



CONTACT:

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Media Advisory

To: Myrtle Beach Media
From: Public Information Department
Date: March 22, 2024
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **The 15th Annual Guns & Hoses Charity Softball Tournament has been postponed for a second time due to weather.** SOS Care hosts the charitable softball tournament featuring local police and fire department teams at Pelicans Stadium, with all ticket sales benefiting Project Lifesaver. It will be rescheduled sometime this fall.
3. **Also postponed because of weather is the Smoke Alarm Blitz planned by the Myrtle Beach Fire Department for Saturday, March 23, in the Booker T. Washington Neighborhood.** Stay tuned for announcement of a rescheduled date.
4. **High school freshmen and sophomores will compete at Doug Shaw Memorial Stadium Wednesday, March 27, in running, jumping and throwing events.** The first-ever "Myrtle Beach Freshman/Sophomore Track and Field Relays" begin at 5:00 p.m. Grades seven through 10 will compete in track relay events, as well as individual shot put, long jump and high jump events. Tickets are \$12 for adults. Students (with a valid ID) and children ages six and below are free. By the way, Myrtle Beach's Sports Tourism Division is looking for volunteers for upcoming track and field meets. Volunteers must be at least 14 years of age, with volunteers who are 18 years and older required to submit to, and pass, a background check. Interested? [Click here](#) to learn more, sign up and buy tickets. Here are the remaining track and field meets this spring:
 - **March 27** – Myrtle Beach Freshman/Sophomore Relays
 - **April 5-6** – Beach Run Invitational (High School Track and Field Meet)

- **April 26-27** – Conference Carolinas Championship (NCAA Division II Track and Field Meet)
 - **May 23-25** – NCAA Division III Outdoor Track and Field National Championship
- 5. The “Nights at Nance” Spring Concert Series returns to Nance Plaza from 6:00 to 8:00 p.m., Thursday, March 28.** Bring your beach chairs to enjoy tunes from the Long Bay Symphony’s Brass Quintet. The free concert series is sponsored by the Myrtle Beach Downtown Alliance. Here are the remaining musical groups performing this spring:
- Thursday, March 28 – Long Bay Symphony Quintet
 - Thursday, April 11 – Paul Grimshaw Band
 - Thursday, April 25 – Sawgrass Band
- 6. Looking ahead, plan to attend Spring Fest at Crabtree Memorial Gymnasium and Grand Park, from 10:00 a.m. to 2:00 p.m., Saturday, March 30!** Enjoy food, games and an Easter Egg hunt for the kids, with a variety of vendors on the field next to Crabtree Gym. Activities also include a plant swap from 10:00 a.m. to 2:00 p.m., hosted by Recreation Leader Mary Heyd. Bring your unwanted plants, pots and tools to swap with other gardeners. The events are free, but the vendors will have items for sale. You’ll find the schedule of activities and more at https://www.myrtlebeachprst.com/spring_fest.php.
- 7. The Myrtle Beach Downtown Alliance invites the public to attend additional “community input” meetings next week.** Topics include street-level and architectural design, branding and wayfinding signage, downtown theme and public art placement and green spaces. Here are the times and locations:
- **Monday, March 25** – 9:00 to 11:00 a.m., Myrtle Beach Train Depot, 851 Broadway Street
 - **Monday, March 25** – 5:00 to 7:00 p.m., Mary C. Canty Recreation Center, 971 Canal Street
 - **Tuesday, March 26** – 9:00 to 11:00 a.m., Chapin Memorial Library, 400 14th Avenue North
 - **Tuesday, March 26** – 2:00 to 4:00 p.m., Chapin Memorial Library, 400 1⁴th Avenue North
- 8. The Myrtle Beach Police Department and other organizations host the next “Night of Knowledge” at 6:00 p.m., Thursday, March 28.** This free community event at Midtown Vineyard Church, 504 27th Avenue North, will focus on our youth. Residents are invited to join health specialists and government representatives to discuss various topics, including mental health, substance use disorder, homelessness, available resources, law enforcement and more. Questions? Send an email to coordinatedeffort@cityofmyrtlebeach.com.
- 9. It’s time to renew your City of Myrtle Beach business license!** The due date for business license renewal payments is April 30, 2024. Renewals must postmarked on or before April 30, 2024, to avoid late penalty. Payments become delinquent on May 1, 2024. City Code requires a business license for all rental properties. To renew your license online and pay

with a credit card, please visit www.LocalBLRenewal.com. Most, but not all businesses, will be able to renew online. Questions? Call the Business License Division at (843) 918-1200.

- 10. 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.
- 11. A sea of classic cars filled the former Myrtle Square Mall site last weekend for the 35th annual “Run to the Sun” car show, and that’s the subject of our [Photos of the Week](#).** The cars were the stars, to be sure, as these photos show. Nearly 3,500 vehicles were on display during the three-day event, billed as the largest independent car show on the East Coast. Myrtle Beach City Councilman Bill McClure was on hand Saturday to present an award to one of the cars from the City of Myrtle Beach. As the license plate on a classic Corvette said, “DIS-L-DO.”
- 12. Did you know...** That metal detecting is permitted on the beach, but not in the sand dunes or the beach access street-ends? You can use a metal detector on the beach itself, but it is a misdemeanor to climb or walk on the dunes or to break or damage sea oats or beach grass, with fines up to \$500 and/or 30 days in jail. Metal detecting is not allowed in city parks or on other city property.

For more information, contact:

Mark Kruea, Public Information Officer, City of Myrtle Beach
(843) 918-1014 *voice* (843) 450-1695 *mobile*

<https://www.cityofmyrtlebeach.com>

<https://www.facebook.com/myrtlebeachcitygovernment>

<https://twitter.com/MyrtleBeachGov>

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

<https://myrtlebeachpointofview.wordpress.com/>

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

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
MARCH 25-31, 2024**

MONDAY, MARCH 25

- **8:30 a.m.** – Staff Meeting, Location TBD
- **9:00 to 11:00 a.m.** – Myrtle Beach Downtown Alliance Community Input Meeting, Myrtle Beach Train Depot, 851 Broadway Street
- **12:15 p.m.** – Greek Independence Day Flag Raising, Myrtle Beach City Hall, 937 Broadway Street
- **5:00 to 7:00 p.m.** – Myrtle Beach Downtown Alliance Community Input Meeting, Mary C. Canty Recreation Center, 971 Canal Street

TUESDAY, MARCH 26

- **9:00 to 11:00 a.m.** – Myrtle Beach Downtown Alliance Community Input Meeting, Chapin Memorial Library, 400 14th Avenue North
- **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
- **2:00 to 4:00 p.m.** – Myrtle Beach Downtown Alliance Community Input Meeting, Chapin Memorial Library, 400 14th Avenue North

WEDNESDAY, MARCH 27

- **8:00 a.m.** – Myrtle Beach Convention Center Hotel Corporation Board, Room 236, Myrtle Beach Convention Center, 2101 North Oak Street
- **10:00 a.m.** – Special Event Committee, Myrtle Beach Train Depot, 851 Broadway Street

THURSDAY, MARCH 28

- **1:30 p.m.** – Myrtle Beach Downtown Alliance Board of Directors Meeting, Conference Room, Chapin Memorial Library, 400 14th Avenue North
- **6:00 p.m.** – Night of Knowledge Community Event, Midtown Vineyard Church, 504 27th Avenue North
- **6:00 p.m.** – “Nights at Nance” Spring Concert Series featuring the Long Bay Quartet, Nance Plaza, 825 North Kings Highway

FRIDAY, MARCH 29

- No Meetings Scheduled

SATURDAY, MARCH 30

- **8:00 a.m. to 12:00 p.m.** – Keep Myrtle Beach Beautiful “Great American Cleanup” Citywide Litter Pickup Day
- **10:00 a.m. to 2:00 p.m.** – Annual Spring Fest, Adjacent Field, Crabtree Memorial Gymnasium, 1004 Crabtree Lane

SUNDAY, MARCH 31

- No Meetings Scheduled

**MYRTLE BEACH CITY COUNCIL
TUESDAY, MARCH 26, 2024
9:00 A.M. – WORKSHOP, COUNCIL CHAMBER
10:00 A.M. – MEETING – COUNCIL CHAMBER
TED C. COLLINS LAW ENFORCEMENT CENTER
1101 NORTH OAK STREET, MYRTLE BEACH, SC 29577**

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.

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.

CALL TO ORDER

INVOCATION

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

APPROVAL OF MINUTES: March 12, 2024

PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:

1. Proclamation declaring March 25th as Greek Independence Day (meeting)
2. Proclamation recognizing Forest Dunes Neighborhood (meeting)
3. Recognition of the 8th Class of *MyBeach 101* (meeting)
4. Public Information Update – PIO 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 R2024-3 to accept the dedication of a certain roadway known as Rosa Circle with a 27' public r/w located within the Market Common R-1 Development.

The owner has constructed a certain roadway of 27' public right-of-way known as Rosa Circle within the Market Common R1 Development. Public utilities have been located within, along, and above the right-of-way. This one-way street complies with current standards and

construction requirements. Owner has provided executed dedication deed for the transfer of the roadway. Proposed resolution is consistent w/long-standing City policy & practice.

Resolution R2024-4 to accept the dedication of certain roadways known as Mike Marlowe Alley, and William Curry Alley with a 27' public r/w located within the Market Common R-2 Development.

The owner has constructed certain roadways of 27' public rights-of-way known as Mike Marlowe Alley and William Curry Alley within the Market Common R2 Development. Public utilities have been located within, along, and above the rights-of-way. These one-way streets comply with current standards and construction requirements. The owner has executed a deed for the transfer of the roadways.

Resolution R2024-5 to accept the dedication of certain roadways known as Cook Circle, Hall Lane, and Filliman Alley with varying public r/w located within the Market Common R-7 Development.

The owner has constructed certain roadways of varying ROW width known as Cook Circle, Hall Lane, and Filliman Alley within the Market Common R7 Development. Public utilities have been located within, along, and above the rights-of-way. Streets including One Way Alleys comply with current standards and construction requirements. The owner has executed dedication deeds for the transfer of the roadways. The proposed resolution is consistent w/long-standing City policy & practice.

Resolution R2024-6 to accept the dedication of certain roadways known as Whitebark Drive, Lacebark Trail, Shortleaf Path, Knobcone Loop, Bristlecone Court, and Canary Island Court public r/w located within the Preserve at Pine Lakes Development.

The owner has constructed certain roadways of 60' public rights-of-way known as Whitebark Drive, Lacebark Trail, Shortleaf Path, Knobcone Loop, Bristlecone Court, and Canary Island Court, within The Preserve at Pine Lakes Development. Public utilities have been located within, along, and above the rights-of-way. Streets comply with current standards and construction requirements. The owner has provided executed dedication deeds for the transfer of the roadways. The proposed resolution is consistent w/long-standing City policy & practice.

Motion M2024-30 to authorize the City Manager or his designee to apply for a grant of \$30,000 from the Chapin Foundation for the digitization of early Myrtle Beach Newspapers; 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. No match is required.

The project will convert the newspaper microfilm collection into digital formation for in-library use. The conversion will move this collection to a more stable format, preserving early Myrtle Beach news and history. The digital content will be searchable by keyword, making the content more discoverable for both staff and public use.

Motion M2024-31 to authorize the City Manager or his designee to apply for a grant of \$2,000 from the LSTA (Library Services and Technology Act) Summer Reading program through the SC State Library for the purpose of mailing summer reading challenge postcards to library patrons, and printing the postcards for schools; 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. \$1,030 in-kind match required will come from staff time.

The Library Services and Technology Act (LSTA), the only federal program exclusively created for libraries, is administered by the Institute of Museum and Library Services (IMLS) through the SC State Library. The goal is to increase community participation of all ages in Summer Reading and Learning Programs, especially for underserved populations in the community. Increased marketing and promotion will raise awareness of the relationship between reading and learning activities in the summer and academic achievement.

Motion M2024-32 authorizing the City Manager or his designee to apply for a grant of \$750,000 from the Federal Emergency Management Administration (FEMA) Assistance to Firefighters Grant Program for the purpose of purchasing a mobile rehab and air unit, to record the appropriation of such grant funds in the amount that may be approved, and to execute and deliver such grant agreement and such related documents as may be required to put the grant into effect. Match of \$75,000 is required.

The goal of the AFG Program is to enhance the safety of the public and firefighters with respect to fire and fire-related hazards. The objectives of the AFG Program are to provide critically needed resources that equip and train emergency personnel to recognized standards, outfit responders with compliant personal protective equipment to increase responders' physical protection against hazards during incident response, provide funding to retrofit or modify facilities to protect personnel from known health hazards, acquire emergency response vehicles, design and implement health, wellness and resiliency programs that prepare responders for incident response, enhance operational efficiencies, foster interoperability, and support community resilience.

Motion M2024-33 authorizing the City Manager or his designee to apply for a grant of \$80,696 from the Federal Emergency Management Administration (FEMA) Assistance to Firefighters Grant Program for the purpose of purchasing fire nozzles and related appliances, to record the appropriation of such grant funds in the amount that may be approved, and to execute and deliver such grant agreement and such related documents as may be required to put the grant into effect. Match of \$8,069 is required.

The goal of the AFG Program is to enhance the safety of the public and firefighters with respect to fire and fire-related hazards. The objectives of the AFG Program are to provide critically needed resources that equip and train emergency personnel to recognized standards, outfit responders with compliant personal protective equipment to increase responders' physical protection against hazards during incident response, provide funding to retrofit or modify facilities to protect personnel from known health hazards, acquire emergency response vehicles, design and implement health, wellness and resiliency programs that prepare responders for incident response, enhance operational efficiencies, foster interoperability, and support community resilience.

Motion M2024-34 authorizing the City Manager or his designee to apply for the School Resource Officer continuation grant for \$10,000 from the SC Department of Public Safety– Highway Safety and Justice Programs, for the purpose of enhancing

enforcement activity during the 2025 Law Enforcement Target Zero Challenge, 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 that grant into effect. There is no match requirement.

This funding would allow the Myrtle Beach Police Department's Traffic Enforcement Unit to focus on making the roadways safer through enforcement and education. The funds will be used to compensate officers while conducting grant activities including, targeted area enforcement events, operational planning, statewide mobilization events, and any other enforcement or education projects.

Motion M2024-35 authorizing the City Manager or his designee to apply for a grant of \$40,980.73 from SC Department of Health and Environmental Control (SC DHEC) for the purpose of purchasing mosquito control equipment and supplies, to record the appropriation of such grant funds in the amount approved, and to execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. No match is required.

SC DHEC is distributing Hurricane Recovery Funds to local municipalities for mosquito control. SC DHEC has prioritized funding for municipalities that are most affected by hurricane-influenced mosquito population surges.

Motion M2024-36 authorizing the Myrtle Beach Police to apply for the South Carolina Department of Public Safety Bullet Proof Vest Program in the amount of \$41,317 for reimbursement of purchase. No local match is required.

The Police Department applied for this reimbursement grant on March 12, 2024 from the SC Department of Public Safety in the amount of \$41,317 which is half of the total cost of purchase. MBPD applied for the Patrick Leahy BVP grant, which the state indicates is an approved program to partner for the remaining funding from July 1, 2023 to December 31, 2024. There is no match requirement and the City has made outlays for this purpose in excess of the amounts reimbursed by these grants.

Motion M2024-37 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, Carolina Country Music Festival, 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 for the proper and prudent exercise of public safety across jurisdictional lines. This includes the City of Charleston Police Department, City of North Charleston Police Department, City of Hartsville Police Department, City of Darlington Police Department, City of Florence Police Department, City of Georgetown Police Department, City of Lexington Police Department, City of Manning Police Department, Winthrop University Police Department, City of Cayce Police Department, City of Orangeburg Police Department, Briar Cliff Acres Police Department, City of Greenville Police Department, County of Charleston Sheriff's Office, County of Williamsburg Sheriff's Office, County of Lexington Sheriff's Office, County of Darlington Sheriff's Office, County of Lee Sheriff's Office, Al Cannon Detention Center and County of Georgetown Sheriff's Office.

The two-year MOU 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 all listed agencies to include the City of Charleston police department, the City of North Charleston police department, the City of Hartsville police department, the City of Darlington police department, the City of Florence police department, the City of Georgetown police department, the City of Lexington police department, the City of Manning police department, Winthrop University police department, the City of Cayce police department, the City of Orangeburg police department, the town of Briarcliff Acres, the City of Greenville police department, the Charleston County Sheriff's Office, the Williamsburg County Sheriff's Office, the Lexington County Sheriff's Office, the Darlington County Sheriff's Office, the Lee County Sheriff's Office, the Al Cannon Detention Center, and the Georgetown County Sheriff's Office.

REGULAR AGENDA

2nd Reading Ordinance 2024-20 to amend Section 203 and Section 1407.C of the Code of Ordinances, City of Myrtle Beach, Appendix A Zoning to include divination services as a permitted use in the A (Amusement) and E (Entertainment) Districts.

To amend Sections 203 & 1407.C of the Zoning Code to include divination services as permitted uses in the A (Amusement) and E (Entertainment) zones. Divination services include fortune telling, tarot card reading, reading tea leaves, reading bones, numerology, mediumship, clairvoyance, and others. "Divination services" are not listed or defined in our Zoning Code and are therefore not permitted. The City Attorney's office found no conflict of First Amendment Rights by regulating divination services as permitted uses in the A (Amusement) and E (Entertainment) districts. Planning Commission (3.5.24): Approved (7-0)

1st Reading Ordinance 2024-21 to enact Section 14-200 of the City of Myrtle Beach Code of Ordinances entitled *Hate Intimidation*.

To enact a new section 14-200 of the Code of Ordinances to protect residents and visitors from and to deter crimes motivated by bias or hate towards any person or persons, in whole or in part, because of the actual or perceived race, color, creed, religion, ancestry, gender, sexual orientation, gender, gender identity, physical or mental disability, or national origin of the other person or persons.

Resolution R2024-7 authorizing execution of an amendment to deed restrictions concerning city-owned property located in the Arts & Innovation District having PIN# 444-0101-0066.

The City has proposed to construct a theatre facility in the historic buildings located at 807, 809, and 811 Main Street in the Arts & Innovation District in furtherance of the goal of redeveloping and revitalizing this area. The City owns property adjacent to these historic buildings pursuant to a restricted deed from Myrtle Beach Farms Company, Inc. which contains use restrictions and rights of reversion restricting use of the Property to an alleyway for access and parking for the general public. The design for the theater facility contemplates use of an approximately 3,800 sq. ft. portion of the Property for the stage area. Myrtle Beach Farms Company, Inc. has

indicated it will agree to amend the restricted deed to allow use of the Proposed Stage Area portion of the Property as a theater and will release this portion of the Property from the right of reversion.

Motion M2024-38 to appoint/reappoint four members to the Cultural Resources Committee.

The terms of Shawn Kennedy and Sharron Farro have expired. There are also two vacant seats. Three seats expiration dates are March 10, 2027. One vacant seat's term does not expire until March 10, 2025. On file are the resumes of Veena Wulfeuhle (Non-resident), Dan Lewis (Non-Resident), Daniel Rojas (Non-resident), John Krajc (City Resident), Ryan McRae (Non-resident), Tonya Gore (City Resident), Tushara Rhodes (Non-Resident).

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
Myrtle Beach Convention Center Hotel Corporation Board
8:00 a.m., Wednesday, March 27, 2024
Room 236, Myrtle Beach Convention Center
1101 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 for February 2024**
- C. Entertain public comments and questions**
- D. Review of monthly hotel financials for February 2024 (Mrs. Hinde)**
- E. Hotel sales and marketing update (Mr. Semidei)**
- F. Convention Center sales and marketing update (Mr. Monroe)**
- G. Executive Session**
- H. Discuss additional business, if any, and adjourn**

**City of Myrtle Beach
Special Event Committee
10:00 a.m., Wednesday, March 27, 2024
Boxcar, Myrtle Beach Train Depot
851 Broadway Street, Myrtle Beach, SC 29577**

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:

1. February 28, 2024
2. March 13, 2024

C. New Business:

Review of Upcoming Proposed Events

1. March 1-May 30 – Deville Street Festival, BEI, Deville Street
2. April 13 – Surf Contest, Surf City, 66th Avenue North Beach access
3. June 29-30 – Volleyball, Joe Goodwin, Pavilion courts
4. May 10-11 – Smoke on the Beach, Rusty Watson, Pavilion Place
5. October 11-13 – Volleyball, Joe Goodwin, Beach and Pavilion courts
6. Other

D. Matters of Business:

Review of Last Week's/Ongoing Events

1. March 14 – Nights at Nance, MBDA, Nance Plaza
2. March 14-16 – Run to the Sun Car & Truck Show, Former Myrtle Square Mall Site
3. March 23 – Rhapsody and Que, Long Bay Symphony, Burroughs & Chapin Pavilion Place
4. March 23 – Thermwise Efficiency Program, Dominion Energy, Plyler Park
5. March 23 – Volleyball, Joe Goodwin, Pavilion Lot and Beach
6. Other

Review of Upcoming Approved Events

1. March 28 – Nights at Nance, MBDA, Nance Plaza
2. March 30 – Brave at Heart 5K, Brave at Heart Foundation, Grand Park
3. March 30 – Easter Egg Hunt, Tawanna Hunt/Sandy Grove, Bathsheba Bowens Park
4. March 30 – Springfest, City of Myrtle Beach, Field 12, Forbus Lot, Crabtree Lot
5. March 31 – Community Easter Egg Hunt, El Gallo 102.3, Chapin Park

6. April 6-7 – Art in Common, Seacoast Artist Guild, Valor Memorial Garden
7. April 6-November 16 – Waccamaw Cooperative Farmers Market, Valor Memorial Garden/Grand Park
8. April 6-8 – Food Truck Festival, N.S. Promotions, Burroughs & Chapin Pavilion Place
9. April 11 – Nights at Nance, MBDA, Nance Plaza
10. April 13 – Food Bank A&C Fest, Meals on Wheels, Valor Memorial Garden
11. April 17 – Ground Zero Block Party, Ground Zero, Chester Street
12. April 20 – Stand with Survivors, Rape Crisis Center, Tidal Creek Brewhouse Beer Garden
13. April 20 – Heart of Stoke Skateboard Contest, HOS Foundation, Matt Hughes Skate Park
14. April 25 – Nights at Nance, MBDA, Nance Plaza
15. April 27 – Dragon Boat Race, Ground Zero, Grand Park Lake
16. May 1-5 – World's Strongest Man, Atomic Designs, Burroughs & Chapin Pavilion Place
17. May 4 – Relay for Life, American Cancer Society, Valor
18. May 7-12 – PGA Parking, PGA, Former Mall Site
19. May 18 – Walk to End Bladder Cancer, Bladder Cancer Awareness, Grand Park
20. June 1 – Pride Month Kickoff Party, Grand Strand Pride, Nance Plaza
21. June 6-9 – CCMF, Southern Entertainment, Burroughs & Chapin Pavilion Place
22. June 20 – Summer Solstice Run, N.S. Promotions, Beach
23. July 4 – Indy 5K, N.S. Promotions, Market Common 5K Route
24. August 24 – Scoopfest, Family Support Services, Valor Memorial Garden
25. September 14 – I Love Seafood Fest, Dayson Youth foundation, Pavilion Place
26. September 27-29 – World Championship Chili Cookoff, Palmetto Event Productions, Pavilion Place
27. October 12 – Myrtle Beach Mini Marathon and 5K, N.S. Promotions, Downtown Roadways
28. October 17-20 – Myrtle Beach Jeep Jam, N.S. Promotions, Former Myrtle Square Mall Site and Beach
29. October 19-20 – Kite Festival, Klig's Kites, Burroughs & Chapin Pavilion Place
30. November 2 – Annual Beach Ride, American Heart Association, Along the Beach (South End to 54th Avenue North)
31. November 10 – Bike the Beach, Michael Snow, Ocean Boulevard, 8th to 9th Avenues North and various roads
32. November 28 – Turkey Trot, N.S. Promotions, Market Common 5K Route
33. Other

E. Review of Temporary Use Permits:

1. Other

F. Review of Facility Use Permit Events

G. Review of Sports Tourism Events

H. Review Parade Permits:

1. Other

I. Review Film/Photo Requests

J. Convention Center and Sports Center Events:

1. Other

K. Review of Fireworks Permit Applications

1. Broadway at the Beach
2. Pelicans

L. Discussion Items:

1. April 20 – Healthy Kids Day, YMCA, YMCA Soccer Fields
2. April 21 – Crystal Soul Music Festival, Henry Ellis, Charlies Place
3. May 21-25 – NCAA Division III Outdoor Track and Field Championships
4. Other

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
1:30 p.m., Thursday, March 28, 2024
Conference Room, Chapin Memorial Library
400 14th Avenue North, Myrtle Beach, SC 29577
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 – February 22, 2024
2. Financial Report – Period Ending: February 29, 2024

C. Committees and Programs – CEP Jason Greene

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

D. Chief Executive Officer's Report – CEO Jason Greene

E. Discussion Items – Chairman Dan Sine

1. Financial Report Summary – Month Ending February 29, 2024

F. Action Items and Meeting Follow-Up – Secretary Michelle Plyler

G. Executive Session*

H. Dates to Remember

1. 6:00 p.m., Thursday, March 28, 2024 – Nights at Nance Spring Concert Series
2. 5:00 p.m., Friday, April 5, 2024 – First Friday Art Walk, Various Locations
3. 6:00 p.m., Thursday, April 11, 2024 – Nights at Nance Spring Concert Series
4. 6:00 p.m., Tuesday, April 16, 2024 – Discover Downtown Dining (D3), Broadway Street
5. April 18, 2024 – Design Guidelines Community Input Meeting (Concepts), TBD
6. 10:30 a.m., Wednesday, April 24, 2024 – Board of Directors Meeting, Myrtle Beach Area Chamber of Commerce
7. 6:00 p.m., Thursday, April 25, 2024 – Nights at Nance Spring Concert Series
8. May 2, 2024 – Design Guidelines Community Input Meeting (Concepts), TBD
9. 5:00 p.m., Friday, May 3, 2024 – First Friday Art Walk, Various Locations

**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. The committee may take action on matters discussed in Executive Session which are deemed to be “emergency” concerns upon reconvening in open session.