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Media Advisory

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To: Myrtle Beach Media
From: Public Information Department
Date: November 24, 2021
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **The City of Myrtle Beach increased its score on this year's Municipal Equality Index (MEI), a national examination of more than 500 cities by the Human Rights Campaign.** This year's MEI for the City of Myrtle Beach is 54, up from last year's score of 52. The index evaluates the laws, policies and inclusiveness of services through the lens of the LBGQT community. Myrtle Beach first appeared on the MEI a few years ago and has been increasing its score through a consistent review of the policies and services offered. This year's MEI score of 54 is the third-best in South Carolina, following Charleston (second) and Columbia (first).
3. **Myrtle Beach's Arbor Day Ceremony is set for 2:00 p.m., Friday, December 3, at Thunderbolt Park, 2290 Farrow Parkway.** The following properties will be recognized with the city's annual Community Appearance Board awards....
 - Outstanding Use of the Natural Indigenous Landscape – Compass Cove, 2311 South Ocean Boulevard
 - Outstanding Landscape Design Incorporating Stormwater Management – Topgolf, 2850 Robert M. Grissom Parkway
 - Outstanding Creative Landscape Design – Watercrest Myrtle Beach, 6151 Colline Verdi Way
 - Outstanding Maintenance of Trees and Landscape – Tidelands Health, 2200 Crow Lane

- Outstanding Residential Landscape Design and Tree Preservation – Martin Residence, 3404 North Ocean Boulevard
- Community Appearance Board Chairman’s Award – Myrtle Beach VA Outpatient Clinic, 1800 Airpark Drive
- The Greening of Myrtle Beach Municipal Award – Withers Swash (Waterfront)
- Most Improved Property Award – Havertys Furniture, 1100 Seaboard Street

- 4. The Solid Waste Transfer Station will be closed Friday, December 3, for construction.** The contractor will pour and finish a large portion of the concrete driveway at 3321 Mr. Joe White Avenue. The facility will re-open at 7:00 a.m., Friday, December 10. It is open to the public on Fridays, between 7:00 a.m. and 3:00 p.m., and accepts the same materials collected via curbside pick-up. This includes garbage, recyclables, bulk waste and yard waste. To learn more, see our [Solid Waste & Recycling Division](#) webpage.
- 5. The Parks, Recreation and Sports Tourism Department hosts “Polar Express at the Depot,” a free holiday event from 5:30 to 9:00 p.m., Friday, December 3.** The new event takes place at the Myrtle Beach Train Depot, 851 Broadway Street, and features two viewings of The Polar Express movie. The evening includes a special visit from Santa and Mrs. Claus, cookie decorating, hot chocolate, crafts and story time! For more information, call 843-918-1188.
- 6. The Myrtle Beach Police Department hosts a special holiday donation drive benefitting homeless animals at the Grand Strand Humane Society from 11:00 a.m. to 3:00 p.m. on Saturday, December 4.** Donations can be dropped off at the Ted C. Collins Law Enforcement Center, 1101 North Oak Street. Any supplies from the list below will make each pet’s holiday a little more special. Looking to adopt, donate or volunteer? Call 843-918-4910. Or, visit <https://www.grandstrandhumanesociety.com/>.

GSHS Supplies Wish List

- Pedigree Dog Food (All Sizes)
- Purina One Smart Blend Dog Food
- Friskies Pate Wet Cat Food
- Purina Kitten Chow
- Purina Cat Chow
- Fancy Feast Canned Kitten Food
- Pet AG KMR Kitten Milk Replacement
- Greenies Pill Pockets
- Non-Clump Clay Cat Litter
- Paper Towels
- Disinfecting Bleach and Wipes
- HE Variety Dye Free Laundry Detergent
- 33, 42 and 44 Gallon Garbage Bags (Contractor Strength, Heavy Gauge, Non-Drawstring and Flap Tie Bags are Preferred)
- Dog and Cat Collars, Leashes, Toys and Clothing

- 7. The Neighborhood Services Department hosts the fifth annual tree lighting celebration in the Garden of Hope, 1395 Carver Street, from 4:00 to 6:00 p.m., Sunday, December**

5. Everyone's invited! The evening features live music, hot chocolate, cookies and a socially-spaced photo opportunity with Santa. For more information, call 843-918-1062.
8. **The Myrtle Beach Fire Department offers both COVID-19 vaccines and booster shots at weekly clinics.** Staff administer the free vaccinations to registered individuals from 8:00 a.m. to 5:00 p.m. on Thursdays at the City Services Building, 921 North Oak Street. To sign up, visit <https://bit.ly/MBFDVaccine>. Please arrive 30 minutes prior to your appointment to allow for pre-screening. For information, call 843-918-1255.
9. **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.
10. **Youngsters are learning to ride skateboards safely at Myrtle Beach's Matt Hughes Skate Park, and that's the subject of our [Photos of the Week](#).** Nearly three dozen five-to-12-year-olds are getting the hang of it in a weekly class taught by Aaron Frobase from the Recreation Division. This is the 13th year that Frobase has offered the "Skate Safe" program for kids. He teaches basic skills and a few tricks for newcomers to the sport. They also have some free skate time, too, to practice their moves. This year's class is the largest ever, with 35 participants. The next "Skate Safe" program begins in February.
11. **Did you know...** That Robert M. Grissom Parkway, which runs from Harrelson Boulevard on the south to Carolina Bays Parkway on the north, is named for a long-time Myrtle Beach City Council member and mayor? The late Bob Grissom served for 16 years on City Council, including three terms as mayor. He died in 1998, and the road was named in his honor in April 1999. By the way, Grissom's daughter, Susan Grissom Means, was elected to City Council in 2000 and served for 16 years.

For more information, contact:

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

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

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
November 29-December 5, 2021**

MONDAY, NOVEMBER 29

- **8:30 a.m.** – Staff Meeting, Conference Room, City Services Building, 921 North Oak Street

TUESDAY, NOVEMBER 30

- No Meetings Scheduled

WEDNESDAY, DECEMBER 1

- **3:00 p.m.** – Sandycote Village Neighborhood Watch, Main Office, 1011 Osceola Street
- **6:00 p.m.** – Withers Swash Neighborhood Watch, Myrtle Beach Train Depot, 851 Broadway Street

THURSDAY, DECEMBER 2

- **8:00 a.m. to 5:00 p.m.** – Fire Department hosts Weekly COVID-19 Vaccine and Booster Shot Clinic, City Services Building, 921 North Oak Street
- **9:00 a.m.** – Cultural Resources Committee, First Floor Conference Room, City Hall, 937 Broadway Street
- **9:00 a.m.** – Special City Council Meeting and Monthly Workshop, John T. Rhodes Myrtle Beach Sports Center, 2115 Sports Center Way
- **1:30 p.m.** – Community Appearance Board, Conference Room, City Services Building, 921 North Oak Street

FRIDAY, DECEMBER 3

- **2:00 p.m.** – Arbor Day Ceremony, Thunderbolt Park, 2290 Farrow Parkway
- **5:30 to 9:00 p.m.** – Parks, Recreation and Sports Tourism Department hosts Polar Express at the Depot, Myrtle Beach Train Depot, 851 Broadway Street

SATURDAY, DECEMBER 4

- **11:00 a.m. to 3:00 p.m.** – Police Department hosts Grand Strand Humane Society Donation Drive, Ted C. Collins Law Enforcement Center, 1101 North Oak Street

SUNDAY, DECEMBER 5

- **4:00 to 6:00 p.m.** – Neighborhood Services Department hosts Tree Lighting in the Garden, Garden of Hope, 1395 Carver Street

**City of Myrtle Beach
Cultural Resources Committee
9:00 a.m., Thursday, December 2, 2021
First Floor Conference Room, City Hall
937 Broadway Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1065 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

- A. Call to Order** – Chairman Nick Sherfesee
- B. Approval of Minutes** – November 4, 2021
- C. Discussion Items:**
 - 1. Public Art
- D. New Business**
- E. Public Comments**
- F. Next Meeting Date**
- G. Adjourn**

**SPECIAL MYRTLE BEACH CITY COUNCIL MEETING AGENDA
9:00 A.M., THURSDAY, DECEMBER 2, 2021
JOHN T. RHODES MYRTLE BEACH SPORTS CENTER
2115 SPORTS CENTER WAY, 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

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 ON CONSENT AGENDA

REGULAR AGENDA

2nd Reading Ordinance 2021-038 a supplemental ordinance providing for: the issuance and sale of City of Myrtle Beach, South Carolina, limited obligation bonds (Tax Increment Pledge), taxable series 2021, in the aggregate principle amount to not exceed \$20,000,000; prescribing the form and details of such bonds; and, other matters relating thereto.

Proposed ordinance issues \$20 million for projects that may be funded from incremental taxes or other sources consistent with the Downtown Master Plan. Projects eligible to be funded by TIF revenues include, but are not limited to:

- *Performing Arts Theatre*
- *New Library and Children's Museum*
- *Renovations to existing Chapin Memorial Library structure*
- *A city square*
- *Public utility and streetscape improvements*

- *Restoration of transitional properties located within the redevelopment area*

2nd Reading Ordinance 2021-045 to amend Ordinance No. 2020-031, the 2020-2021 Budget Ordinance, recognizing material events and their impacts upon the 2020-2021 budget reconciling budgets with audited results.

Each year, as the result of closing and adjusting entries, the city considers whether it must adopt a wind-up ordinance to account for adjustments that changed the original adopted budget.

In 2021, aside from normal issues of timing at the close of the year, a number of events occurred that necessitate a wind-up ordinance to include:

- *The pandemic, and associated economic and operational impacts*
- *Distribution of hospitality settlement funds*
- *Additional initial funding of declared surplus by the Air Base Redevelopment Authority, which subsequently will be distributed to the school district, county, and city.*

The resulting changes to the FY21 Budget reflected in this amendment include the items below.

- *The Hospitality Fee, Hospitality Tax, Local Accommodations Tax, Local Accommodations Tax (new), and Tourism Development Fee to recognize revenues in excess of budget estimates and to appropriate those revenues to cover: eligible public safety capital and operational costs; Convention Center facility capital and operational costs; capital project costs; and, debt service expenditures related to tourism.*
- *The Hospitality Tax to recognize the city's portion of distributed settlement funds and allocate to the Oceanfront Tax Increment District for the purpose of funding tourism-related Capital Improvement Projects.*
- *The Air Base Tax Increment Funds to: recognize the increase in funds declared surplus through an additional initial distribution by the Redevelopment Authority in October 2021 and distributed to taxing districts; and, recognize a transfer to Capital Improvements for the Police Annex project as approved in the amended TIF plan.*
- *General revenues and fund balance to recognize general and intergovernmental revenues in excess of budgeted amounts and appropriate fund balance to cover: hospitality suit-related legal fees and offset deficit balances in self-funded insurance programs.*
- *Workforce Housing and Capital Projects to recognize transfers in of general revenues.*
- *Public Facilities Fund to recognize closure of the fund and transfer of remaining balance for debt service.*

2nd Reading Ordinance 2021-048 approving the execution and delivery by the City of Myrtle Beach, South Carolina, of a lease between the city, as lessor, and Le Manna Bread Company, LLC, as lessee, with respect to building located at 507 Ninth Avenue North in the City of Myrtle Beach.

The property is one of the historic buildings and was originally a bakery; the proposed tenant will open a new bakery in the space. The building cannot be sold for the first five years and is being leased at \$6 per square foot, the agreed upon target rate.

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.
 - 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

**MONTHLY CITY COUNCIL WORKSHOP
THURSDAY, DECEMBER 2, 2021
JOHN T. RHODES MYRTLE BEACH SPORTS CENTER
2115 SPORTS CENTER WAY, 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.

A. Mayor and Council Welcome and Statement of Meeting's Purpose

B. Reports from City Staff (Approximately 30-60 Minutes Each)

C. Updates from City Staff (Approximately 10-15 Minutes Each)

1. Downtown Projects
 - a. Theatre Update (Web Management Scope and Timeline)
 - b. Branding Update
 - c. Big Story Draft Review
 - d. Law Enforcement and City Services/Administration Campus Needs Assessment Update
 - e. MBDA Update

D. City Council Discussion Items

E. Executive Session*

1. Proposed Sale or Purchase of Property
2. Contractual Matter
 - a. Outside Agency
 - b. 1-73
3. Personnel Matter
 - a. Municipal Judge Search
 - b. City Manager's Office

F. Adjournment

****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 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.

**City of Myrtle Beach
Community Appearance Board
1:30 p.m., Thursday, December 2, 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: November 18, 2021, Meeting

C. Old Business

D. New Business:

Sign Permit Applications

1. **City of Myrtle Beach's Jake Abraham Transfer Station (Solid Waste Station) – 3221 Mr. Joe White Avenue:** Requests approval of (1) 9'w x 5'h sandblasted HDU freestanding sign with an overall height of 8'. (Seaboard Signs)
2. **Grand Strand Treasures – 605 North Kings Highway, Unit A:** Requests approval of (1) 24"w x 21"h capsule and (1) 9'1"w x 14"h internally lit channel letters mounted to a raceway. (Seaboard Signs)
3. **Laura Bowden Designs – 4025 North Kings Highway, Unit 18:** Requests approval of (1) 9'10"w x 22"h and 4'10"w x 15" internally lit channel letters mounted to the building. (Seaboard Signs)
4. **Olive Tree Restaurant – 2401 South Kings Highway:** Requests approval of (1) 8'w x 6'8"h monument sign with an 8'w x 4'h sign area consisting of internally lit push through acrylic letters. (ASL Signs)(Withdrawn by Applicant)
5. **Mega Tsunami – 1600 North Kings Highway:** Requests approval of replacing (1) existing manual changeable copy board to (1) 8'w x 3'h LED message board mounted to existing freestanding sign. (Previously heard on November 18, 2021.)(Signworks)
6. **Doesn't Matter Bar & Grill – 3731 Oleander Drive:** Requests approval of (2) sets of 15'w x 20"h internally lit channel letters and an 8'w x 9"h capsule mounted to the building, and (2) 6'10"w x 21"h flat acrylic sign panels in the two existing monument signs. (Sign Studio)
7. **Johnny D's Waffles Corporate Office – 5001 North Kings Highway:** Requests approval of (1) 3'w x 2'h sandblasted HDU sign mounted to the building. (Coastal Signs)
8. **La Poblana Mexican Restaurant – 1480 South Kings Highway:** Requests approval of (1) 17'w x 2'h internally lit channel letters and 10'w x 1'h internally lit capsule mounted to the building. (Coastal Signs)

9. **RE/MAX Executive – 5111 North Kings Highway:** Requests approval of the replacement of (1) 5'5" w x 9' h pan face in the existing 16' h freestanding sign. (Sign Restore)

Combination Permit Applications

1. **Quality Towing Storage Lot – 1637 Plaza Place (Vacant Lot PIN #425-11-03-0011):** Requests approval of (2) 20' tall Santee Cooper pole mounted storage lot lights. Also, requests a conceptual/final review for a parking lot, landscape plan, and 6' tall chain link fence with slats. (TruDesign Studio/Owner/Santee Cooper)
2. **Pavilion Parking Garage – 914 North Kings Highway:** Requests a conceptual/final review for exterior building repainting and the addition of a mural. (Previously heard on May 20, 2021.) (Myrtle Beach Area Chamber of Commerce)

Building Permit Applications

1. **Stewart Residence – 314 73rd Avenue North, Unit 2:** Requests a conceptual/final for new siding. (The Vinyl Guys)
2. **SOCALU, LLC – 4004 North Ocean Boulevard:** Requests a conceptual/final review for a 4' tall black aluminum picket fence. (Buildgreen Industries, LLC)
3. **Royal Palace Inn & Suites – 1100 South Ocean Boulevard:** Requests a conceptual/final review for an 8' tall wood dog ear privacy fence and gate on the left side of the property. (Gator Strong Services)
4. **Newcomb Residence – 7902 Beach Drive:** Requests a conceptual/final review for an addition. (CRG Companies, Inc.)
5. **Smith Residence – 301 First Avenue South:** Requests a conceptual/final review for a new 2-story 2,407 square foot single family residence, revised parking on site, repair sidewalk and front property landscape buffer. (Owner)
6. **Seafoam Cottages – 400 First Avenue South:** Requests a conceptual/final review for (2) single family homes and landscape plan. (Kinfolks Investments)
7. **Coastal Carolina Otolaryngology – 3822 Mayfair Street:** Requests a conceptual/final review for a new 7,553 square foot single-story medical office, parking, landscaping, and dumpster enclosure. (Miller Design Studios)
8. **Anderson Brothers Bank – 100 London Street:** Requests a conceptual review for a 7,694 square foot single-story building, parking, landscaping, and dumpster enclosure. (Graham Group Architecture)

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