



CONTACT:

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Media Advisory

To: Myrtle Beach Media
From: Kaycey Hall Vrettos
Date: August 18, 2023
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **The City of Myrtle Beach is now accepting ATAX Grant applications for Fiscal Year 2023-24.** The deadline to apply is 5:00 p.m., Friday, September 22, 2023. Visit the [ATAX Grants](#) webpage for details and to download the application.
3. **Save the date and attend Myrtle Beach's GIS Day event, set for Tuesday, September 19, 10:00 a.m. to 3:00 p.m.!** The Information Technology Department's [GIS Division](#) will host the new event at the Myrtle Beach Train Depot, 851 Broadway Street. Don't miss this opportunity to learn more about geographic information system (GIS) technology and meet local GIS professionals. Participating organizations include Coastal Carolina University's Anthropology and Geography Department, Horry-Georgetown Technical College's Computer Technology Department, Georgetown County Government's GIS Division, Horry County Historical Society and more. GIS Day will also include real-world GIS application activities, games and prizes for high school geography, social studies and computer students. Questions? Contact Izzy Champ at ichamp@cityofmyrtlebeach.com.
4. **The Myrtle Beach City Council candidate filing period opens at noon, Thursday, August 24, and closes at noon, Friday, September 8.** Prospective candidates must file a Statement of Candidacy (no fee) at City Hall, 937 Broadway Street. The South Carolina Ethics Commission also requires a statement of economic interest and a campaign disclosure form. Visit the [Elections & Polling Places](#) webpage for information.

5. **Myrtle Beach Fire Department's annual Rhonda Brown Charity Golf Tournament is Sunday, August 27, 10:00 a.m. to 1:00 p.m.** The event takes place at Topgolf, 2850 Robert Grissom Parkway, and registration begins at 9:00 a.m. Proceeds support local cancer charities. For event details, see <https://bit.ly/MBFDRhondaBrownTournament2023>.
6. **As a reminder, the deadline to apply for the Myrtle Beach's Poet Laureate position is Friday, September 1.** Appointed by City Council, this two-year position will be the poetic voice of the city, working to promote cultural heritage, literacy and creative writing among residents of all ages. Duties will include appearances at civic events, schools, community centers and libraries. Visit <https://www.cityofmyrtlebeach.com/poetlaureate.pdf> to download the list of requirements, term and compensation information, submission directions and application. Questions? Contact Brian Schmitt at bschmitt@cityofmyrtlebeach.com.
7. **Looking ahead, City of Myrtle Beach offices and facilities will be closed Monday, September 4, to observe Labor Day.** However, solid waste and recycling will be collected on the regular Monday-through-Thursday schedule. Questions? Call 843-918-2160.
8. **Would you like to serve on a volunteer board for the City of Myrtle Beach?** Council appoints volunteers to serve on city committees. See the [Volunteer Board Application](#) webpage and complete the form to apply. Or, submit a letter of interest and a brief biography or résumé to City Clerk Jennifer Adkins, P.O. Box 2468, Myrtle Beach, SC 29578. Note that every applicant is subject to a background check. Here is a list of upcoming reappointments or vacancies:
 - Accommodations Tax Advisory Committee (1 Hospitality Industry Seat)
 - Cultural Resources Committee (1 Seat)
 - Standard Code Board of Adjustments and Appeals (1 Licensed Contractor Seat)
 - Technology Advisory Group (4 Seats)
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. **The World War II Memorial at Myrtle Beach's Warbird Park is beginning to take shape, and that's the subject of our Photos of the Week.** Construction is still in the early stages, but you can begin to see how the 2,000-square-foot space will look. It's tucked into the trees on the park's edge, closer to Kings Highway and the Myrtle Beach International Airport runway for greater visibility. The center plaza will be a bas relief map of the world, with major campaigns of the war marked by bronze medallions. The rear wall will be granite engraved with text and photos, as shown in the illustrations. Myrtle Beach was actively involved in World War II, hosting the pre-cursor to the Myrtle Beach Air Force Base, better known as today's Market Common district. We hope to have the memorial complete in November. To view these photos and more, visit our [Photos of the Week Library](#) webpage.
11. **Did you know...** That August 2023 marks the 95th anniversary of the birth of aviation in Myrtle Beach? In August 1928, businessman and developer John T. Woodside opened the first "airport," a grassy landing strip near the present-day intersection of Seaboard Street and

Mr. Joe White Avenue, to attract wealthy investors. To see a timeline and learn more about the city's lengthy aviation history, see our [Myrtle Beach Point of View](#) blog.

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>

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

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

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
August 21-27, 2023**

MONDAY, AUGUST 21

- **8:30 a.m.** – Department Directors’ Meeting, Conference Room, City Services Building, 921 North Oak Street
- **3:00 p.m.** – Charlie’s Place Advisory Committee, Charlie’s Place, 1420 Carver Street
- **6:00 p.m.** – Booker T. Washington Neighborhood Watch, Mary C. Canty Recreation Center, 971 Canal Street
- **6:00 p.m.** – Carrie Mae Johnson Neighborhood Watch, Mary C. Canty Recreation Center, 971 Canal Street
- **6:00 p.m.** – Harlem Neighborhood Watch, Mary C. Canty Recreation Center, 971 Canal Street
- **6:00 p.m.** – Palmetto Greens Neighborhood Watch, 2900 Mashie Drive

TUESDAY, AUGUST 22

- **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
- **2:00 p.m.** – Ramsey Acres Neighborhood Watch, Myrtle Beach Train Depot, 851 Broadway Street

WEDNESDAY, AUGUST 23

- **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, AUGUST 24

- **9:00 a.m.** – Myrtle Beach Downtown Alliance, Conference Room, Myrtle Beach Area Chamber of Commerce, 1200 North Oak Street
- **12:00 p.m.** – Myrtle Beach City Council Candidate Filing Period Opens, Myrtle Beach City Hall, 937 Broadway Street

FRIDAY, AUGUST 25

- No Meetings Scheduled

SATURDAY, AUGUST 26

- No Meetings Scheduled

SUNDAY, AUGUST 27

- **10:00 a.m. to 1:00 p.m.** – Fire Department hosts Rhonda Brown Charity Golf Tournament, Topgolf, 2850 Robert Grissom Parkway

**City of Myrtle Beach
Charlie's Place Advisory Committee
3:00 p.m., Monday, August 21, 2023
Charlie's Place
1420 Carver Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1061 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order

B. Approval of Minutes

C. Discussion and Updates:

1. The Market at Charlie's Place – Fall Date/Plan (September 16, 2023)
2. Charlie's Place Facility Rentals/Uses – New Tenant in Incubator #6 (One on Wait List), Mary Riley on First and Fourth Thursdays, Neighborhood Services Department's Interns and Parents End of Summer Luncheon
3. Potential Rentals
4. New Security Measure
5. Tours Update

D. Announcements

E. Comments/Questions

F. Adjourn

**MYRTLE BEACH CITY COUNCIL
TUESDAY, AUGUST 22, 2023
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.

CITIZENS ARE INVITED TO ATTEND AND PARTICIPATE IN 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 15-17, 2023

APPROVAL OF MINUTES... April 4, 2023

APPROVAL OF MINUTES... May 2, 2023

APPROVAL OF MINUTES... June 6, 2023

APPROVAL OF MINUTES... July 18, 2023

APPROVAL OF MINUTES... August 8, 2023

PUBLIC REQUESTS, PRESENTATIONS, AWARDS AND MEMORIALS:

1. Living Lab Presentation – Howard Waldie, IV and Drayton Arnold (Workshop)
2. Recognition of Mayor Bob Hirsch's 100th Birthday (Meeting)
3. Dr. Karen Vassell – Executive Director, Boys & Girls Club of the Grand Strand (Meeting)
4. Proclamation recognizing Coast RTA's 40th Anniversary (Meeting)
5. Constitution Week Proclamation (Meeting)
6. Proclamation recognizing August 31, 2023, as International Overdose Awareness Day (Meeting)
7. 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 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.*

CONSENT AGENDA

Motion M2023-067 to approve Memorandum of Agreement between the City of Myrtle Beach and the South Carolina Department of Juvenile Justice.

The city does not operate or manage its own detention facility for juveniles, nor does it have such a facility available for the detention of juveniles. The South Carolina Constitution and state and federal laws mandate juveniles who are held in detention be confined in separate and distinct facilities from adults similarly confined. The South Carolina Department of Juvenile Justice operates a facility for the detention of juveniles. Per this agreement, the City will pay South Carolina Department of Juvenile Justice \$50 per juvenile per 24-hour day. Anything less than 24-hrs is not considered a full day and the city will be charged \$25 per juvenile.

Motion M2023-068 authorizing the City Manager or his designee to: apply for a grant in the amount of \$150,000 from the South Carolina Department of Parks, Recreation and Tourism – Park and Recreation Development Fund (PARD) for the purpose of a park renovation at the Lyons Cove Memorial Park Playground; 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. The local required match of \$30,000 is available in the Parks Division’s playground equipment capital improvements budget.

The grant will be used to renovate the playground at the Lyons Cove Memorial Park. That includes the purchase of new playground equipment, benches, mulch, and boarder. The Horry County Legislative Delegation endorses the project and recommends the amount for funding. Projects need endorsement of majority weighted vote factor of County Legislative Delegation members.

REGULAR AGENDA

2nd Reading Ordinance 2023-035 a series ordinance to approve the financing of Broadway Stream and Wetland Enhancement Improvements through the city borrowing an amount not exceeding \$612,600, including capitalized interest, if any, from the state water pollution control revolving fund, by agreement with the South Carolina Water Quality Revolving Fund Authority (the “Authority”), pursuant to Title 48, Chapter 5, Code of Laws of South Carolina 1976, as amended; provide for an agreement to make and accept a loan, the execution and delivery of a loan agreement between the city and the authority, and the execution and delivery of a promissory note from the city to the authority; and, other matters relating thereto.

This proposed ordinance authorizes the Mayor or City Manager to execute a loan agreement with the South Carolina Revolving Fund to provide for Broadway Stream and Wetland Improvements. City Council adopted Resolution R2022-016 (dated April 12, 2022) authorizing the City Manager or his designee to apply for the SRF loan. The project consists of improvements to the pond and stream on Withers Swash, north of Broadway Street. Improvements include construction of a forebay, wetland, and stream as well as the installation of buried logs, wetland plantings, and grading and seeding of banks.

1st Reading Ordinance 2023-036 to create a Planned Unit Development known as Seaside Farms Planned Unit Development.

The Seaside Farms PUD request is in conjunction with Ordinance 2023-037. The project consists of five multifamily buildings, one building to be used for multifamily or short-term rentals, and a commercial outparcel. Public improvements include area stormwater improvements, a 10' multipurpose path along Pine Island Road between Grissom Parkway and Highway 15, and improvements to Pine Island Road to accommodate turning movements. Planning Commission unanimously (7/0) recommends approval (08/01/23).

1st Reading Ordinance 2023-037 to annex approximately 17.84 acres along Pine Island Road (PIN #42500000313) into the City of Myrtle Beach and rezone the property from Horry County HC (Highway Commercial) to PUD (Seaside Farms Planned Unit Development).

The Seaside Farms PUD is an annexation request in conjunction with Ordinance 2023-036. The property is currently under Horry County's jurisdiction and is zoned HC (Highway Commercial). The current site is a fallow piece of land that does not have any habitable structures on it. The annexation of this parcel would allow the city to fill a large portion of a donut hole that is in a central part of our community. Planning Commission unanimously (7/0) recommends approval (08/01/23).

1st Reading Ordinance 2023-038 an ordinance approving the execution and delivery by the City of Myrtle Beach, South Carolina, of a lease agreement between the city, as lessee, and Horry County Department of Airports, as lessor, with respect to land adjacent to Warbird Park and other matters relating thereto.

Warbird Park is one of the city's most popular parks, with its popularity expected to grow with the addition of the World War II Memorial. It is scheduled to open later this year, and additional parking and restroom facilities are needed to accommodate the growing number of visitors. The agreement has a one-year term that is automatically renewed if the city is not in default and neither party expresses intent to terminate. Department of Airports has reserved the right to recapture the leased property if it is needed for County of Airport purposes and no alternative property is available. If the Department of Airports recaptures the leased property, Lessor is required to relocate the city to adjacent property, if available, and to reimburse the city for the cost of all improvements made subject to a reduction of 6.67% for each year the agreement has been in effect.

Resolution R2023-019 a resolution declaring the intention of the City of Myrtle Beach to reimburse itself for certain stormwater management system expenses with the proceeds of long term debt to be issued by the city in 2023.

A proposed debt issue in the Stormwater Management Fund (upon adoption of a bond ordinance) will finance various stormwater management system projects included in the five-year Capital Improvement Plan. Projects include:

- *Various Flood Risk Mitigation Projects*
- *Beach Renourishment – 82nd Avenue North to Singleton Swash*
- *Arts & Innovation District – Stormwater Improvements*
- *Withers Swash Improvements – Design*
- *Fifth Avenue North Drainage Improvements*

Resolution preserves the proposed bonds' tax exemption in the event the city expends its own funds in order to begin work before the bonds are closed. This resolution allows design work, engineering, and construction project costs to be incurred and reimbursed upon the issuance of debt.

Motion M2023-069 authorizing the City Manager or his designee to: apply for a grant of \$12,000,000 from the Economic Development Agency for the purpose of constructing a living lab in the Arts and Innovation District of Downtown Myrtle Beach; 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. A required match of \$6,260,000 is coming from various possible sources, including the city's Capital Improvement budget and various potential public-private partnerships.

The city is requesting funding for the construction of a living lab in the Arts & Innovation District to promote growth, economic diversification, job creation, and tech entrepreneurship throughout the Grand Strand region. This lab addresses the limited local well-paying job market and diversifies the Grand Strand's tech-based community by supporting regional growth. It will attract the workforce and assist in developing technology ecosystems through partnerships that place equity and access at the forefront of programming. This lab is approximately 37,500 square feet of new construction that includes three floors of lab spaces, conference rooms, computer labs, office spaces, and an auditorium. Its centralized location for innovation incorporates higher education partners, community organizations, and international tech-based companies that test, research, and implement their products globally.

Motion M2023-070 to consider renewal of the City Attorney's Contract.

The City Attorney serves at the pleasure of the City Council under an annual contract. It is reconsidered annually by Council.

Motion M2023-071 to consider renewal of the City Manager's Contract.

The City Manager serves at the pleasure of the City Council under an annual contract. It is reconsidered annually by Council.

Motion M2023-072 to consider salary adjustments for the Assistant Municipal Judges.

The Assistant Municipal Judges' salaries are determined by City Council. These positions do not receive annual merit or cost-of-living adjustments.

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 (CFO) Update
3. City Manager and/or Assistant City Manager (CM/ACM) Update

REPORTS AND INFORMATION PRESENTATIONS FROM CITY STAFF

EXECUTIVE SESSION – Upon returning to Public 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; 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. Council takes no votes or action in Executive Session. Council may take action on matters discussed in Executive Session which are deemed to be “emergency” concerns upon reconvening in open session.

ADJOURNMENT

**Myrtle Beach Convention Center Hotel Corporation Board
8:00 a.m., Wednesday, August 23, 2023
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 – June 2023 Meeting**
- C. Public Comments and Questions**
- D. Review of Monthly Hotel Financials for June and July 2023 (Mrs. Hinde)**
- E. Hotel Sales and Marketing Update for June and July 2023 (Mr. Semidei)**
- F. Convention Center Update for June and July 2023 (Mr. Monroe)**
- G. Discuss Additional Business**
- H. Executive Session***
- I. 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
Special Event Committee
10:00 a.m., Wednesday, August 23, 2023
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: July 26 and August 9, 2023

C. New Business:

Review of Upcoming Proposed Events

1. Mustang World Record, Todd Smith, Broadway at the Beach, 09/07/23
2. 2nd Annual Beach Brews & Oyster Fest, Dirty Dons and Grand Stand Brewing Company, Nance Plaza and Ninth Avenue North, 11/04/23
3. Other

D. Matters of Business:

Review of Last Week's/Ongoing Events

1. MBACC's Beach Beautification Event, Pavilion Parking Garage, 06/01/23
2. Temporary Art Installation on Ninth Avenue North Storefronts, Myrtle Beach Downtown Alliance, 01/31/23
3. DeVille Street Festivals, BEI/Market Common, Along DeVille Street, 03/01/23-12/30/23
4. Waccamaw Farmers Market, Waccamaw Co-Op, Valor Memorial Garden/Grand Park, 04/01/23-10/31/23
5. TMC Unplugged, BEI/Market Common, Gazebo on Howard Avenue, First and Fourth Thursdays, 06/01/23-9/30/23
6. Back to School Block Bash, ESA Fitness, Ninth Avenue, 08/13/23
7. Back to School Event, Neighborhood Services, Patrick's Mobile Home Park, 08/18/23
8. Who Runs the Lake, Black Dog Running, Grand Park, 08/19/23
9. Other

Review of Upcoming Approved Events

1. Bacon Fest, Cumulus Broadcasting, Nance Plaza, TBD
2. Volleyball, Joe Goodwin, Pavilion Lot, 08/26/23-08/27/23
3. National Day of Recovery, Kate Curran, Chapin Park, 08/31/23
4. Beach Party, Grand Dunes Association, Beach, 09/09/23
5. Concert of Hope, Tim Carter, Chapin Park, 09/09/23-09/10/23
6. Waves of Praise, Reggie Dyson, Burroughs & Chapin Pavilion Place, 09/01/23-09/02/23
7. Art in Common, Seacoast Artists Guild, Valor Memorial Garden, 09/09/23-09/10/23
8. Tunnel to Towers 5K, Myrtle Beach Fire Department, The Market Common Area, 09/17/23

9. I Love Seafood Fest, Daryl Dayson, Burroughs & Chapin Pavilion Place, 09/09/23
10. WC Chili Cookoff, MMA Creative/Amie Lee, Burroughs & Chapin Pavilion Place, 09/29/23-10/01/23
11. Pride in the Park, Pride MB, Valor Memorial Garden, 09/30/23
12. Volleyball Tournament, Joe Goodwin, Pavilion Lot, 10/07/23-10/08/23
13. Myrtle Beach Mini Marathon, NS Promotions, 10/14/23
14. Bike the Beach, GS Bike Club, City Roadways and Nance Plaza, 10/15/23
15. Jeep Jam, Former Myrtle Square Mall Site and Beach, NS Promotions, 10/20/23-10/22/23
16. Myrtle Beach Jazz Festival, Mickey James, Carver Street and Charlie's Place, 10/20/23-10/22/23
17. Mopars at the Beach, Cathy Bridges, Myrtle Waves Parking Lot, 10/21/23
18. Kite Fest, Klig's Kites, Beach, 10/21/23-10/22/23
19. Walk for Life, Coastline Women's Center, Grand Park, 10/28/23
20. Beach Ride Fundraiser, American Heart Association, Beach to 52nd Avenue North, 11/04/23
21. Walk to End Alzheimer's, Alzheimer's Association, Grand Park, 11/04/23
22. Poochamania, DBC/Charlie Steele, Grand Park, 11/05/23
23. Patriotic Pups, Prime Pet Rehab, Grand Park, 11/11/23
24. Turkey Trot, NS Promotions, The Market Common, 11/23/23
25. Winter Wonderland, City of Myrtle Beach, Various Locations (Boardwalk, Plyler Park and Ocean Boulevard), 11/24/23-01/01/24
26. Parkinson's Walk, Parkinson's Foundation, Grand Park, TBD
27. Run to Sun Car and Truck Show, Former Myrtle Square Mall Site, 03/14/24-03/16/24
28. Other

E. Review of Temporary Use Permits

F. Review of Facility Use Permit Events

G. Review of Sports Tourism Events

H. Review Parade Permits:

1. South Atlantic Shrine Association (SASA) Parade

I. Review Film/Photo Requests

J. Convention Center/Sports Center Events

K. Review of Fireworks Permit Applications:

1. Myrtle Beach Pelicans
2. Broadway at the Beach

L. Discussion Items

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

N. Adjourn

Myrtle Beach Downtown Alliance, Inc.
Board of Directors Meeting
9:00 a.m., Thursday, August 24, 2023
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 – Dan Sine, Chairman of the Board **(VOTE)**

1. Board Meeting Minutes – July 27, 2023
2. Financial Report – Period Ending July 31, 2023
3. Strategic Planning Committee Minutes – August 9, 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

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

1. Create Advocacy Committee **(VOTE)**
2. Strategic Plan Presentation and Adoption **(VOTE)**
3. Five-Year Implantation Plan Presentation and Adoption **(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. Next Meeting – 9:00 a.m., Thursday, September 28, 2023, Conference Room, MBACC Building, 1200 North Oak Street

I. Adjournment – Dan Sine, Chairman of the Board

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- *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 board 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.