North:** Requests a conceptual/final review for exterior lighting package. (Owner)
6. **Exxon – 211 South Kings Highway:** Requests conceptual/final review for exterior lighting mounted to the canopy and (2) 6'6" w x 2'6" h internally lit channel letters mounted to the canopy. (K & D Signs)
7. **South Strand Medical Center – 5100 Highway 17 Bypass:** Requests a conceptual/final review for a 192,586 sq.ft. 2-story 59-bed full-service hospital, helipad, parking, landscaping, and exterior lighting package. (Brasfield & Gorrie, LLC/Perkins & Will)
8. **Grand Strand Regional Medical Center – 809 82nd Parkway:** Requests a final review for a 42,059 gross square foot addition to the emergency room, OR, and Lab, a 90,205 gross square foot addition for a 3-story patient bed tower, parking, landscaping, vehicle drive, and fuel tank with enclosure. In addition, requests approval for (12) building mounted lights, (4) bollard lights, and (10) parking lot pole lights. (TMPartners, PLLC)

Building Permit Applications

1. **Pruitt Healthcare – 900 71st Avenue North PIN 395-00-00-0033:** Requests a final review for a new 82,664 sq.ft. 100-bed assisted living facility, maintenance building,

dumpster enclosure, parking, landscaping, perimeter fence-wall, and pond security fence. (DRG-Development Resource Group)

2. **Grand Dunes Marina North Basin – 8201 Marina Parkway:** Requests a conceptual/final review for modifications to existing floating docks G, H, I, and addition of a rental dock channel ward. (The Earthworks Group, Inc.)
3. **Yachtsman – 14th Avenue North PIN 444-02-01-0127 and 444-02-01-0345:** Requests a conceptual/final review for a landscape plan. (The Earthworks Group, Inc.)
4. **Carolina Trust Federal Credit Union – 4573 Oleander Drive:** Requests a conceptual/final review to repaint building, replace windows and doors, replace entry columns, and replace patio canopy. (Graham Leigh Architecture)
5. **Waesche-Johnson Residence – 6210 North Ocean Boulevard:** Requests a conceptual/final review for a new 10,000 square-foot home, 4'h aluminum picket fence with drive-gate, driveway, and landscaping. (MCW Custom Homes, Inc.)
6. **Pacific – 805 South Kings Highway:** Requests a conceptual/final review for a 4'h white vinyl privacy fence. (Mr. Fence It)
7. **Unique Surface (Ani Property) – 723 Seaboard Street:** Requests a conceptual/final review for exterior building alterations. (Falker Construction)
8. **Nitor Ventures – 301 Broadway Street:** Requests a conceptual/final review for exterior building alterations. (BNB Designs)
9. **Marino Residence – 8810 North Ocean Boulevard:** Requests a conceptual/final review for exterior building alterations. (Chancel Construction, Inc.)
10. **Mavis Tire – 2075 Highway 501:** Requests a conceptual/final review for façade alterations. (FrontStreet Facility Solutions, Inc.)
11. **City of Myrtle Beach Thunderbolt Park – 2290 Farrow Parkway:** Requests a conceptual/final review for a walking trail with trail head paved parking lot and landscaping. (Owner)
12. **The Edison Phase II – Agnes Lane PIN 441-12-02-0029:** Requests a conceptual/final review for (7) apartment buildings for a total of 198 units, detached garages, mail kiosk with gazebo, clubhouse, dumpster enclosure, pickleball court with gazebo, pool, fencing, parking, and landscaping. (G3 Engineering & Surveying, LLC)
13. **Hernandez Residence – 7700 Beach Drive:** Requests a conceptual review for an addition, stucco color change, landscaping, and 4'h black aluminum picket pool fence with stucco columns. (Owner)
14. **Pickle Port – 900 Harrelson Boulevard PIN 443-00-00-0015:** Requests a conceptual review for an approximately 35,000 sq.ft. building with indoor pickleball courts and outdoor pickleball courts, a covered court pavilion, perimeter fencing, dumpster enclosure, parking, and landscaping. (Owner)

E. Public Comment

F. Non-Agenda Items from Staff

G. Non-Agenda Items from Board Members

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

**City of Myrtle Beach
Human Rights Commission
4:30 p.m., Thursday, May 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
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 – March 20, 2025 and April 17, 2025

D. Public Comment

E. Non-Agenda Items from City Staff

F. Non-Agenda Items from Human Rights Commissioners

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