

**WORKSHOP MINUTES**  
**June 26, 2018**  
**9:00 A.M. – WORKSHOP – TED C. COLLINS LAW ENFORCEMENT CENTER**

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**MYRTLE BEACH CITY COUNCIL:**

**BRENDA BETHUNE, MAYOR**  
**MICHAEL CHESTNUT, MAYOR PRO-TEM**  
**MIKE LOWDER**  
**PHILIP N. RENDER**  
**GREGG SMITH**  
**JACKIE VEREEN**

**ABSENT:**

**MARY JEFFCOAT**

**CITY STAFF:**

**JONATHAN "FOX" SIMONS, ASSISTANT CITY MANAGER**  
**BRUCE BOULINEAU, ASSISTANT CITY MANAGER**  
**MICHAEL SHELTON, CHIEF FINANCIAL OFFICER**  
**TOM ELLENBURG, CITY ATTORNEY**  
**JENNIFER STANFORD, ACTING CITY CLERK**

**ABSENT:**

**JOHN PEDERSEN, CITY MANAGER**

**Roll Call**

**Present: Mayor Brenda Bethune, Michael Chestnut, Mike Lowder, Philip N. Render, Gregg Smith, Jackie Vereen.**

**Absent/Excused: Mary Jeffcoat.**


**CALL TO ORDER.....Mayor Brenda Bethune**

 **9:05AM**


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

**CONSENT AGENDA**


2<sup>nd</sup> Reading **Ordinance 2018-39** to amend Chapter 2, in Section 2-172 to enact Subsection 17, Technical Advisory Committee.

 Mr. Simons reviewed stating that ordinance accompanies Ordinance 2018-33 establishing Committee.


2<sup>nd</sup> Reading **Ordinance 2018-40** to amend Chapter 21, Article I, Section 21-7(j) to change the method of crediting and paying simple interest on a utility deposit that is required to be held by the city.

 Mr. Simons explained that the way system is set up now it is costing the City processing and postage and is more than the amount of interest paid. The average earning paid out annually is estimated to be less than 10 cents per account.


2<sup>nd</sup> Reading **Ordinance 2018-42** to amend the schedule of water and sewer user charges of the Myrtle Beach Waterworks and Sewer system to increase water tap fees consistent with the costs of implementing smart meters.


 Mr. Simons explained that new system will be more efficient and will have more accurate readings. The tap fee increase offsets the cost of meters, equipment, carrying costs, installation. This increase is for new customers only, not existing customers.

Resolution **R2018-26** granting a special event permit to Crossroads Events productions, Inc. for the “2018 Myrtle Beach Jazz Festival” September 28, 2018 thru September 30, 2018, and affirming the city’s co-sponsorship.

 Mickey James states will keep on event on Carver St., expecting 10,000 turnout, will provide own security this year, clear bags for event goers, event is free but asking for donations, trying to get some grass put down to keep the dust down.

Motion **M2018-104** to consider the local Accommodations Tax Committee’s funding recommendation for CAN (Champion Autism Network) of \$5,000. The agency requested \$25,550. The basis for the request’s having been made for Accommodations Tax funding is that the British Broadcasting Corporation (the “BBC”) will be filming a documentary in the fall of 2018 on the Myrtle Beach community’s efforts to make itself friendly to visitors with autism.

 Mike Shelton explains that during allocations we set this one was set aside and approached them for more detail, they asked because BBC is going to film a documentary here in MB, purpose of funds is for broadcasting.

 Mayor Bethune asked if there is an itemized list of their request.

Motion **M2018-105** to accept a collaboration grant of \$7,500 from TD Bank and the Arbor Day Foundation for the purpose of purchasing and planting 30 trees in the Withers Swash Park. No local match required.

 Mr. Simons reviewed and expresses gratitude for TD Banks support.


Motion **M2018-106** to accept a grant of \$9,000 from the SCPRT (SC Department of Parks, Recreation and Tourism) Park and Recreation Development Fund, to expand the existing south-end dog park adding approximately 1 acre, to include fencing, benches, water fountain, tables, trash cans, and ADA approved rubber surfacing for sidewalks and landing pads. A local match of \$2,250 has been budgeted.


 Mr. Simons reviewed and expresses gratitude for the State’s support.


## **REGULAR AGENDA**


Resolution **R2018-27** granting a special event permit to Palmetto Event Productions, Inc. for the “2018 Myrtle Beach Boardwalk Bonanza, June 27 – September 1, 2018, and affirming the city’s co-sponsorship.


 Bruce Arnel reviewed details and claims that event will bring revitalization to area.


 Larry Bond states that ideas are a collaborative effort of the OceanWalk Task Force, 8 total members.

 Amie Lee states that event has been modified from original design, scaled back days and hours, main entertainment is entertainment, goal is to increase foot traffic, streamlined and cohesive with other events happening in area, event elements will be different every evening.


 Pam Stone states that city’s Recreation department has come up with roughly 57 games to incorporate into this event


 Councilman Lowder much like SunFun, so it is kind of like a full circle of events.

 Councilwoman Vereen suggests shag lessons between bands and brand it as well Myrtle the Mermaid.

 Mayor Bethune asked to move to consent agenda, all members agreed.

Motion **M2018-101** to designate the Myrtle Beach Area Chamber of Commerce as the organization to manage and direct the expenditure of tourism advertising and promotion funds for the 2018-19 fiscal year per South Carolina Code Sec. 6-4-10(3).

 Mike Shelton explains that due to State law it requires Council to designate an agency to provide tourism advertisement and promotions using State Accommodations Taxes.

 Councilwoman Vereen states that money should be geared to all business owners, not just Chamber members, be geared more specific to Myrtle Beach proper as a whole.

Motion **M2018-109** to declare certain vehicles abandoned or derelict pursuant to the authority of Article 41 of Title 56 South Carolina Code of Laws 2001. Memo dated June 26, 2018 shows 3 vehicles.

Motion **M2018-110** to approve the form of an agreement between the City of Myrtle Beach and the Chamber of Commerce with respect to Accommodations Tax advertising and promotion funds, and to authorize the City Manager to execute the Agreement.

 **MOVED TO CONSENT TO CONTINUE**


## **AGENDA ITEMS FROM THE PUBLIC**


## **COMMUNICATIONS FROM CITY BOARDS/COMMISSION MEMBERS**

## **COMMUNICATIONS FROM CITY COUNCIL AND CITY MANAGER**


1. Council Communications
  - Unpassed State Budget
  - Liberalization of state tax monies
  - Abandoned building bill
  - Business license restructuring
  - City Lobbyist services


**ALL ITEMS MOVED TO NEXT MEETING WHEN REMAINING MEMBERS ARE PRESENT**
2. CFO Update
  - Air Force Base Redevelopment


 Mike Shelton states that amendment was adopted on June 19<sup>th</sup> and taxing districts were served on June 25<sup>th</sup>. Publication will be in July and public hearing will take place August 14, 2018.
3. CM/ACM Update
  - Charlie's Place and Boy & Girls Club site improvement


 Bruce Boulineau states that the pre-bid opening is set for July 9<sup>th</sup> and bid opening is July 26<sup>th</sup>.

  - Downtown Master Plan

 Lauren Clever discusses that there is a signed contract with Benchmark Planning and will be working together with a team of city staff on building a vision and reviewing a Master Plan.

 Councilman Render states he needs to know how much things are going to cost.

 Lauren explains that only in vision stage now, strategic plan discussion at this point.

 Councilman Render expresses that this body is very concerned with the bottom line.

**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.

**ADJOURNMENT**

**10:25 AM**