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Media Advisory

To: Myrtle Beach Media
From: Kaycey Hall Vrettos
Date: December 30, 2022
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **City of Myrtle Beach offices and facilities will be closed Monday, January 2, to observe the New Year's Day holiday.** The closures include the Jake Abraham Transfer Station, Chapin Memorial Library and the city's four recreation facilities. The solid waste and recycling collection schedule is listed below. Unsure of your zone? During non-holiday weeks, Zone 1 is collected on Mondays, Zone 2 on Tuesdays, Zone 3 on Wednesdays and Zone 4 on Thursdays. Questions? Call 843-918-2160.

Solid Waste & Recycling Collection Schedule

Monday, January 2 – No Collections
Tuesday, January 3 – Zone 1
Wednesday, January 4 – Zone 2 and Zone 3
Thursday, January 5 – Zone 4

3. **Effective January 1, 2023, special event and facility use permit applications will be processed by Myrtle Beach's Special Event Committee, formerly known as the Special Events Technical Review board, with appeals heard by the City Manager.** Council passed Ordinance 2022-051 on December 13, 2022, to amend Myrtle Beach's process for approving special events, parades, facility uses, public performances and picketing. The ordinance directs these types of requests to the Special Event Committee rather than Myrtle Beach City Council. See <https://www.cityofmyrtlebeach.com/specialeventsordinance.pdf> to read the law in its entirety. The ordinance:

- Clarifies membership and make-up of the Special Event Committee.

- Designates the Special Event Committee as the decision-making body responsible for approving parade applications, special event permits, public performance permits, picketing requests and specific types of facility use permits. The issuance of any permit shall not be considered as an endorsement by the City of Myrtle Beach. The city seal is copyright protected and cannot be used or reproduced without explicit approval by the City of Myrtle Beach.
 - Outlines the submission process of an application with related fees or deposits, with the Special Event Committee voting to approve, not approve or continue the application for further discussion.
 - Notes that facility use permits will no longer be used for park rentals, being replaced with the “Minor Special Event Permit;” and, notes that the facility use permits will remain in use for facility and shelter rentals with no application fees.
 - Reserves the City Manager’s right to limit event applications for events taking place between May 1 and Labor Day each year.
 - Explains the city’s intent to recover costs for the provision of all city services. The city does not provide services free of charge when resources are deployed to provide public safety for an event. The following topics will be considered by the Special Event Committee to determine the deployment of resources: type of event, location, number of participants, street usage, need for pedestrian control and whether or not alcohol will be served. If the committee determines that routine functions are sufficient and/or additional policy or resources are needed to control opponents of an event, the event organizer will not be responsible for charges. If the committee determines that additional city resources are needed, an event organizer will be responsible for prepaying or reimbursing costs within 30 days of receiving an invoice from the City of Myrtle Beach for services rendered. Cost recovery for noncommercial, nonprofit events or commercial events may be waived by the City Manager if an event provided a public service to the community. The waiver of fees does not imply city co-sponsorship, nor does it allow the use of the city seal.
 - Appoints the City Manager as the administrator responsible for hearing appeals. The appeals process begins when an applicant files an appeal within 15 calendar days of the committee's decision, and grants the City Manager a period of 15 calendar days to render a decision.
 - Requires insurance for all facility use permits for events with alcohol.
 - Gives the City Manager, in consultation with the Insurance and Risk Services Director, discretion to require more or less insurance coverage; or, in some circumstances, gives the City Manager the ability to waive the insurance requirement.
4. **The City of Myrtle Beach Services Directory is a useful list of services, points of contact, email addresses and phone numbers.** It also shows which department is responsible for specific functions. To view or download the file, visit the [City Services Directory](#) webpage.
5. **The next “Through the Lens of Time: Myrtle Beach History” event is set for Wednesday, January 11, 2:00 p.m., and features Victor Shamah, owner of The Bowery.** The speaker-led educational series is cohosted by the city’s Seniors Advisory Committee and Chapin Memorial Library. Events take place at 2:00 p.m. on various dates at the library, 400 14th Avenue North. The remaining dates are: January 11 (Victor Shamah), February 7 (Buddy Styers), February 21 (Ruth Trask Gore), March 9 (M. “Cookie” Canty Goings) and April 4 (Buz Plyler). We hope to see you there!

6. **Looking ahead, Grand Strand Freedom Week kicks off Friday, January 13, with special events to celebrate the remarkable life and work of Dr. Martin Luther King, Jr.** The Carolina African American Heritage Foundation, Myrtle Beach Area Chamber of Commerce and City of Myrtle Beach collectively host the annual events. To learn more and register to attend, see <https://tinyurl.com/y2cwwnx2>.

Welcome Reception (Invitation Only)

Date & Time – 5:00 to 7:00 p.m., Friday, January 13

Location – Myrtle Beach Area Chamber of Commerce, 1200 North Oak Street

MLK Parade (Free)

Date & Time – 10:00 a.m., Saturday, January 14 (Line-Up Begins at 8:30 a.m.)

Parade Route – Along Ocean Boulevard, 15th to Eighth Avenues North

Sign-Up Form – <https://tinyurl.com/2p8xpyek>

Mental Health Forum (Free)

Date & Time – 1:00 to 3:00 p.m., Saturday, January 14

Location – Myrtle Beach Train Depot, 851 Broadway Street

CommUNITY Ecumenical Service (Free)

Date & Time – 4:00 to 7:00 p.m., Sunday, January 15

Location – Mount Olive AME Church, 1108 Carver Street

Drum Major Awards Breakfast (Ticketed Event, \$25)

Date & Time – 9:00 to 11:00 a.m., Monday, January 16

Location – Myrtle Beach Convention Center, 2101 North Oak Street

MBDA & CAAHF cohost Economic Development Summit (Free, Registration Required)

Date & Time – 9:00 a.m. to 1:00 p.m., Tuesday, January 17

Location – Myrtle Beach Convention Center, 2101 North Oak Street

Key Note Speaker – Michael Allen, CEO/Founder/Architect, MAO Architecture, Inc.

7. **Save the date for a public information meeting to see details of the World War II memorial planned for Warbird Park.** The meeting will be held at 5:00 p.m., Tuesday, January 17, at the Myrtle Beach Train Depot, 851 Broadway Street. Monument design consultants will be on hand to answer questions and assist city staff with a presentation. Contact Projects Manager Chris Miller at camiller@cityofmyrtlebeach.com for details.
8. **A comprehensive list of city-related activities, events, festivals and recreation programs is available on the city's website.** The [Events](#) webpage is updated weekly.
9. **The City of Myrtle Beach welcomed eight new firefighters on Friday, December 16, and that's the subject of our Photos of the Week.** Members of Recruit School 35 came to the city as certified EMTs or paramedics, so the class was shortened to eight weeks, instead of the usual 24. During ceremonies at Robert H. Reed Recreation Center, the graduating firefighters' loved ones pinned on their new badges. We welcome Melvin Alarcon, Russell Anderson, Franco Bacigalupo, Dustin Collins, Andrew Davis, Michael Dwyer, Peter Moskov

and Tyler Silva to the Myrtle Beach Fire Department and our “First in Service” team! To view these photos and more, see our [Photos of the Week Library](#) webpage.

10. Did you know... That Myrtle Beach’s parks and recreation program evolved from a county-wide commission created by the General Assembly in 1947 and funded with a 10-mil tax levy? Frank Beckham became the commission’s first full-time director, and the recreation program became an official city department in 1954. Beckham served as Myrtle Beach’s parks and recreation director for 33 years, until his death in 1987.

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>

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

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

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
January 2-8, 2023**

MONDAY, JANUARY 2

- **New Year's Day Holiday Observed** – All City Offices and Facilities Closed

TUESDAY, JANUARY 3

- **1:30 p.m.** – Planning Commission, Conference Room, City Services Building, 921 North Oak Street
- **2:00 p.m.** – Seniors Advisory Committee, Second Floor Conference Room, City Hall, 937 Broadway Street
- **6:30 p.m.** – The Avenues Neighborhood Watch, First Presbyterian Church, 3810 Robert Grissom Parkway (Park and Enter on North Side of Church)
- **6:30 p.m.** – The Golden Mile Neighborhood Watch, First Presbyterian Church, 3810 Robert Grissom Parkway (Park and Enter on North Side of Church)
- **6:30 p.m.** – Old Pine Lakes Neighborhood Watch, First Presbyterian Church, 3810 Robert Grissom Parkway (Park and Enter on North Side of Church)
- **6:30 p.m.** – Pine Lakes Estates Neighborhood Watch, First Presbyterian Church, 3810 Robert Grissom Parkway (Park and Enter on North Side of Church)
- **6:30 p.m.** – Pine Lakes Neighborhood Watch, First Presbyterian Church, 3810 Robert Grissom Parkway (Park and Enter on North Side of Church)

WEDNESDAY, JANUARY 4

- **8:00 a.m.** – Technology Advisory Group, HTC Aspire Hub, 509 Ninth Avenue North
- **3:00 p.m.** – Sandysgate Village Neighborhood Watch, Main Office, 1011 Osceola Street

THURSDAY, JANUARY 5

- **9:00 a.m.** – Cultural Resources Committee, First Floor Conference Room, City Hall, 937 Broadway Street
- **1:30 p.m.** – Community Appearance Board, Conference Room, City Services Building, 921 North Oak Street

FRIDAY, JANUARY 6

- No Meetings Scheduled

SATURDAY, JANUARY 7

- No Meetings Scheduled

SUNDAY, JANUARY 8

- No Meetings Scheduled

**City of Myrtle Beach
Planning Commission
1:30 p.m., Tuesday, January 3, 2023
Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1050 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE MEETING.

A. Call Meeting to Order

B. Matters of Order: Approval of December 6, 2022, Meeting Minutes

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

D. Matters of Business:

1. **PRE-FIN 22-11 Marion Circle:** Request by Laura McBride (Mark McBride, agent) to subdivide approximately 0.67 acres at 5614 Marion Circle (PIN #42110030024) zoned R10 (Single Family) into two parcels of 17,111 sq. ft. and 11,765 sq. ft.
2. **STN 23-01 O'Ryley's Place II:** Request by Kinfolk Investments, LLC (Ford Shelley, representative), to name a new private drive serving five residential units as, "O'Ryley's Place." *(Public Hearing)*
3. **TEXT 23-01 MCMP Market Walk:** Request by LUK-MB5 (Walter Warren, Thomas & Hutton, agent) to amend the Market Common Master Plan to allow for 209 residential units on Parcel XYZ (Phase 1A) on the corner of Farrow Parkway and Phillis Boulevard. *(Public Hearing)*

E. Presentation of New Applications

F. Communications from the Planning Commission

G. Communications from City Staff

H. Meeting Adjournment

**City of Myrtle Beach
Seniors Advisory Committee
2:00 p.m., Tuesday, January 3, 2023
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. Call to Order

B. Approval/Correction of the Minutes

C. Election of Officers: Chair and Vice Chair

D. New Business:

1. Senior Survey Possibilities; Review Previous Survey
2. "Through the Lens of Time" Myrtle Beach History Series
3. Upcoming Meeting Times and Locations to Accommodate History Series
4. Other Project Ideas – Community Feedback, Senior Resources, etc.
5. City Updates

E. Old Business

F. Comments from the Public

G. Adjourn

**City of Myrtle Beach
Technology Advisory Group
8:00 a.m., Wednesday, January 4, 2023
HTC Aspire Hub
509 Ninth Avenue North, Myrtle Beach, SC 29577**

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- A. Call to Order**
- B. Approval of Minutes**
- C. Review of Strategic Plan and Progress to Date**
- D. Feedback from Research to Date**
- E. Possible Opportunities to Explore**
- F. Next Major Milestone of Strategic Plan and Action Items to Accomplish**
- G. Next Meeting Date**
- H. Adjourn**

**City of Myrtle Beach
Cultural Resources Committee
9:00 a.m., Thursday, January 5, 2022
First Floor Conference Room, City Hall
937 Broadway Street, Myrtle Beach, SC 29577**

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A. Call to Order: Chairman Sherfesee

B. Approval of Meeting Minutes

C. Discussion Items:

1. Current Mural Projects Update – City Staff
2. “Painted Ponies” Carousel Horse Update – Bettye B. and City Staff
3. Myrtle Beach Downtown Alliance (MBDA) Introduction – Draft RFQs from MBDA for Murals and Artistic Bike Racks
4. Annual Report – Ordinance 2019-053 Excerpt: *“Not later than the last meeting of each calendar year the Committee shall develop a recommended work plan for the ensuing year. The Chairperson shall provide this recommendation to the City Manager. The City Manager and Chairperson shall then develop a jointly proposed recommended committee work plan by the end of the calendar year. That work plan shall be considered by City Council at its January City Council Workshop, and brought forward for consideration and adoption at the same January City Council meeting in which the Chairperson reports on the previous year’s accomplishments and concerns.”*
5. CCU Cube Gallery Update – City Staff
6. 12th Avenue North and Ocean Boulevard Pedestrian Alleyway Idea – City Staff
7. Mike Kelly Law Group and DDO Office Alleyway Garden Walk and Art Idea – City Staff
8. General Volunteer Attendance Policy – Chairman

D. New Business

E. Public Comments

F. Next Meeting Date

G. Adjourn

**City of Myrtle Beach
Community Appearance Board
1:30 p.m., Thursday, January 5, 2023
Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC 29577**

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A. Roll Call

B. Approval of Minutes: December 15, 2022, Meeting

C. Old Business

D. New Business:

Sign Permit Applications

1. **DeVeglio's Fresh Pasta Italian Market – 1550 Farrow Parkway, Unit C:** Requests approval of (1) 1'9" h x 13' w non-illuminated building mounted sign. (A1 Signs and Graphics)
2. **Coastal Carolina Otolaryngology Associates – 3822 Mayfair Drive:** Requests approval of (1) 10'1" OAH internally lit freestanding sign with a sign area of 8' h x 6' w consisting of flat vinyl graphics and (1) 1'6" h x 6' w internally lit building mounted sign with channel lettering. (Landmark Signs)
3. **Beachwear for Less – 1900 North Kings Highway:** Requests approval of (1) 3' h x 34' w internally lit building mounted sign with channel lettering and a logo capsule, (1) 2' h x 12' w internally lit building mounted sign with channel lettering and a 3' h x 4' h logo capsule, and the re-facing of the existing 16' freestanding sign with (1) 1'10" h x 10' w internally lit channel letters, (1) 22" h x 30" w logo capsule and replacing the existing CEVMS with a new (1) 4' h x 8' w manual changeable copy area. (Coastal Signs)
4. **Bali Bay – 701 South Ocean Boulevard:** Requests approval of (1) 5' h x 15' w internally lit building mounted sign with channel lettering on raceway. (Coastal Signs)

Combination Permit Applications

1. **Black's Tire & Auto – 1921 Mr. Joe White Avenue:** Request approval of (1) 2'2" h x 35' w internally lit building mounted sign with channel lettering, (1) 3'4" h x 12' w flex face with printed vinyl on existing freestanding sign and (1) 2'11" h x 15'4" w x 3' p Cooley-Brite intense blue awning mounted above store entrance. (Sign & Awning Systems Inc.)
2. **La Cantina – 706 North Ocean Boulevard:** Request a conceptual/final review for exterior alterations, planter boxes, and approval of (2) building mounted sconce light fixtures. (Lineage Construction)

Building Permit Applications

1. **1051 Shine – 1051 Shine Avenue:** Requests a conceptual/final review for exterior modifications to include a new roof top patio and the addition of a 2nd floor, parking, landscaping and dumpster enclosure. (Vinyet Architecture)
2. **Ocean 5 Hotel – 411 North Ocean Boulevard:** Requests a conceptual/final review to extend patio and add a 6'h wall to screen vending machines. (Owner)
3. **In-Pires Granite – 601 Seaboard Street, Unit B:** Requests a conceptual/final review for installation of a pre-engineered carport. (Owner)
4. **The Escape Game – 1138 Celebrity Circle:** Requests a conceptual/final review for façade alterations. (Owner)
5. **Giles Residence (Dunes Section, Lots 4-5) – 4706 North Ocean Boulevard:** Requests a conceptual/final review for a new 20,879 gross square foot home with, driveway, landscaping and aluminum picket fence. (Heritage Building and Design)
6. **Douglas Residence – 8104 Beach Drive:** Requests a conceptual review for a third floor rear addition on the beach side. (The Earthworks Group)

E. Public Comment

F. Non-Agenda Items from Staff

G. Non-Agenda Items from Board Members

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

I. Adjournment