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# Media Advisory

For a printable .pdf, visit <https://www.cityofmyrtlebeach.com/government/docs/FridayFax.pdf>.  
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**To:** Myrtle Beach Media  
**From:** Public Information Department  
**Date:** September 10, 2021  
**Re:** Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. Myrtle Beach's Technology Advisory Group hosts a free eMYRge event for the city's business, technology and entrepreneurial communities on Tuesday, September 14. The event, "Start Up from a Pain Point: Build Solutions to End Headaches," is set for 5:30 p.m., Tuesday, September 14, at the Myrtle Beach Train Depot, 851 Broadway Street. For more information, see the [eMYRge Eventbrite](#) webpage.
3. The application submission deadline for the City of Myrtle Beach's Accommodations Tax grant is September 17, 2021. Visit our [ATAX Application](#) webpage for instructions and to download the form. Questions? Contact Michael Price at 843-918-1135 or [mprice@cityofmyrtlebeach.com](mailto:mprice@cityofmyrtlebeach.com).
4. **Looking for something to do in Myrtle Beach?** Here's a short list of upcoming events for the next two months....
  - ICS Chili Cook Off, Burroughs & Chapin Pavilion Place, 812 North Ocean Boulevard – Friday through Sunday, September 17-19
  - Shriner's Parade, South Atlantic Shrine Association, Along Ocean Boulevard – Saturday, September 18
  - Moo and Bew, Burroughs & Chapin Pavilion Place, 812 North Ocean Boulevard – Saturday, September 25

- SC's Largest Garage Sale, Myrtle Beach Convention Center, 2101 North Oak Street – Saturday, September 25, 7:00 a.m. to 2:00 p.m.
- Beach Volleyball on the Beach – Saturday and Sunday, September 25-26
- Boardwalk Fright Nights, Plyler Park and Ocean Boulevard – Weekends through October 31
- Pride MB, Valor Memorial Garden, 1120 Farrow Parkway – Saturday, October 2
- Fall Fest on Broadway: “It’s a Jerk Thing,” Arts & Innovation District and Broadway Street – Saturday, October 2
- Taste of the Market Common, The Market Common – Saturday, October 2
- Eighth Annual BRITFEST Grand Strand British Car Show, Vacant Lot on Johnson Street, The Market Common – Saturday, October 2
- Oktoberfest, The Market Common – Friday and Saturday, October 8-9
- Art in the Park, Valor Memorial Garden, 1120 Farrow Parkway – 10:00 a.m. to 4:00 p.m., Saturday and Sunday, October 9-10
- Myrtle Beach Fire Department’s Public Safety Day, Burroughs & Chapin Pavilion Place, 812 North Ocean Boulevard – Saturday, October 9
- Poochamania, Grand Park, The Market Common – Sunday, October 10
- Myrtle Beach Mini Marathon, Plyler Park, 1000 North Ocean Boulevard – Saturday and Sunday, October 16-17
- Klig’s Kites’ Kite Festival on the Beach, North of 82nd Avenue North – Saturday and Sunday, October 23-24
- Jeep Jam, former Myrtle Square Mall Site, 2501 North Kings Highway – Friday, Saturday and Sunday, October 29-31
- American Heart Association’s Annual Beach Ride, on the Beach – Saturday, November 6
- NS Promotions’ Food Truck Festival, City Services Fields (between City Services and the Myrtle Beach Train Depot) – Friday and Saturday, November 5-6
- Veterans Day Ceremony, Plaza, Myrtle Beach Convention Center, 2101 North Oak Street – 11:00 a.m., Thursday, November 11
- Art in the Park, Valor Memorial Garden, 1120 Farrow Parkway– 10:00 a.m. to 4:00 p.m., Saturday and Sunday, November 13-14

**5. Here’s your chance to get 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 sign up, see <https://bit.ly/MBFDVaccine>. Please arrive 30 minutes prior to your appointment to allow for pre-screening. For information, call 843-918-1255.

**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. Thousands attended the Myrtle Beach “Waves of Praise” Gospel Festival last Saturday, and that’s the subject of our [Photos of the Week](#).** The annual event returned to the Burroughs & Chapin Pavilion Place on Ocean Boulevard after being cancelled in 2020 due to COVID. Admission was free, with vendors and food trucks providing meals and more. Well-known gospel singers and groups entertained the large audience all afternoon and evening.

**8. Did you know...** That the City of Myrtle Beach has created a cross country course for Myrtle Beach High School adjacent to the John T. Rhodes Myrtle Beach Sports Center? The course will be used for a cross country track meet at 5:30 p.m., Wednesday, September 15. Host team Myrtle Beach will welcome Carolina Forest, North Myrtle Beach, St. James and Socastee High Schools, along with Myrtle Beach Christian Academy. The meet will include an individual 2K and a five-team 5K. The cross country course was created and maintained by city staff members Jeff Jacobs and Tod O'Briant on available 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>

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

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

**CITY OF MYRTLE BEACH  
MEETING SCHEDULE  
September 13-19, 2021**

**MONDAY, SEPTEMBER 13**

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

**TUESDAY, SEPTEMBER 14**

- **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.** – Workforce Housing Advisory Board, Second Floor Conference Room, City Hall, 937 Broadway Street
- **5:30 p.m.** – Technology Advisory Group hosts “Start Up from a Pain Point: Build Solutions to End Headaches” eMYRge Event, Myrtle Beach Train Depot, 851 Broadway Street
- **6:00 p.m.** – The Dunes Neighborhood Watch, 9000 North Ocean Boulevard
- **6:00 p.m.** – Forest Dunes Neighborhood Watch, 9000 North Ocean Boulevard

**WEDNESDAY, SEPTEMBER 15**

- **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
- **2:00 p.m.** – Beach Advisory Committee, Second Floor Conference Room, City Hall, 937 Broadway Street
- **6:00 p.m.** – Emmens Preserve Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:00 p.m.** – The Highlands Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:00 p.m.** – The Market Common Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:00 p.m.** – The Reserve Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:00 p.m.** – Seagate Village Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane

- **6:00 p.m.** – Sweetgrass North Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:00 p.m.** – West Lake Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:00 p.m.** – Withers Preserve Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane

#### **THURSDAY, SEPTEMBER 16**

- **1:30 p.m.** – Community Appearance Board, Conference Room, City Services Building, 921 North Oak Street
- **2:00 p.m.** – Military Appreciation Committee, Second Floor Conference Room, City Hall, 937 Broadway Street
- **5:00 p.m.** – Human Rights Commission, Ballroom, Mary C. Canty Recreation Center, 971 Canal Street
- **6:00 p.m.** – Grande Dunes Neighborhood Watch, Second Floor Dining Room, Grande Dunes Ocean Club, 101 Grande Dunes Boulevard

#### **FRIDAY, SEPTEMBER 17**

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

#### **SATURDAY, SEPTEMBER 18**

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

#### **SUNDAY, SEPTEMBER 19**

- No Meetings Scheduled

**MYRTLE BEACH CITY COUNCIL MEETING**  
**TUESDAY, SEPTEMBER 14, 2021**  
**9:00 A.M. – PUBLIC HEARING & 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.*

**A PUBLIC HEARING IS SET FOR 9:00 A.M. ON SEPTEMBER 14, 2021, AT THE TED C. COLLINS LAW ENFORCEMENT CENTER TO DISCUSS THE FOLLOWING ITEM, AT WHICH TIME THE PUBLIC IS INVITED TO COMMENT:** APPLICATION FOR THE EDWARD BYRNE MEMORIAL JUSTICE ASSISTANCE GRANT (JAG) FORMULA PROGRAM IN THE AMOUNT OF \$38,117 FROM THE U.S. DEPARTMENT OF JUSTICE. IN COMPLIANCE WITH THE REQUIREMENTS SET FORTH BY THE U.S. DEPARTMENT OF JUSTICE, THE CITY OF MYRTLE BEACH WILL HOLD A PUBLIC HEARING REGARDING THE PROPOSED DISTRIBUTION OF THE FEDERAL GRANT FUNDS.

**CALL TO ORDER**

**INVOCATION**

**PLEDGE OF ALLEGIANCE**

**APPROVAL OF AGENDA**

**APPROVAL OF MINUTES...** August 24, 2021

**PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:**

1. Cultural Resources Committee Update (Workshop)
2. Whispering Pines Golf Course Update – Chip Smith (Workshop)
3. Retiree Insurance Update (Workshop)
4. Proclamation recognizing George Southerland and The Parts Store. (Meeting)
5. Myrtle Beach Area Chamber of Commerce Quarterly Update – Karen Riordan (Meeting)
6. 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 2021-032 to amend the 17th Avenue North Planned Unit Development to allow paid parking.**

*The applicant wishes to add paid parking to the list of permitted uses. Not all phases of the 17th Avenue North PUD have been fully redeveloped/developed. The existing private parking lots will be required to meet current zoning code for parking lots, including CAB approval. The Planning Commission recommends approval (8-0) with the stipulation that this does not include oceanfront lots (August 3, 2021 Meeting).*

### **2nd Reading Ordinance 2021-034 to amend Chapter 2, Administration, Article II, City Council, in Division 2, Meetings, to amend Section 2-43 Quorum and Rules of Order to add Subsection G to the meeting agenda and to make two other minor adjustments.**

*The current City Council agenda template places 'Non-Agenda Items from the Public' toward the end of the meeting agenda. As a courtesy, this amendment places Non-Agenda Items from the Public towards the beginning of the agenda while still leaving a place towards the end. The three minute time limit per speaker is still in place in both locations. The amendment also moves the Consent Agenda item to where it is traditionally heard on the agenda and eliminates the workshop item.*

### **2nd Reading Ordinance 2021-035 to amend Ordinance No. 2021-028, the 2021-22 Budget Ordinance, with respect to the Construction Permit Fee table detailed in Exhibit J, the Schedule of Building Permit Charges.**

*To change the Construction Permit fee table to incorporate all construction permit fees into a single table, and to delete subsection (iii) of the table, which speaks of an "additional charge" of 0.25%.*

### **1st Reading Ordinance 2021-036 authorizing the sale of vacant parcel to Patrick J. Herrmann for \$5,000.**

*When SCDOT built the overpass where Socastee Boulevard feeds into Farrow Parkway (back gate), the connection of Frontage Road to Socastee Boulevard was terminated, thus creating a parcel of property that has been vacant and is owned by the city. Mr. Herrmann acquired the adjacent property from SCDOT and intends to build an office building and wishes to buy this piece of vacant property from the city. The city does not need this piece of remnant parcel, but due to the underground utilities (water, sewer, etc.), the purchaser will not be able to build on this parcel.*

### **Resolution R2021-024 to accept the dedication of sections of certain roadways known as Cascata Drive (50' Public Right of Way) and Torino Lane (50' Public Right of Way) within the Marina Tract P1-B Development.**

*Pulte Home Corporation has constructed the streets identified above within the Marina Tract P1-B Development. The roads comply with the city's current standards and construction requirements. Consistent with long-standing policy and practice, these streets are now ready for acceptance into the city's street system. Upon approval, these streets will be publicly owned and the city will be responsible for maintenance going forward.*

**Resolution R2021-025 to accept the dedication of certain roadways known as Trieste Street (50' Public Right of Way) and Ledro Lane (50' Public Right of Way) within the Marina Tract P2 Development.**

*Pulte Home Corporation has constructed the streets identified above within the Marina Tract P1-B Development. The roads comply with the city's current standards and construction requirements. Consistent with long-standing policy and practice, these streets are now ready for acceptance into the city's street system. Upon approval, these streets will be publicly owned and the city will be responsible for maintenance going forward.*

**Resolution R2021-026 to approve the allocation of \$3,750 to meet the 15% matching requirement for the Municipal Association of South Carolina's Hometown Economic Development Grant of \$25,000; and, other matters relating thereto.**

*The city is working on branding and marketing the downtown redevelopment area. The purpose of developing branding and marketing materials is to translate our vision, mission and values into a visual design. The \$25,000 MASC Hometown Economic Development Grant, with a combination of \$3,750 in local funding, will be used for professional services for branding marketing the downtown development area, if approved.*

**Resolution R2021-027 to express the Myrtle Beach City Council's request that the South Carolina General Assembly take the necessary actions to continue to allow local governments to collect user fees that fund critical needs, such as public safety and infrastructure.**

*Recently, the South Carolina Supreme Court ruled in Burns v. Greenville that road maintenance user fees were invalid. If the SC Legislature does not legislatively remedy the issue, it will have a significant financial impact on cities and counties throughout the state. This resolution is a sign of support for cities and counties across the state to support a legislative remedy.*

**Resolution R2021-028 to acknowledge completion of the 30-day governing body review process for the U.S. Department of Justice, Office of Justice Programs, Bureau of Justice assistance, FY21 Edward Byrne Memorial Justice Assistance Grant, simunition conversion kits, marking rounds and protective equipment; and, other matters relating thereto.**

*The Police Department applied for funding in the total amount of \$38,117 for the purpose of simunition conversion kits, guns, marking rounds and protective equipment to facilitate live-action reality-based training for police officers. By Motion M2021-105, Council opened the 30-day Governing Body Review on July 27, 2021, as required by the Grantor. That review period has now expired. City Council held a public hearing at 9:00 a.m. on September 14, 2021, as required by the Grantor. This resolution confirms the completion of the Governing Body Review requirement.*

**Motion M2021-126 to appoint/reappoint one member to the Board of Zoning Appeals.**



*Motion's purpose is to fill Julie Booth's unexpired term due to her appointment to the Community Appearance Board. On file, the city has resumes for Amit Patel (city resident), Dan Wiener (city resident), Shane Cacho (non-city resident), Debra Kresch (city resident), and Robert V. Davis, Jr. (city resident). This term will expire on February 22, 2023.*

**Motion M2021-127 to appoint/reappoint one member to the Cultural Resources Committee.**

*Member Carnell Butler has resigned. The chairperson's recommendation for Mr. Carnell's replacement is Shawn Kennedy (city resident). Mr. Kennedy would fulfill Mr. Butler's unexpired term ending March 10, 2024.*

**Motion M2021-128 to appoint/reappoint three members to the Technology Advisory Group.**

*The terms for Peter Gasca, Jason Greene and Joseph Bonanno expired on August 28, 2021. All three wish to be reappointed. On file are resumes for Dan Wiener (city resident), Robert Davis (city resident), Andrew Harris (city resident), Shane Cacho (non-city resident), Lilibeth Hanlon (city resident), and David Dunmire (city resident). All three terms will expire on August 28, 2024.*

**Motion M2021-129 to approve a Special Events Permit to Lisa Coombs for the "Broadway Fall Fest" to be held on Saturday, October 2, 2021, from 7:00 a.m. to 11:00 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.**

*The event features various vendors and entertainment along Broadway Street. The event will also include a beer and wine garden and a "wine walk." Broadway Street would be closed between Third and Sixth Avenues during the event. The applicant is aware that she must pay for any services provided by the City of Myrtle Beach.*

**Motion M2021-131 to approve a Special Event Permit to Ground Zero/Scott Payseur for "Concert at Ground Zero." 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 itself is set for 5:00 to 11:00 p.m., Saturday, September 25. The event will close Chester Street, from 10th to Ninth Avenues North, from 3:00 to 11:00 p.m., and features vendor tents in one lane, with the other lane clear and open for emergency vehicles.*

**Motion M2021-132 to approve a Special Event Permit to the City of Myrtle Beach for Winter Wonderland at the Beach. The event will be on the Burroughs & Chapin Pavilion Place site, Plyler Park and the Boardwalk. 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 will include an ice skating rink, walk-through light show, vendors and entertainment. Winter Wonderland will happen daily from 3:00 to 11:00 p.m. beginning November 26, 2021, and continuing through January 2, 2022.*

**Motion M2021-133 to approve the City Manager or his designee to enter into an agreement with the City of Myrtle Beach Police Department and the United States Department of Justice Drug Enforcement Administration.**

*This is the renewal of the Cooperative State and Local Agreement between the Myrtle Beach Police Department and the Drug Enforcement Administration. MBPD currently has one full-time task force officer who serves with the DEA. Through this relationship, the Police and DEA continue to establish cases that impact our community and surrounding areas. This federal partnership works throughout the city to address ongoing drug trafficking issues and related investigations.*

**Motion M2021-134 authorizing the City Manager or his designee to: apply for a grant in the amount of \$15,000 from the South Carolina Department of Parks, Recreation and Tourism – Park and Recreation Development Fund (PARD); 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. Local required match of \$3,000 is available in the Parks Division’s playground equipment capital improvements budget.**

*The grant will be used to purchase new playground equipment and replace the mulch and border at the Mary C. Canty Recreation Center outdoor playground. The Horry County Legislative Delegation endorses the projects and recommends amount for funding. Projects need endorsement of majority weighted vote factor of County Legislative Delegation members.*

**Motion M2021-135 authorizing the City Manager or his designee to: apply for a grant of \$3,500 from the SC Department of Parks, Recreation and Tourism STAR grant 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. The required match of \$3,500 will come from the Sports Tourism Fund.**

*Diamond Sports Group will coordinate this event. Winter Shine is a competitive youth football event for all-star or travel teams. This would be the third year for the Winter Shine event to be held in Myrtle Beach. A maximum of 12 teams are accepted in each division (six age divisions), ages 8 and under through 13 and under. Teams are recruited primarily from the East and Midwest United States. Teams will arrive on Thanksgiving Day (or earlier), register on Friday, and play games on Saturday and Sunday, with a Sunday departure.*

**Motion M2021-136 authorizing the City Manager or his designee to: accept a donation from the Myrtle Beach Area Chamber of Commerce on behalf of the Parks, Recreation and Sports Tourism Department in the amount of \$10,000; defray the cost of promotional items for City sports marketing; and, record the appropriation of such donation funds in the amount approved. No match is required.**

*This is a routine donation acceptance. The city has a Local Government Contingency Agreement with the Myrtle Beach Area Chamber of Commerce whereby the chamber sets aside approximately 5% of the A-Tax revenues received from the respective local government. These funds are to be used for city sports marketing.*

**Motion M2021-137 to declare certain vehicles abandoned or derelict pursuant to the authority of Article 41 of Title 56 South Carolina Code of Laws 2001.**

*This declaration is an effort to improve the appearance of both commercial and residential neighborhoods. The report includes vehicles that staff tagged as abandoned or derelict. Council’s approval allows these vehicles to be towed from their private property locations to*

*a tow yard where they may be reclaimed by the current owner upon payment of the applicable towing and storage fees. If the vehicles are not claimed by the owner within 30 days of the required notice, then the tow company may sell the vehicle and keep the proceeds as compensation.*

## **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  
Workforce Housing Advisory Committee  
2:00 p.m., Tuesday, September 14, 2021  
Second 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 843-918-1111 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

- A. Call to Order**
- B. Review of Previous Meeting**
- C. Analyze Best Practices and Recommendations**
- D. Committee Discussion and Questions**
- E. Establish and Outline Upcoming Tasks**
- F. Next Meeting Date**
- G. Adjourn**

**City of Myrtle Beach**  
**Special Events Technical Review Committee**  
**10:00 a.m., Wednesday, September 15, 2021**  
**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 Minutes**

1. August 11, 2021
2. August 25, 2021

**C. New Business:**

**Review of Upcoming Proposed Events**

1. BEI's Fall Carriage/Hay Rides, The Market Common
2. Jazz Festival at Charlie's Place, Mickey James, October 15-17, 2021
3. BEI's DeVille Street Festival, The Market Common, November 1, 2021-January 31, 2022
4. Ground Zero's GZi Outreach, Chester Street, November 3, 2021
5. Concert at Ground Zero, Chester Street, November 6, 2021
6. Mopars at the Beach, Myrtle Waves, November 6, 2021
7. Bicycle and Pedestrian Committee's Bike the Beach, Ocean Boulevard, Plyler Park, City Roadways, November 13, 2021
8. BEI's Tree Lighting and Holiday Events, The Market Common, November 20-December 30, 2021
9. BEI's Southern Times Square, The Market Common, December 31, 2021-January 1, 2022
10. Ground Zero's Dragon Boat Race, Grand Park, April 9-24, 2022

**D. Matters of Business:**

**Review of Last Week's/On-Going Events**

1. OMA's Hot Summer Nights, Plyler Park
2. BEI's DeVille Street Festival, The Market Common, May 1-July 24, 2021
3. Tidal Creek Brewing's Market Nights, July 14-December 22, 2021
4. Waves of Praise Festival, September 3-5, 2021

**Review of Upcoming Approved Events**

1. ICS Chili Cook Off, ICS/Amie Lee, Burroughs & Chapin Pavilion Place, September 17-19, 2021
2. Moo and Brew, Aimee Lee, Burroughs & Chapin Pavilion Place, September 25, 2021
3. Concert at Ground Zero, September 25, 2021
4. Beach Volleyball, On the Beach, September 25-26, 2021
5. Boardwalk Fright Nights, OMA, Plyler Park, October 1-November 1, 2021
6. Grande Dunes 5K, Cheryl Gerton, Marina Parkway, October 2, 2021

7. Pride MB, Valor Memorial Garden, October 2, 2021
8. Fall Fest on Broadway, Lisa Coombs, Broadway Street, October 2, 2021
9. BEI's Taste of The Market Common, The Market Common, October 2, 2021
10. NS Promotions' Oktoberfest, The Market Common, October 8, 2021
11. Poochamania, Charlie Steele, Grand Park, October 10, 2021
12. NS Promotions' Mini Marathon, Downtown and Plyler Park, October 16-17, 2021
13. Beach Volleyball, Coach Goody, On the Beach, September 16, 2021
14. Klig's Kites' Kite Festival, On the Beach North of 82nd, October 23-24, 2021
15. NS Promotions' Jeep Jam, October 29-31, 2021
16. American Heart Association's Beach Ride, On the Beach, November 6, 2021
17. NS Promotions' Food Truck Festival, CS Fields, November 5-6, 2021
18. NS Promotions' Turkey Trot, The Market Common, November 25, 2021
19. OMA's NYE 2021, Plyler Park, December 31, 2021-January 1, 2022
20. Other

**E. Review of Temporary Use Permits**

1. Mustang Week Event Parking

**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**

1. Bike Event
2. Skate Contest

**K. Executive Session**

**L. Adjourn**

**City of Myrtle Beach  
Beach Advisory Committee  
2:00 p.m., Wednesday, September 15, 2021  
Second 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 843-918-1012 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 Franchises
5. Parasail Jet Ski Update/Operator Report
6. Water Quality/Stormwater Update
7. Special Events Report

**E. Discussion Items:**

1. Franchise Agreement/Operations 2022 Update
2. Guard Tower Permits/Funding Update
3. Update from City Manager – Possible Funding Sources for Guard Towers
4. Identify Goals for 2022

**F. Comments from the Public**

**G. Executive Session** (Note: Upon returning to Public Session, the committee may take action on matters discussed in Executive Session which are deemed to be “emergency” concerns.)

**H. Adjourn**

**City of Myrtle Beach  
Community Appearance Board  
1:30 p.m., Thursday, September 16, 2021  
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 843-918-1111 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

**A. Roll Call**

**B. Approval of Minutes** – September 2, 2021 Meeting

**C. Old Business**

**D. New Business:**

**Sign Permit Applications**

1. **Galen College of Nursing at Grand Strand Health – 920 Doug White Boulevard:** Requests approval of (1) 23'5" w x 6'8" h internally lit channel letters and logo mounted to the top corner of the building facing Highway 17 Bypass. (Tyson Sign Company)
2. **Low Country Treasures – 2701 North Kings Highway:** Requests approval of (1) 8' w x 3' h aluminum sign cabinet with 0.5" plastic lettering. (Image 360)
3. **Steam Coffee & Cream – 5311 North Kings Highway:** Requests approval of (1) 8' w x 1' h acrylic sign face in the existing sign cabinet. (Image 360)
4. **Century Complete – 980 Cipriana Drive:** Requests approval of (1) 10'9" w x 14.5" h and a 3'11" w x 18.5" h set of channel letters mounted on the building. (Bravo Signs)
5. **T-Mobile – 358 Seaboard Street:** Requests approval of (2) 14'10" w x 3'10" h internally lit channel letters mounted on an aluminum panel on the building. (Palmetto State Lighting Solutions)
6. **Copacabana Brazilian Restaurant – 201 North Kings Highway:** Requests approval of re-facing the existing 11' w x 21' h freestanding sign with new internally lit channel letters. (SU Signs)
7. **Sabor Caseiro Brazilian Coffee – 509 Broadway Street:** Requests approval of (1) 8' w x 18' h non-lit 0.75" thick PVC letters and (1) 4' w x 18" h acrylic sign face in an existing hanging projecting sign. (SU Signs)
8. **Ocean 5 Hotel – 411 North Ocean Boulevard:** Requests approval of re-facing the existing 15' tall freestanding sign with (1) 8' w x 3' h pan and embossed acrylic face and (1) 6'1" w x 2'6" h pan and embossed acrylic sign face. (Yesco Signs)
9. **Prime Chicken – 2297 South Kings Highway:** Requests approval of (2) 4'6" w x 1' h capsules to the building mounted and freestanding sign faces. (Signworks)



10. **Quick Way Food Market – 1101 Mr. Joe White Avenue:** Requests approval of (1) 12'w x 4'h building mounted sign with PVC lettering and (1) 8'w x 4'h re-facing of the existing monument sign with PVC letters. (Coastal Signs)
11. **Milano Quartz and Porcelain Gallery – 1114 Third Avenue South:** Requests approval of (1) 9'4"w x 4'h logo and 15'w x 13"h capsule mounted to the building and (1) 6'w x 5'5"h pan and embossed sign face in the existing 14' tall freestanding sign. (Coastal Signs)
12. **C.T. Lowndes & Company – 409 79th Avenue North:** Requests approval of (1) 5'10"w x 3'6"h metal sign with flat vinyl graphics mounted to the building. (Owner)
13. **Home Depot – 951 Oak Forest Lane:** Requests approval of (1) 69'6"w x 6'h internally lit channel letters and (1) 25'6"w x 2" flat aluminum sign mounted to the building in place of the existing building mounted signage. (Scout Services)
14. **Care Now Urgent Care – 2510 North Kings Highway:** Requests approval of (1) 23'1"w x 2'4"h internally lit channel letters mounted to the building and (1) re-facing of the existing 10'w x 18'2"h freestanding sign. (St. Clair Signs)
15. **Kyocera Avx – 2200 Avx Drive:** Requests approval of (1) re-branding of the existing 9'11"w x 6'h monument sign with 1" push through letters. (Seaboard Signs)
16. **Chesapeake Homes – 3743 Oleander Drive:** Requests approval of (1) 12'w x 14"h internally lit channel letters and (1) 4'7"w x 1'10"h internally lit logo mounted on the Hwy 17 Bypass side of the building, (2) 2'3"w x 2'3"h logos and (1) 5'6"w x 2'3"h logo mounted on the Oleander side of the building. (Seaboard Signs)
17. **12th Avenue Parking – 300 and 301 12th Avenue North:** Requests approval of (2) 2'4"w x 6'h freestanding signs and (4) 18"w x 12"h towing signs placed throughout the property. (Seaboard Signs)
18. **National Amusement Parking – 204 Mr. Joe White Avenue:** Requests approval of (1) 10'w x 4'h pan and embossed sign face and (1) 5'w x 3'h new changeable copy area in the existing 16' tall freestanding sign. (Owner)
19. **Captain George's Seafood – 1401 29th Avenue North:** Requests approval of adding (1) 6'8"w x 8"h capsule to the existing monument sign. (ASL Signs)

### **Sign, Awning, Lighting and Building Permit Applications**

1. **Jerusalem Mediterranean Restaurant – 7211 North Kings Highway:** Regarding signage, applicant requests approval of (1) 39'8"w x 20"h internally lit channel letters, (1) 4'8"w x 14"h sign capsule mounted under the channel letters, (1) 10'10"w x 14"h internally lit channel letters and (1) 4'10"w x 6'4"h logo mounted to the building, and (1) 10'w x 4'h re-facing of the tenant panel on the multi-tenant monument sign. In addition, requests a conceptual/final review for the exterior repainting of the building, removal of top railing, and added arches to exterior facade (screened-in area on north side and under roof overhang on south side; both areas were previously used for outdoor seating). (ASL Signs/Newman Brothers)
2. **Serenity at 65th – 701 65th Avenue North:** Regarding signage, applicant requests approval of (1) 9'7"w x 6'h externally lit monument sign and (1) 6'6"w x 10"h externally lit

HDU letters mounted to the building. Regarding lighting, applicant requests approval of (28) 20' tall pole mounted lights. Regarding building changes, applicant requests final review for a 41-unit multi-family apartment complex with internal clubhouse and dumpster area. Existing buildings are to be demolished. (Previously heard on 08/19/2021.)(Progress Builders/Progress Design Studio)

3. **Sam's Club – 1946 Mr. Joe White Avenue:** Requests approval of adding (1) 19'5" w x 2'6" h internally lit channel letters, (1) 6'4" w x 10' h non-illuminated channel letters, (1) 6'5" w x 1' h non-illuminated channel letters, (1) 10'4" w x 1' h non-illuminated channel letters, (1) 6'1" w x 1' h non-illuminated channel letters and (1) 2'5" w x 1' h non-illuminated channel letters mounted to the main building and (3) 10'7" w x 1' h internally lit channel letters mounted to the fuel canopy. In addition, requests a conceptual/final review for the exterior rebranding of the store and fuel station. (SGA Design Group)

### **Building Permit Applications**

1. **Holiday Inn Club Vacations Oceanfront – 3090 Springmaid Boulevard:** Recertification approval for a 706,422 square foot 6-story resort that will be built in two phases. (Previously approved on 09/17/2020.)(Huitt-Zollars/DRG, LLC)
2. **Bojangles – 82nd Parkway/North Kings Highway (PINs #39416030002 and #39416030023):** Requests a final review for dumpster enclosure. (Building approved on 08/05/2021.)(Tarr Group, LLC)
3. **Myrtle Beach Dental Office – 82nd Parkway/North Kings Highway (PINs #39416030002 and #39416030023):** Requests a final review for dumpster enclosure. (Building approved on 08/05/2021.)(Tarr Group, LLC)
4. **Dual-Tenant Food Service Building – 82nd Parkway/North Kings Highway (PINs #39416030002 and #39416030023):** Requests a final review for dumpster enclosure. (Building approved on 08/05/2021.)(Tarr Group, LLC)
5. **South Shore (also known as Sue Morgan HPR) – 26th Avenue South/Wilson Cain Alley:** Requests a final review for color selection for four units. (CAB conditional approval on 07/15/2021.)(Tangent Development, LLC)
6. **Jiffy Lube #3340 – 1952 Mr. Joe White Avenue:** Requests a final review to build a new two-bay addition (approximately 1,714 square feet) and repaint the entire building to the updated Jiffy Lube color scheme. (Property annexed on 06/08/2021 via Ordinance 2021-025 and previously heard by CAB on 08/05/2021.)(Graham Group Architecture)
7. **Bredow Residence – 8828 North Ocean Boulevard:** Requests a conceptual/final review to repaint the existing stucco fence-wall. (Nations Homes)
8. **Ocean View Baptist Church – 7300 North Kings Highway:** Requests a conceptual/final review for a new shingle roof. (Contract Exteriors)
9. **6200 Frontage Road Apartments – 6200 Frontage Road:** Requests a conceptual/final review for a black metal roof. (Owner)
10. **Baps Temple – 920 Shine Avenue:** Requests a conceptual/final review for site and landscaping plan to meet change of use requirements. (Oram Engineering)

11. **Shine Restaurant – 1229 Shine Avenue:** Requests a conceptual/final review for an addition of a 160 square foot dining platform constructed of concrete slab with a standing seam sloping metal roof and a 470 square foot smokehouse constructed of CMU with screening above. (Tych & Walker Architects, LLP)
12. **Turbo Jet Carwash – 8010 North Kings Highway:** Requests a conceptual/final review for vacuum canopies. (Building approved on 04/15/2021.)(D3G Architects/Owner)
13. **Smith Residence – 301 First Avenue South:** Requests a conceptual/final review for a new 2-story 2,407 square foot single-family residence, wood framed with stucco siding and shingles to match other buildings on site, site grading, revised parking on site, repair sidewalk and front property landscape buffer. (Owner)
14. **Landmark Resort Water Park – 1502 South Ocean Boulevard:** Requests a conceptual review for a 2-phase renovation of their existing pools to create a water park. (Mozingo + Wallace Architects)
15. **Mimosa's – 75th Avenue North/North Kings Highway (previous bank ATM parcel #42104030073):** Requests a conceptual review for a 7,315 square foot restaurant building with exterior patio and enclosed service court in back. (e3 studio, LLC)

**E. Non-Agenda Items from Staff**

**F. Non-Agenda Items from Board Members**

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

**H. Adjournment**

**City of Myrtle Beach  
Military Appreciation Committee  
2:00 p.m., Thursday, September 16, 2021  
Second 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 843-918-1014 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

**A. Welcome**

**B. Introductions and Minutes**

**C. Veterans Day Planning – Thursday, November 11, 2021**

1. Location – Convention Center Plaza
2. Committee Member Welcome
3. Guest Speaker
4. Other Elements

**D. Preliminary Discussion – 2022 Military Appreciation Days**

1. Horry County Junior ROTC Drill Meet
2. Military Family Members Social
3. Myrtle Beach Pelicans Military Appreciation Night
4. Parade
5. Grand Marshal
6. Honorary Grand Marshal
7. Family Picnic
8. Veterans' March/Battlefield Cross Ceremony
9. Memorial Day Remembrance Ceremony
10. Military Documentary Film
11. Colonel Robert Hawkins Veteran Volunteer Service Award
12. Other

**E. Other Events and News**

**F. Next Meeting – October 21, 2021**

**G. Adjourn**

**City of Myrtle Beach  
Human Rights Commission  
5:00 p.m., Thursday, September 16, 2021  
Ballroom, Mary C. Canty Recreation Center  
971 Canal Street, 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** – Chair Amanda Masterpaul
- B. Approval/Correction of Minutes**
- C. Welcome and Comments** – Chair Amanda Masterpaul
- D. Guest Speaker**
- E. MEI Update**
- F. Candidate Introductions and Election**
- G. Comments**
- H. Executive Session** – The commission may take action on items discussed during Executive Session, once the Executive Session ends and the Public Session resumes.
- I. Adjournment**