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Media Advisory

To: Myrtle Beach Media
From: Kaycey Hall Vrettos
Date: June 16, 2023
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **Council approved the City of Myrtle Beach's \$358.2 million budget for the upcoming fiscal year at Tuesday's meeting.** State law requires each unit of local government to approve a balanced budget for each new fiscal year beginning July 1, with operational and financial expenditure details. Notable highlights of the Fiscal Year 2023-24 budget include:
 - **No Tax Increase and No New Taxes** – Myrtle Beach's property tax rate remains flat at 88.9 mills, and owner-occupied homes will continue to receive a credit of 67.45 percent. That's \$600 per year in savings on a home valued at \$250,000, thanks to the Tourism Development Fee (TDF).
 - **No Increases in Solid Waste, Recreation or Business Licenses Fees** – All of these fees will remain unchanged.
 - **Minor Increases in Water and Sewer Rates** – Much of the water and sewer rate increase is simply a pass-through of higher wholesale rates charged by Grand Strand Water and Sewer Authority, the city's supplier. The rest is for system upgrades and maintenance. The increases are four and five percent, respectively, for a blended 4.6 percent. That's an additional \$2.68 per month for a typical family of four using 7,500 gallons of water. Less, if you use less, of course.
 - **Increase in Stormwater Utility Fee** – The fee increase continues rate adjustments discussed last year to generate enough income to maintain the stormwater system and make improvements. This year's stormwater fee increase is 22 percent. That translates to an extra \$2.05 per month for a residential homeowner. How will this benefit City of Myrtle Beach residents and businesses? Effective stormwater planning and management allows the city to recover quickly from heavy rainfall

events, improves community members' health and quality of life, provides significant long-term savings, and supports economic resilience.

- **Capital Improvement Projects** – The city prioritizes investing in infrastructure, so annual budgets include Capital Improvement Projects. Totaling \$102 million, next year's project list features a downtown theater, a new parking lot for the Myrtle Beach Train Depot, a new solid waste scale house, renovation of the City Services building, roof repair and replacement for fire stations and recreation centers, new picnic shelters and public restrooms, vehicle replacements, street paving and repairs, visitor locker rooms at Doug Shaw Memorial Stadium, a deepwater ocean outfall at 24th Avenue North, Convention Center repairs and improvements and water-and-sewer line projects, to name just a few.
- **Paid Public Parking Year-Round** – Effective July 1, the city's paid public parking meters will remain active year-round. The extension means visitors parking in January, February, November, and December will now pay-to-park. Parking costs remain unchanged. So, where does this money go? It gets reinvested in the immediate areas and the downtown area to maintain and further enhance the city's amenities and services.
- **Five Percent Salary Increase for City Staff** – The budget includes a five percent salary increase for city staff members, to help the city remain competitive in the marketplace. As with the rest of the country, the city needs to hire and keep employees, particularly police officers and other public safety positions. Without adequate staffing, the city cannot provide the level of service that residents, businesses and visitors expect.

3. City of Myrtle Beach offices and facilities will be closed Monday, June 19, to observe the Juneteenth holiday. However, solid waste and recycling will be collected on the regular Monday-through-Thursday schedule. *(Note: Looking ahead to Independence Day, City of Myrtle Beach offices and facilities will be closed Tuesday, July 4, to observe the holiday. The solid waste and recycling schedule will be unchanged, with regular Monday-through-Thursday collections.)*

4. Drivers, anticipate road closures on Carver Street, Oak Street and Mr. Joe White Avenue on Saturday, June 17, in Myrtle Beach. These closures are part of the city's annual Unity March and Juneteenth Celebration. To avoid delays, please use traffic wayfinding apps to navigate around the area. The affected roadways and approximate times are listed below.

- Beginning at 8:00 a.m., the portion of Carver Street between 18th and 21st Avenues North will be closed; it will reopen at 8:00 p.m.
- The section of Carver Street between Mr. Joe White Avenue and 18th Avenue North will be closed from 10:00 a.m. to 11:30 a.m.
- On Mr. Joe White Avenue, between Dunbar Street and Oak Street, access will be blocked from 10:15 to 11:00 a.m.
- And, Oak Street, between Broadway Street and Mr. Joe White Avenue, will be inaccessible from 10:15 to 11:00 a.m.

5. Join us for Myrtle Beach's annual Juneteenth Celebration on Saturday, June 17! The event kicks off with the Unity March, and all are invited to partake. The line-up time is 8:30

a.m. and the parade begins at 10:00 a.m. With nearly 100 parade entries, it will last for roughly 60 to 90 minutes. See <https://www.cityofmyrtlebeach.com/2023UnityMarch.pdf> for route details. Marchers will walk together to the site of the Juneteenth festivities, 1420 Carver Street. Everyone is invited to attend and celebrate African American history from 10:00 a.m. to 6:00 p.m. at Charlie's Place. Bring a beach chair or blanket and enjoy live performances by Chocolate Chip and Company and The 100 Grand Band. Event activities include poetry, shagging, music, vendors, Gullah Geechee storytelling, children's games and more. Questions? For information, contact Neighborhood Services at 843-918-1061 or neighborhoodservices@cityofmyrtlebeach.com.

- 6. The fourth annual Myrtle Beach International Culture Fest, a family-friendly celebration of diversity and southern hospitality, is set for 12:00 to 10:00 p.m., Sunday, June 25.** The event takes place in Chapin Park, 1410 North Kings Highway, and includes live performances, delicious food, music, vendors, and activities for all ages. Special Guest Lily K. Donaldson, the reigning Miss United States, will greet festival-goers from 1:00 to 4:00 p.m. Admission is free! Event sponsors include the City of Myrtle Beach, Myrtle Beach Area Chamber of Commerce, Myrtle Beach Downtown Alliance and State Farm's Wyman Wise Office. For details and to register as a vendor, volunteer or sponsor, visit <https://kirkyevents.com/mbicf>.
- 7. Myrtle Beach Downtown Alliance hosts a public input meeting to discuss the proposed aesthetic streetscape updates for Broadway Street on Thursday, June 29, at 5:30 p.m.** The event will take place at Long Bay Theater's new home in Myrtle Beach's Arts & Innovation District, 704 Eighth Avenue North. It is located between the newly relocated Carolina Improv, 706 Eighth Avenue North, and William H. Miller Studios and Fine Art, 702 Eighth Avenue North. Questions? Send an email to info@mbdowntown.org.
- 8. Reserve your seat today for the inaugural FAST Fest, a free, educational tech conference set for September 2 in Myrtle Meta Beach!** Event hours are 9:00 a.m. to 10:00 p.m. on Saturday, September 2, at Horry-Georgetown Technical College's Grand Strand Campus Conference Center, 950 Crabtree Lane. See <https://fastfest.live/> to learn more and sign up.
- 9. 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.
- 10. Kids and teens recently enjoyed "Camp Adventure," the city's five-day career exploration camp, and that's the subject of our Photos of the Week.** Hosted by the Myrtle Beach's Parks, Recreation and Sports Tourism Department, the program is for youth, ages seven to 14 years old. Campers explored the Warren S. Gall Police Annex, Myrtle Beach Fire Station No. 4 and Horry-Georgetown Technical College's Surgical Technology Center. Participants met and played with K9 Officer Goggles, dusted for fingerprints with Myrtle Beach police officers, toured a fire station with firefighters and learned about the medical field with HGTC staff. It was a fun-filled week for all! To view these photos and more, visit our [Photos of the Week Library](#) webpage.
- 11. Did you know...** That twice-daily train service between Conway and Myrtle Beach began in May 1900? The Conway and Seashore Railroad used a wood-fired engine to travel the 14 miles to the beach in the days before paved roads existed. The train included second-hand

passenger cars from New York's elevated railway, as well as a freight car or two. The engine pulling the train was known as "the Black Mariah."

For more information, contact:

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

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

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

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
June 19-25, 2023**

MONDAY, JUNE 19

- **Juneteenth Holiday Observed** – All City of Myrtle Beach Offices and Facilities Closed, Solid Waste and Recycling Collected on Regular Schedule

TUESDAY, JUNE 20

- **1:30 p.m.** – Planning Commission, Conference Room, City Services Building, 921 North Oak Street

WEDNESDAY, JUNE 21

- **2:00 p.m.** – Beach Advisory Committee, First Floor Conference Room, City Hall, 937 Broadway Street
- **2:00 p.m.** – Employee Grievance Committee, Classroom C, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – Emmens Preserve Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – The Highlands Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – The Market Common Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – Meridian at The Market Common Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – The Reserve Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – Seagate Village Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – Sweetgrass North Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – West Lake Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:30 p.m.** – Withers Preserve Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane

THURSDAY, JUNE 22

- **9:00 a.m.** – Myrtle Beach Downtown Alliance, Myrtle Beach Area Chamber of Commerce Building, 1200 North Oak Street

FRIDAY, JUNE 23

- No Meetings Scheduled

SATURDAY, JUNE 24

- No Meetings Scheduled

SUNDAY, JUNE 25

- No Meetings Scheduled

**City of Myrtle Beach
Planning Commission
1:30 p.m., Tuesday, June 20, 2023
Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC 29577**

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 MEETING.

A. Call Meeting to Order

B. Matters of Order: Approval of Minutes of June 6, 2023, Meeting

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

D. Matters of Business:

1. **PRE-FIN 23-06 Pine Lakes Preserve P1:** Request from Lennar Carolinas, LLC (Representative, Walter Warren of Thomas and Hutton), to subdivide approximately 8.33 acres (PIN #421-09-01-0077) and approximately 14.66 acres (PIN #420-00-00-2372) near the corner of Robert M. Grissom Parkway and Granddaddy Drive, zoned Pine Lakes PUD (Planned Unit Development), into two 0.36 acre common areas.
2. **PRE-FIN 23-07 Golf Tract 20:** Request from GDMB Golf Lot Co., LLC (Representative, Cameron Parker, Development Resource Group), to subdivide approximately 11.72 acres (PIN #394-00-00-0276) along Grande Dunes Boulevard and Golf Village Lane, zoned Grande Dunes PUD (Planned Unit Development), into 98 lots, 12 new streets, and 7 common areas.
3. **STN 23-09 Golf Tract 20:** Request from GDMB Golf Lot Co., LLC (Representative, Cameron Parker, Development Resource Group), to name 10 new streets with the following names: "Broadstone Court, Queenwood Court, Formby Place, Hillside Place, Wentworth Way, Ganton Avenue, Sunningdale Way, Sheringham Court, Alwoodley Place, and Woburn Place." ***Public Hearing***

E. Presentation of New Applications

F. Communications from the Planning Commission

G. Communications from City Staff

1. Resolution to Name Future New Downtown Street for Former Mayor Robert Hirsch
2. Myrtle Beach Next

H. Meeting Adjournment

**City of Myrtle Beach
Beach Advisory Committee
2:00 p.m., Wednesday, June 21, 2023
First Floor Conference Room, City Hall
937 Broadway Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1008 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order

B. Welcome and Recognize Guests

C. Approval of Minutes

D. Reports:

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

E. Discussion Items:

1. Lifeguard of the Week
2. Umbrella Line Recap

F. Comments from the Public

G. Executive Session: The board may take action on items discussed in Executive Session when the Public Session resumes.

H. Adjourn

City of Myrtle Beach
Employee Grievance Committee
2:00 p.m., Wednesday, June 21, 2023
Classroom C, General Robert H. Reed Recreation Center
800 Gabreski Lane, 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

B. Grievance Hearing

C. Executive Session: The board may take action on items discussed in Executive Session when the Public Session resumes.

D. Committee Recommendations to City Manager

E. Adjournment

****NOTE:** South Carolina law requires that the city'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; or, 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 of the reasons above. The board takes no votes or action in Executive Session. The board may take action on matters discussed in Executive Session which are deemed to be "emergency" concerns upon reconvening in open session.

Myrtle Beach Downtown Alliance, Inc.
Board of Directors Meeting
9:00 a.m., Thursday, June 22, 2023
Conference Room, Myrtle Beach Area Chamber of Commerce
1200 North Oak Street, 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 – Dan Sine, Chairman of the Board

B. Consent Agenda (VOTE) – Dan Sine, Chairman of the Board

1. Board Meeting Minutes – May 25, 2023

C. Committees and Programs – Jason Greene, Chief Executive Officer

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

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

1. Strategic Planning Process Update

E. Discussion Items – Dan Sine, Chairman of the Board

1. Final Report – Month Ending May 31, 2023
2. Resolution – PGS (VOTE)
3. Resolution – VOAD/HC3 (VOTE)

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

G. Executive Session – Upon returning to Public Session, the board may take action on matters discussed in Executive Session which are deemed to be “emergency” concerns.

H. Important Dates:

- 10:00 a.m., Tuesday, June 27, 2023 – Myrtle Beach City Council Meeting, Ted C. Collins Law Enforcement Center
- 2:30 p.m., Wednesday, June 28, 2023 – MBDA Strategic Planning Committee Meeting, Myrtle Beach City Hall
- June 29, 2023 – Public Input Broadway Street Improvement Project, Long Bay Theater
- 9:00 a.m., Tuesday, July 4, 2023 – Downtown Fireworks Display, Second Avenue Pier
- 2:30 p.m., Wednesday, July 12, 2023 – MBDA Strategic Planning Committee Meeting, Myrtle Beach City Hall
- 2:30 p.m., Wednesday, July 26, 2023 – MBDA Strategic Planning Committee Meeting, Myrtle Beach City Hall

- 9:00 a.m., Thursday, July 27, 2023 – MBDA Board of Directors Meeting, Myrtle Beach Area Chamber of Commerce, 1200 North Oak Street

I. Adjournment

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