



# Council Agenda

**MYRTLE BEACH CITY COUNCIL:**  
BRENDA BETHUNE, MAYOR  
MIKE LOWDER, MAYOR PRO TEM  
MICHAEL CHESTNUT  
DEBBIE CONNER  
JACKIE HATLEY  
BILL MCCLURE  
GREGG SMITH

## AGENDA

**MARCH 12, 2024**

**9:00 A.M. – WORKSHOP MEETING – TED C. COLLINS LAW ENFORCEMENT CENTER**

**10:00 A.M. – MEETING – TED C. COLLINS LAW ENFORCEMENT CENTER**

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*NOTE: CITIZENS ARE INVITED TO ATTEND AND PARTICIPATE IN THE MEETINGS. CITIZENS WHO WISH TO ADDRESS COUNCIL ON NON-AGENDA ISSUES ARE ASKED TO SIGN IN PRIOR TO THE START OF THE MEETING AND STATE THEIR NAMES PRIOR TO SPEAKING. A TOTAL OF 30 MINUTES WILL BE PROVIDED AT THE END OF THE MEETING.*

*ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT THE CITY CLERK'S OFFICE AT (843) 918-1004 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

**CALL TO ORDER.....**

**INVOCATION.....**

**PLEDGE OF ALLEGIANCE.....**

**APPROVAL OF AGENDA.....**

**APPROVAL OF MINUTES.....**February 27, 2024

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

1. Chapin Memorial Library - Mobile Library (workshop)
2. Happy 86<sup>th</sup> Birthday City of Myrtle Beach – (meeting)
3. Proclamation declaring the month of March as National Procurement Month (meeting).
4. Proclamation declaring the month of March as Women's History Month (meeting)
5. 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 Councilmember may ask that an item be moved from the Consent Agenda to*

***the Regular Agenda for lengthier discussion, items remaining on the Consent Agenda will be briefly described by staff.***

## **CONSENT AGENDA**

**2<sup>nd</sup> Reading Ordinance 2024-5 granting a franchise agreement for operation of rental business of conveyances regulated by Chapter 12, Article V of the Code of Ordinances of Myrtle Beach to Sarah Yakoel d/b/a Gil Scooter/Envry, LLC, located at 109 South Kings Highway, Myrtle Beach, SC 29577, for a period of one year. The agreement includes 20 golf cart decals.**

*This company was approved for a franchise agreement covering 20 golf cart rentals in 2023. For 2024, the applicant requests 20 golf cart decals.*

**Motion M2024-22 authorizing the City Manager or his designee to accept funding from the American Red Cross Centennial Campaign in the amount of \$5,000 for the purpose of providing adult and child swim lesson scholarships and other water safety training and to record the appropriation of such grant funds in the amount approved, and to execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. No local match required.**

*The American Red Cross Centennial Campaign's purpose is to reduce drowning rates and improve water competency in high-risk areas. The grant will be used to provide adult and child swim lesson scholarships and other water safety training, including CPR and AED training.*

**Motion M2024-23 authorizing the City Manager or his designee to apply for a grant in the amount of \$2,500 from AARP to pilot a grocery access program for the residents of the City of Myrtle Beach to record the appropriation of such grant funds in the amount approved, and to execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. There is no match required for this grant.**

*This grant will be used to pilot a grocery access program (GAP). Walmart has implemented Walmart+ Assist, which provides Walmart+ at a 50% discount for government assistance recipients (EBT, SNAP, WIC, and Medicaid). The City of Myrtle Beach's pilot GAP will follow the same qualifications for Walmart+ Assist and pay the discounted price for 6 months at \$6.50 per month per household, up to 64 households. This pilot GAP works to remove two barriers to healthy food access; lack of time and ability to grocery shop and transportation.*

**Motion M2024-24 authorizing the City Manager or his designee to apply for a grant of \$1,000,000 from the South Carolina Rural Infrastructure Authority State Grant program for the purpose of upgrading and relocating the sewer pump station at 24<sup>th</sup>. to record the appropriation of such grant funds in the amount that may be approved, and to execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. The required \$2,800,000 grant match is allocated in the 2023 water/sewer bond issuance.**

*The funding will be used to upgrade and relocate the 24<sup>th</sup> Ave. N sewer pump station from oceanfront to the right-of-way on 24<sup>th</sup> Ave N. across Ocean Blvd. The sewer pump station constructed in 1986 needs to be upgraded to meet the current capacity demands. Additionally, the current sewer pump station location conflicts with the pending construction of the 24<sup>th</sup> Ave. N. Ocean Outfall.*

**Motion M2024-25 authorizing the City Manager or his designee to apply for a grant of \$10,000 from AARP for the AARP Community Challenge Grant for the purpose of installing vinyl wraps with artwork, wayfinding maps, and pedestrian/bicycle safety information on traffic cabinets at 10 strategic intersections, to record the appropriation of such grant funds in the amount that may be approved, and to execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. No match is required.**

*The AARP Community Challenge Grant provides funding for projects that will help to improve transportation alternatives specifically for people over 50. The map and safety information to be included in the vinyl wraps will be a joint effort of the Bicycle and Pedestrian Advisory Committee, Planning and Public Works Departments.*

*Locations for installation: Shine & Farrow, Howard & Farrow, Hackler & Farrow, Nevers & Farrow, Reed & Farrow, Phillis & Farrow, Meyers & Farrow, Coventry & Farrow, (ITAP) Cresswind Blvd & Farrow, Fred Nash (Crow) & Farrow*

**Motion M2024-26 to authorize the City Manager or his designee to enter into an agreement between the City of Myrtle Beach and Horry County Schools concerning the School Resource Officer Program.**

*This agreement is between HCSD and the City of Myrtle Beach Police Department. The agreement calls for one School Resource Officer at the following schools:*

- *Myrtle Beach High School*
- *Myrtle Beach Middle School*
- *Myrtle Beach Elementary School*
- *Myrtle Beach Primary School*

*The HCSD will reimburse the City 50% of the SRO's salary and benefits at Myrtle Beach High School and Myrtle Beach Middle School. The SRO's at Myrtle Beach Elementary and Primary Schools are funded through a State of South Carolina grant.*

## **REGULAR AGENDA**

**2<sup>nd</sup> Reading Ordinance 2024-13 granting a franchise agreement for operation of rental business of conveyances regulated by Chapter 12, Article V of the Code of Ordinances of Myrtle Beach to Ben Robinson d/b/a Rent Me Superstore, located at 106 North Kings Highway, Myrtle Beach, SC 29577, for a period of one year. The agreement includes 30 golf cart decals and 10 moped decals.**

*This company was approved for a franchise agreement covering 30 golf cart decals and 10 moped decals in 2023. For 2024, the applicant is requesting 20 additional moped decals. Staff's recommendation is for 30 golf cart decals and 10 moped decals, the same as 2023.*

**2<sup>nd</sup> Reading Ordinance 2024-14 granting a franchise agreement for operation of rental business of conveyances regulated by Chapter 12, Article V of the Code of Ordinances of Myrtle Beach to Ben Robinson d/b/a Rent Me Superstore, located at 300 South Ocean Blvd., Myrtle Beach, SC 29577, for a period of one year. The agreement includes 114 golf cart decals and 83 moped decals.**

*This company was approved for a franchise agreement covering 114 golf cart decals and 83 moped decals in 2023. For 2024, the applicant is requesting 50 additional moped decals. Staff's recommendation is for 114 golf cart decals and 83 moped decals, the same as 2023.*

**2<sup>nd</sup> Reading Ordinance 2024-15 granting a franchise agreement for operation of rental business of conveyances regulated by Chapter 12, Article V of the Code of Ordinances of Myrtle Beach to Ben Robinson d/b/a Rent Me Superstore, located at 1205 North Ocean Blvd., Myrtle Beach, SC 29577, for a period of one year. The agreement includes 46 golf cart decals and 37 moped decals.**

*This company was approved for a franchise agreement covering 46 golf cart decals and 37 moped decals in 2023. For 2024, the applicant is requesting 30 additional moped decals. Staff's recommendation is for 46 golf cart decals and 37 moped decals, the same as 2023.*

**2<sup>nd</sup> Reading Ordinance 2024-18 to rezone 4.25 acres PIN# 42510040011 WM (Wholesale/Manufacturing) to HC-1 (Highway Commercial).**

*The applicant's property fronts Stockholder Avenue between Seaboard Street and Robert M. Grissom Blvd. Properties to the north, south and west are zoned HC-1 (Highway Commercial) and the properties to the east are zoned WM (Wholesale/Manufacturing). Planning Commission (2.6.24): Recommends approval (9-0)*

**2<sup>nd</sup> Reading Ordinance 2024-19 authorizing the execution and delivery by the city of Myrtle Beach, South Carolina, of a lease between the city, as lessor, and various tenants as lessees, with respect to buildings located on PIN# 444-0104-0031 in the City of Myrtle Beach.**

*The city owns 7 residential apartments located at 7th Ave N and Chester St. Contractors performing work for the city have expressed interest in renting these apartments to house their workers versus the scattered housing that they are currently using. Staff is requesting authorization to execute leases with various contractors as needed and as units become available at standardized terms.*

**1<sup>st</sup> Reading Ordinance 2024-20 to amend Section 203 and Section 1407.C of the Code of Ordinances, City of Myrtle Beach, Appendix A Zoning to include divination services as a permitted use in the A (Amusement) and E (Entertainment) Districts.**

*To amend Sections 203 & 1407.C of the Zoning Code to include divination services as permitted uses in the A (Amusement) and E (Entertainment) zones. Divination services include fortune telling, tarot card reading, reading tea leaves, reading bones, numerology, mediumship, clairvoyance, and others. "Divination services" are not listed or defined in our Zoning Code and are therefore not permitted. The City Attorney's office found no conflict of First Amendment Rights by regulating divination services as permitted uses in the A (Amusement) and E (Entertainment) districts. Planning Commission (3.5.24): Approved (7-0)*

**Motion M2024-17 to allocate Accommodations Tax funding to the Tourism and Arts Organizations listed 1-36, and to the City of Myrtle Beach, as outlined on Attachment A for 2024. All remaining funds subsequent to the tourism and cultural arts applicant allocations are to be used by the City as presented in the City's applications for those activities caused by our tourism concentration.**

*State law provides that State Accommodations Taxes be allocated as follows:*

- The first \$25,000 statutory allocation to the General Fund*
- The City receives statutory allocation of 5% of revenues to the General Fund*
- The City receives 15% of revenue after the first \$25,000 for direct policing services, per Proviso No. 109.11*

- Promotional allocation of 15% of revenue after the first \$25,000 is paid to the Chamber for advertising and promotion of tourism, per Proviso No. 109.11
- 65% of the balance to a special revenue fund for Tourism-Related expenditures.

*The purpose of this motion is to allocate the 65% portion of this fund (approximately \$8.3 million) between City-related tourism use and applicants who applied for funding through the A-tax process.*

**Motion M2024-18 to allocate \$20,000 in 2024 Accommodations Tax Funding for the Long Bay Theater, number 37, on Attachment A.**

*This Motion allocates Accommodations tax funding to the Long Bay Theater.*

**Motion M2024-27 to appoint/reappoint three members to the Board of Zoning Appeals.**

*The terms of James Cameron Parker, Aaron McKnight, and Allen Rene Lee expired on February 22, 2024. All wish for reappointment and there are no new resumes on file. The new terms will expire on February 22, 2027.*

**Motion M2024-28 to appoint/reappoint one member to the Chapin Memorial Library Board.**

*The term of Richard Patelunas will expire on March 23, 2024. Mr. Patelunas does wish for reappointment. There are no new resumes on file. This new term will expire on February 14, 2028.*

**Motion M2024-29 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. This report includes vehicles 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 PUBLIC.....30 Minute Time Limit**

**COMMUNICATIONS FROM CITY BOARDS/COMMISSION MEMBERS**

**COMMUNICATIONS FROM CITY COUNCIL AND CITY MANAGER**

1. Council Communications
2. CFO Update
3. 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 votes or take action in Executive Session.*

## **ADJOURNMENT**