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Media Advisory

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To: Myrtle Beach Media
From: Public Information Department
Date: July 23, 2021
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **Granddaddy Drive, between Grissom Parkway and the Pine Lakes Golf Course Club House, will be closed to traffic through Thursday, July 29.** The contractor is installing the water and sewer utilities for the new Pine Lakes Preserve development off Grissom Parkway.
3. **Give the gift of life at the City of Myrtle Beach's next American Red Cross Blood Drive on Tuesday, July 27.** The event will be held at the John T. Rhodes Myrtle Beach Sports Center, 2115 Sports Center Way, from 10:00 a.m. to 3:00 p.m. Schedule an appointment at <https://www.redcrossblood.org> with the sponsor code "CITYMB." All blood donations will be tested for COVID-19 antibodies.
4. **Are you interested in getting the COVID Vaccine?** The Myrtle Beach Fire Department hosts a weekly vaccination clinic from 8:00 a.m. to 5:00 p.m. on Thursdays at the City Services Building, 921 North Oak Street. Crews administer the Moderna vaccine to registered individuals. To register, see <https://bit.ly/MBFDVaccine>. Please arrive 30 minutes prior to your appointment time to allow time for pre-screening. For more information, call 843-918-1255.
5. **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.

6. **Myrtle Beach welcomed 14 newly-minted firefighters during Recruit School graduation ceremonies last Friday, and that's the subject of our [Photos of the Week](#).** In all, 16 new firefighters (our 14, plus one each for the City of Conway and the City of Georgetown) just completed 24-weeks of hands-on and classroom training. Friends and family members pinned on the new firefighters' badges during the ceremony at Horry-Georgetown Technical College's Thomas Maeser Auditorium. The new personnel then received their helmets and recited the firefighters' oath. Congratulations to all, and welcome to our "first in service" family.

7. **Did you know...** That two members of the Myrtle Beach city team have been named to Myrtle Beach High School's Athletic Hall of Fame for 2021? Congratulations to Recreation Leader Jennifer Dennison, who coaches girls basketball for the Seahawks, and Recreation Assistant EJ Canty, a former outstanding player for the Seahawks. They are two of the 10 former athletes and coaches who will be inducted into the MBHS Hall of Fame on Friday, September 3, during ceremonies at Doug Shaw Memorial Stadium.

For more information, contact:

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

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

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
July 26-August 1, 2021**

MONDAY, JULY 26

- **8:30 a.m.** – Staff Meeting, Myrtle Beach Train Depot, 851 Broadway Street

TUESDAY, JULY 27

- **9:00 a.m.** – City Council Workshop, Council Chamber, Ted C. Collins Law Enforcement Center, 1101 North Oak Street
- **10:00 a.m.** – City Council Meeting, Council Chamber, Ted C. Collins Law Enforcement Center, 1101 North Oak Street
- **10:00 a.m. to 3:00 p.m.** – City of Myrtle Beach hosts American Red Cross Blood Drive, John T. Rhodes Myrtle Beach Sports Center, 2115 Sports Center Way
- **5:30 p.m.** – Chapin Memorial Library Board, Myrtle Beach Train Depot, 851 Broadway Street
- **6:00 p.m.** – Ramsey Acres Neighborhood Watch, Midway Missionary Baptist Church, 1110 Highway 15

WEDNESDAY, JULY 28

- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue
- **10:00 a.m.** – Special Events Technical Review, Myrtle Beach Train Depot, 851 Broadway Street

THURSDAY, JULY 29

- No Meetings Scheduled

FRIDAY, JULY 30

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

SATURDAY, JULY 31

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

SUNDAY, AUGUST 1

- No Meetings Scheduled

**MYRTLE BEACH CITY COUNCIL MEETING
TUESDAY, JULY 27, 2021
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**

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... June 22, 2021

APPROVAL OF MINUTES... July 13, 2021

PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:

1. Workforce Housing Best Practices Update (Workshop)
2. Alternative Transportation in The Market Common Presentation – Janie Lilly (Workshop)
3. GEER Initiative and HGTC Update – Greg Mitchell (Meeting)
4. Recognition of Dr. Harmon (Meeting)
5. Public Information Update – PIO Staff (Meeting)

CONSENT AGENDA – *The Consent Agenda covers items anticipated to be routine in nature. Any Council member may ask that an item be moved from the Consent Agenda to the Regular Agenda for lengthier discussion, or a member of the public may request that such an item be moved. Items remaining on the Consent Agenda will be briefly described by staff and may be passed as a group with the approval of the agenda.*

Note: *City laws are known as ordinances. Before a city ordinance can be enacted, it must be introduced (1st Reading) and then approved (2nd Reading). Resolutions are actions through which City Council reinforces or makes policy not rising to the level of law. Motions are related to direction from City Council to city staff to take certain actions.*

NO ITEMS LISTED ON THE CONSENT AGENDA.

REGULAR AGENDA

2nd Reading Ordinance 2021-030 to amend the Futrell Park Planned Unit Development to allow beer/wine sales and food truck storage in Tract D of the Futrell Park PUD.

The Futrell Park Planned Unit Development (PUD) is a long-standing development regulation in the heart of Myrtle Beach. It sits among the Harlem (Canal Street), Carrie Mae Johnson (Nance Street), and Booker T. Washington (Carver and Dunbar, major through streets) neighborhoods. In 2013, at the request of the neighboring BTW community, City Council adopted an overlay zone to ban the sale of alcohol in the neighborhood commercial corridor due to past experiences with litter, disturbances of the peace, and crime. The Futrell Park PUD specifically prohibits the sale of alcohol for similar reasons.

At the June 1, 2021 Planning Commission meeting, the Commission unanimously recommended approval of the amendment with the following conditions:

- No alcohol consumption onsite*
- Sales are limited to the hours of 7:00 a.m. and 8:00 p.m.*
- Maximum of four food trucks stored on the property (cannot be seen from any public right-of-way)*

2nd Reading Ordinance 2021-031 to amend Ordinance 2021-028, the 2021-22 Budget Ordinance, in order to correct a scrivener's error in Exhibit B thereof.

The amendment will correct a scrivener's error pertaining to water rates and charges presented as Exhibit B of the budget ordinance (Ordinance 2021-28). Exhibit B of the Budget Ordinance 2021-28 contains an error in the volumetric water rate adjustment presented for Tier 2-3 charges. This ordinance amends the budget ordinance and adjusts those rates as anticipated during budget discussions during the formation of the Fiscal Year 2021-22 budget.

Motion M2021-083 to designate the Myrtle Beach Area Chamber of Commerce as the organization to manage and direct the expenditure of tourism and promotion funds for the 2021-22 fiscal year per SC Code §6-4-10(3), Accommodations Tax Revenues.

Per state statute, the funds received by a municipality or a county in county areas collecting more than fifty thousand dollars must be allocated in the following manner:

- (1) The first \$25,000 must be allocated to the general fund.*
- (2) 5% of the balance (after the \$25,000), must be allocated to the general fund.*
- (3) 30% of the balance for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity. To manage and direct the expenditure of these tourism promotion funds, the municipality or county shall select one or more organizations, such as a chamber of commerce, visitor and convention bureau, or regional tourism commission, which has an existing, ongoing tourist promotion program.*
- (4) 65% to the city for tourism related expenses.*

Recognizing the unique nature of our city's tourism demands, the Legislature has also approved a budgetary proviso that allows half of the money that would ordinarily go to the Myrtle Beach Area Chamber of Commerce (MBACC) to be retained by the city and used to meet public safety expenses related to tourism. After these deductions, the amount available for advertising and promotion by the MBACC in Fiscal Year 2021-22 is estimated at \$1,511,250.

Motion M2021-099 to approve a Special Event Permit to Victory Baptist Church/James Stallings for the “Back to School Block Party” to be held at 690 Ramsey Dr. The event will be a drop-in with back to school supplies being handed out. The City Manager is authorized to make changes to these plans as he deems necessary in keeping with the nature of the event and as circumstances dictate.

Applicant wishes to have a back to school block party with hot dogs, and applicant wishes to hand out school supplies.

Motion M2021-101 to approve a Special Event Permit to Klig’s Kites for “Klig’s Kites Kite Festival” on October 23-24, 2021, from 8:00 a.m. to 4:00 p.m. The City Manager is authorized to make changes to these plans as he deems necessary in keeping with the nature of the event and as circumstances dictate.

Event includes kite enthusiasts flying kites of all sizes and shapes. It will also include retail tents for the rental or purchase of kites and kite supplies. No city services are requested. Applicant is aware that they will need to leave a safety access lane for beach services.

Motion M2021-102 to approve a Special Events Permit to the Ocean Front Merchants Association/Heroes for Hire for “NYE on the Boardwalk” to be held in Plyler Park. The event will take place from 8:00 p.m., December 31, 2021, to 1:00 a.m., January 1, 2022. The City Manager is authorized to make changes to these plans as he deems necessary in keeping with the nature of the event and as circumstances dictate.

The New Year’s Eve celebration will include a DJ, various strolling entertainment artists, and a caricature artist. Food, beer, and wine will be available. Other activities include bounce houses, Secret Santa Shop, holiday train, and glitter tattoo artists. The applicants are expecting 500 attendees.

Motion M2021-103 to approve a Special Events Permit to Lynn Makris/ BEI – Beach, LLC, for the DeVille Street Festival to be held every Saturday, from 10:00 a.m. to 5:00 p.m., from July 31-October 30, 2021. The City Manager is authorized to make changes to these plans as he deems necessary in keeping with the nature of the event and as circumstances dictate.

The event features entertainment and various vendors along DeVille Street. The applicant is aware that they must pay for any services provided by the City of Myrtle Beach.

Motion M2021-104 to approve a Special Event Permit to NS Promotions for the 12th Annual “Myrtle Beach Oktoberfest” on October 8-9, 2021, from 4:00 p.m. to 10:00 p.m. on Friday, and 11:00 a.m. to 7:00 p.m. on Saturday. The promoter is expecting to hold the event on the soccer fields located on the corner of Myers and Farrow Pkwy, or Grand Park if available. The City Manager is authorized to make changes to these plans as he deems necessary in keeping with the nature of the event and as circumstances dictate.

This event is a celebration of German food and beer. In addition, the event will feature craft vendors, live music, and an area for kids’ games. The promoter expects approximately 2,000 attendees. No road closures are required.

Motion M2021-105 authorizing the City Manager or his designee to: apply for a grant of \$38,117 from the Edward Byrne Memorial Justice Assistance Grant (JAG) Program; record the appropriation of such grant funds in the amount that may be approved;

and, execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. No match is required.

If successful, this grant will allow MBPD to purchase “simunition” conversion kits, guns, marking rounds, and protective equipment to facilitate live-action, reality-based training for Police Officers.

This motion begins the 30-day review period required for JAG grants and contains assurances that the governing body notification and public comment requirements of the program are satisfied. This motion documents that the JAG application was made available for review by Council for at least 30 days, and that an opportunity to comment on this application was provided. A subsequent resolution will be placed on Council’s agenda on September 14 stating that the Governing Body Review requirements have been met.

Motion M2021-106 authorizing the City Manager or his designee to: accept a grant in the amount of \$750 from the SC Department of Health and Environmental Control’s Used Oil grant program; record the appropriation of such grant funds in the amount approved; and, execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. No match is required.

This grant will allow the Solid Waste Management staff to participate in recycling conferences, meetings, and training on the latest technology for solid waste reduction and recycling of used motor oil. The Used Motor Oil Program is funded by a fee of two cents per quart collected at the wholesale level on the sale of motor oil.

Motion M2021-107 authorizing the City Manager or his designee to: accept a grant in the amount of \$750 from the SC Department of Health and Environmental Control’s Office of Solid Waste Reduction and Recycling Waste Tire grant program; record the appropriation of such grant funds in the amount approved; and, execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. No match is required.

This grant will allow the Solid Waste Management staff to participate in recycling conferences, meetings, and training on the latest technology for solid waste reduction and recycling of used tires. The Waste Tire Grant Program is funded by a \$2 fee per tire at the retail level. Of that amount, 50 cents is used for grants to counties or local governments.

Motion M2021-108 to approve a Memorandum of Understanding between the City of Myrtle Beach and The Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF).

This Memorandum of Understanding (MOU) between the Bureau of Alcohol, Tobacco, Firearms and Explosives and the Myrtle Beach Police Department (“participating agency”) relates to the Violent Crime Task Force (herein referred to as the “Task force”). The Task Force will perform the activities and duties described below:

- *Investigate firearms trafficking*
- *Investigate firearms related violent crime*
- *Gather and report intelligence data relating to trafficking in firearms*
- *Conduct undercover operations where appropriate and engage in other traditional methods of investigation so that the Task Force's activities will result in effective prosecution before the courts of the United States and the State of South Carolina.*

NON-AGENDA ITEMS FROM THE PUBLIC

COMMUNICATIONS FROM CITY BOARDS/COMMISSION MEMBERS

COMMUNICATIONS FROM CITY COUNCIL AND CITY MANAGER

1. Council Communications
2. Chief Financial Officer (CFO) Update
3. City Manager/Assistant City Manager (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 vote or action in Executive Session.

ADJOURNMENT

**City of Myrtle Beach
Chapin Memorial Library Advisory Board
5:30 p.m., Tuesday, July 27, 2021
Myrtle Beach Train Depot
851 Broadway Street, Myrtle Beach, SC 29577**

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- A. Call to Order**
- B. Approval of Minutes** – April 27, 2021, Meeting
- C. Library Operations Report** – Library Director
- D. Other Business**
- E. Next Meeting** – Tuesday, October 26, 2021, at the Myrtle Beach Train Depot
- F. Adjournment**

City of Myrtle Beach
Special Events Technical Review Committee
9:00 a.m., Wednesday, July 28, 2021
Myrtle Beach Train Depot
851 Broadway Street, Myrtle Beach, SC 29577

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A. Call to Order

B. Approval of Minutes – July 14, 2021

C. New Business

Review of Upcoming Proposed Events

1. Moo and Brew, Aimee Lee, Burroughs & Chapin Pavilion Place, September 25, 2021
2. Oceanfront Merchants' Association's Broadway Fright Nights, Plyler Park, September 18-November 1, 2021
3. Pride MB, Valor Memorial Garden, October 2, 2021
4. Fall Fest on Broadway, Lisa Coombs, Along Broadway Street, October 2, 2021
5. NS Promotions' Myrtle Beach Mini Marathon, Downtown and Plyler Park, October 16-17, 2021
6. NS Promotions' Myrtle Beach Jeep Jam, Former Myrtle Square Mall Site, October 29-31, 2021
7. NS Promotions' Turkey Trot, The Market Common, November 25, 2021
8. NYE Event, Doug Kelly, Downtown and Ocean Boulevard, December 31, 2021-January 1, 2022

D. Matters of Business

Review of Last Week's/On-Going Events

1. Oceanfront Merchants' Association's Hot Summer Nights, Plyler Park
2. BEI Market Common's DeVille Street Festival, May 1-July 24, 2021
3. NS Promotions' Summer Race Series, Knoles Street, June 15, July 20, and August 17, 2021
4. Tidal Creek Brewing's Market Nights, July 14-December 22, 2021

Review of Upcoming Approved Events

1. Victory Baptist Church's Block Party, July 31, 2021
2. Myrtle Beach Police Department hosts PFC McGarry Street Dedication, The Market Common, August 13, 2021
3. Waves of Praise Festival, September 3-5, 2021
4. ICS Chili Cookoff, Amie Lee, Burroughs & Chapin Pavilion Place, September 17-19, 2021
5. Klig's Kites hosts Kite Festival, Beachfront North of 82nd, October 21, 2021
6. NS Promotions' Oktoberfest, The Market Common, October 8-9, 2021
7. American Heart Association's Annual Beach Ride, November 6, 2021

8. Oceanfront Merchants' Association's "NYE on the Boardwalk" New Year's Eve Celebration, Plyler Park, December 31, 2021-January 1, 2022

E. Review of Temporary Use Permits

F. Review of Sports Tourism Events

G. Review Parade Permits

1. Southern Atlantic Shrine Association's Parade, September 18, 2021

H. Review Film/Photo Requests

I. Convention Center Events

J. Discussion Items

K. Executive Session

L. Adjourn