



CONTACT:

Mark Kruea
Office: (843) 918-1014
Mobile: (843) 450-1695
info@cityofmyrtlebeach.com
www.cityofmyrtlebeach.com
www.facebook.com/myrtlebeachcitygovernment

Media Advisory

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To: Myrtle Beach Media
From: Kaycey Hall Vrettos
Date: June 17, 2022
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **The Myrtle Beach Downtown Alliance (MBDA) hosts two Municipal Improvement District (MID) community listening sessions next week for business and community leaders.** Session one is 6:00 to 7:00 p.m., Wednesday, June 22. Session two is 8:30 to 9:30 a.m., Thursday, June 23. Both sessions take place at the HTC Aspire Hub, 509 Ninth Avenue North.

The City of Myrtle Beach is establishing a Municipal Improvement District to help with revitalization of the downtown area. City Council gave second reading to the MID's creation in May 2022, with a list of projects to be funded from the proceeds. Myrtle Beach's new MID district stretches from 21st Avenue North to 11th Avenue South, and it includes Broadway Street and the Arts & Innovation District. Other South Carolina cities, including Columbia, have established successful MIDs for their downtown revitalization.

The money generated by the MID will pay for increased services and development. Those services include: events and marketing, the ambassador program, special projects and planning and research. Commercial property owners will pay an extra one percent of the assessed value of their property, which is equivalent to 10 mills of property tax for properties within the district. For a commercial property valued at \$1 million, that's an extra \$600 per year. The MID fee does not apply to owner-occupied homes. Proceeds from the MID must be spent within the district or in furtherance of the district.

The Myrtle Beach Downtown Alliance (MBDA) is a 501(c)3 place management organization created to drive downtown planning and revitalization. The MBDA was established as a public/private partnership between the city and One Grand Strand, a nonprofit comprised of downtown business owners committed to executing the city's downtown redevelopment plan. For more information, contact Amy Barrett at amy.barrett@mbdowntown.org.

3. **Drivers, anticipate a closure on Ocean Boulevard between Seventh and Eighth Avenues North next week.** Weather permitting, the traffic detour will allow a contractor to pour concrete from 4:00 a.m. to 4:00 p.m. on Wednesday, Friday and the following Monday, June 22, 24 and 27. Detour signage will be posted, and roadways will be open after 5:00 p.m.
4. **The City of Myrtle Beach's 2022 Drinking Water Quality Report is now available online.** To download, see <https://www.cityofmyrtlebeach.com/WaterQualityReport.pdf>.
5. **The most recent Myrtle Beach Point of View blog post shares the remarkable story about a daughter's love and the namesake of Shine Avenue.** To read more, visit <https://myrtlebeachpointofview.wordpress.com/>.
6. **A comprehensive list of activities and city events is available on our [Events](#) webpage.** This file of city-related festivals, programs and more is updated weekly.
7. **Reading is for the dogs at Chapin Memorial Library – or to the dogs, to be accurate – and that's the subject of our [Photos of the Week](#).** “Paws for Reading” is a library program where youngsters read aloud to a certified therapy dog. Mr. McDuffie, a three-year-old Golden Doodle, is a great listener. The kids had 15 minutes each to spend reading Goodnight Moon and other favorites to their furry friend. Readers from kindergarten and up are invited to share a good book with Mr. McDuffie or another therapy dog. Two more sessions are available at 12:00 p.m., Thursday, June 23 and again on Thursday, July 7. Chapin Memorial Library is at 400 14th Avenue North.
8. **Did you know...** That Myrtle Beach's first hotel was the Seaside Inn, built in 1901 at a cost of \$3,813 for materials and labor? At first, the hotel had no plumbing or electricity. In those early days, you could get three meals and an overnight stay for just \$2.

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 20-26, 2022**

MONDAY, JUNE 20

- **8:30 a.m.** – Staff Meeting, Conference Room, City Services Building, 921 North Oak Street
- **6:00 p.m.** – Booker T. Washington Neighborhood Watch, Ballroom, Mary C. Canty Recreation Center, 971 Canal Street
- **6:00 p.m.** – Palmetto Greens Neighborhood Watch, 2900 Mashie Drive

TUESDAY, JUNE 21

- **1:30 p.m.** – Planning Commission, Conference Room, City Services Building, 921 North Oak Street
- **6:00 p.m.** – Seaside South Neighborhood Watch, Sixth Floor Banquet Room, Coral Beach Resort, 1105 South Ocean Boulevard
- **6:00 p.m.** – Sterling Village Neighborhood Watch, Sixth Floor Banquet Room, Coral Beach Resort, 1105 South Ocean Boulevard

WEDNESDAY, JUNE 22

- **8:30 a.m.** – Myrtle Beach Convention Center Hotel Corporation Board, Room 236, Myrtle Beach Convention Center, 2101 North Oak Street
- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue
- **3:00 p.m.** – Bicycle and Pedestrian Committee, Conference Room, City Services Building, 921 North Oak Street
- **6:00 to 7:00 p.m.** – Myrtle Beach Downtown Alliance's Municipal Improvement District (MID) Listening Session #1, HTC Aspire Hub, 509 Ninth Avenue North

THURSDAY, JUNE 23

- **8:30 to 9:30 a.m.** – Myrtle Beach Downtown Alliance's Municipal Improvement District (MID) Listening Session #2, HTC Aspire Hub, 509 Ninth Avenue North

FRIDAY, JUNE 24

- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue

SATURDAY, JUNE 25

- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue

SUNDAY, JUNE 26

- No Meetings Scheduled

**City of Myrtle Beach
Planning Commission
1:30 p.m., Tuesday, June 21, 2022
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 SCHEDULED EVENT.

A. Call Meeting to Order

B. Matters of Order:

1. Approval of Minutes – May 17, 2022

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 22-06 Market Common R6:** Request by LUK-MB2, LLC (Tim Harris, ASI Engineers agent), to subdivide approximately 4.04 acres at Farrow Parkway and Hackler Street (TMS #186-27-01-143; #186-27-01-146; #186-27-01-147; #186-27-01-345 through #186-27-01-355; #186-27-01-366 through #186-27-01-390; #186-27-01-654; and, #186-27-01-661) into 64 townhome parcels. *(Previously approved on 07/21/20.)*
2. **PRE-FIN 22-07 Living Dunes:** Request by Cameron Parker with DRG Engineering to subdivide approximately 1.91 acres into 27 single family townhome/coupled cottage lots in Phases 2, 3-C and 4-parcel A-1 (PIN #394-16-04-0119, #394-16-03-0001, #394-09-03-0035, #394-09-04-0042 and #394-09-03-0033).

E. Presentation of New Applications:

1. **TEXT 22-10 Motor Vehicle Parts in MUM:** Request by Tradewinds Plaza, LLC, to amend Article 14, Zoning Districts, Sec. 1407 Table of Uses, to allow motor vehicle parts stores as a permitted use in the MUM (Mixed Use- Medium Density) District.
2. **TEXT 22-11 MU Parking Lots in RMH:** Request by Yosi Benezra for Lineage Construction Inc. to amend Sec. 1501.LL to: allow developments in MU-H (Mixed Use – High Density) districts to install required parking on adjacent property zoned RMH (Multifamily Residential High Density), as is currently allowed for MU-M (Mixed Use – Medium Density) developments; and, by Staff to beef up the required landscape buffer.
3. **STN 22-03 Alva Circle:** Request by Thomas & Hutton to name a new internal drive at Edison at Farrow Commons 2, providing access to five multifamily buildings and an amenity center, “Alva Circle.”
4. **TEXT 22-08 Golf Cart Rentals:** Request by staff to amend the Code Of Ordinances, City Of Myrtle Beach, Appendix A Zoning Sections 1407.C Permitted Uses, and 1501.FF Conditional Uses to add Golf Cart Rentals as a Conditional Use in the Amusement (A), Entertainment (E) and Highway Commercial (HC) zoning districts and

to align the City Zoning Code with changes in state law regarding golf cart registration requirements.

F. Communications from the Planning Commission

G. Communications from City Staff

H. Meeting Adjournment

**Myrtle Beach Convention Center Hotel Corporation Board
8:00 a.m., Wednesday, June 22, 2022
Room 236, Myrtle Beach Convention Center
2101 North Oak Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1225 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

- A. Convene and Call to Order**
- B. Approval of Minutes – May 2022 Meeting**
- C. Public Comments and Questions**
- D. Review of Monthly Hotel Financials for May 2022 (Mrs. Hinde)**
- E. Hotel Sales and Marketing Update for May 2022 (Mr. Semidei)**
- F. Convention Center Update for May 2022 (Mr. Monroe)**
- G. Discuss Additional Business**
- H. Executive Session***
- J. Adjourn**

****Note:** South Carolina law requires that the board's business is conducted in public with limited exceptions, known as "Executive Sessions." Subjects eligible for Executive Session include:*

- Personnel matters.*
- Negotiations concerning proposed contractual arrangements.*
- Investigative proceedings regarding allegations of criminal misconduct.*

Motions to go into Executive Session must be made in public and specify one or more of the reasons above. The board can take no vote or action in Executive Session.

**City of Myrtle Beach
Bicycle and Pedestrian Committee
3:00 p.m., Wednesday, June 22, 2022
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 SCHEDULED EVENT.

A. Call to Order – Chairman Snow

B. Matters of Order:

1. Approval of Minutes – June 8, 2022

C. Matters of Business

D. Matters for Discussion:

1. Work Group Breakout Sessions
 - a. Santee Cooper Easement: Tom Russo, John Pedersen, Fleet Odom and Martha Stanbrough
 - b. Mater Plan Successes: Chairman Snow, Erin Worrell, Katie Wunder, Kathy Winfree and Christopher Walters
2. Work Group Session Reports

E. Non Agenda Items

F. Important Dates:

1. 4:00 p.m., Thursday, June 30, 2022 – Grand Strand Bicycle Club Bike the Beach Event Planning Meeting
2. 3:00 p.m., Wednesday, July 13, 2022 – Bicycle and Pedestrian Committee Meeting
3. Time TBD, Saturday, October 8, 2022 – Bike the Beach Event
4. 5:30 p.m., Thursday, December 8, 2022 – Light Up The Night Ride

G. Adjourn

**Myrtle Beach Downtown Alliance
Municipal Improvement District (MID) Community Listening Sessions
6:00 to 7:00 p.m., Wednesday, June 22, 2022
8:30 to 9:30 a.m., Thursday, June 23, 2022
HTC Aspire Hub, 509 Ninth Avenue North**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-743-6073 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Welcome

B. Municipal Improvement District (MID) Overview – Amy Barrett, Myrtle Beach Downtown Alliance President/CEO

C. Questions and Community Feedback

D. Adjourn