

WORKSHOP MINUTES

June 12, 2018

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

CALL TO ORDER.....Mayor Brenda Bethune 9:02AM

MYRTLE BEACH CITY COUNCIL:

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

CITY STAFF:

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



Roll Call.

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



Mayor Bethune states that an executive session is needed to discuss a contractual matter.



Mr. Pedersen stated that there are actually two contractual issues to be discussed.



Motion: To Enter Closed Session, Moved by Mike Lowder, Seconded by Jackie Vereen.

9:03AM



Vote: Motion carried by unanimous roll call vote (**summary:** Yes = 7).

Yes: Mayor Brenda Bethune, Michael Chestnut, Mary Jeffcoat, Mike Lowder, Philip N. Render, Gregg Smith, Jackie Vereen.



Motion: Exit Closed Session, **Moved by Mike Lowder, Seconded by Mary Jeffcoat.**

10:08AM



Vote: Motion carried by unanimous roll call vote (**summary:** Yes = 7).

Yes: Mayor Brenda Bethune, Michael Chestnut, Mary Jeffcoat, Mike Lowder, Philip N. Render, Gregg Smith, Jackie Vereen.

PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:


CONSENT AGENDA

2nd Reading **Ordinance 2018-35** to amend Chapter 2, in enacting Division 8, Technical Advisory Committee, to expand from 9 members to 11, with two member seats reserved for institutions of higher learning.



Mr. Pedersen reviewed. At the 5/22/18 meeting Council requested to revisit the number of Committee members to increase to add a representative from HGTC and CCU. Have not advertised due to another meeting to be held on June 27th at Good Day Café at 4pm

2nd Reading **Ordinance 2018-37** to enact in Appendix A, Zoning, in Article 9, Landscaping and Tree Protection, Section 903.P exemption to provide for managerial administrative waiver of one or more requirements when in conflict with the underground placement of overhead wiring.

 Mr. Pedersen explained that regulations require a 5ft buffer area between sidewalk and road. The requirement would result in some businesses losing some commercial parking spaces and for this reason will not sign the easement. Ordinance allows City Manager to waive requirement when needed to continue undergrounding as well as expanding sidewalk projects.


1st Reading **Ordinance 2018-39** to amend Chapter 2, in Section 2-172 to enact Subsection 17, Technical Advisory Committee.

 Mr. Pedersen reviewed stating that accompanies ordinance that establishes Committee.

Resolution **R2018-22** to accept the dedication of those certain roadway portions known as Culbertson Avenue and Berkshire Avenue within the West Lake Phase 2 subdivision located off Wyatt Lane.

 Mr. Pedersen reviewed stating that owner has constructed two right-of-ways.


Motion **M2018- 95** to accept a continuing education LSTA (Library Services and Technology Act) reimbursement grant of \$1,000 from the South Carolina State Library on behalf of Chapin Library, youth services department for the 2018 Public Library Think Tank.


 Mr. Pedersen explained grant acceptance


Motion **M2018- 96** to accept a continuing education LSTA (Library Services and Technology Act) reimbursement grant of \$628 from the South Carolina State Library on behalf of Chapin Library, youth services department for the 2018 USA Clay Coalition.

 Mr. Pedersen explained grant acceptance


Motion **M2018-97** to approve a Special Event Permit to John Krajc / 5-Points Merchants Association for the "First Friday Art Walk" on Broadway, Main Street, Bratcher Park, & City Hall Parking Lot, July 6, 2018 from 4pm – 8pm. 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.


 Bruce Arnel reviewed that both M2018-97 and M2018-98 are same in details, except for event dates.


 Councilman Lowder asks how many vendors are expected.


 Councilman Render asks if the request is to commercialize City Hall area.


 John Krajc states that there will be approximately 20 vendors across entire historic downtown area.


 Mayor asked about the use of Nance Plaza instead.


 John Krajc responds that there will need to be barricades to use that site for safety reasons and did want to burden the city for in-kind services.


 Councilman Lowder asked if by October if Nance Plaza could be worked into this event.


 John Krajc responds that they are very open to that idea as long as council agrees.

 Mr. Pedersen explains that Nance Plaza is not safe for children until fencing separating from plaza onto highway.


 Councilwoman Jeffcoat expresses she has concerns of pedestrians crossing streets at these locations and are too dangerous to cross, especially during July.

 John Krajc states that there are areas that are lacking cross walks. Broadway/501 and Oak/Main have safety issues that need to be addressed for pedestrian friendliness.


 Councilman Lowder expressed concerns of using City Hall grounds for vendors. He suggested possibly using 8th Avenue or 9th Avenue or open grass area on Oak St. for vendors.

 John Krajc responds that did not want to ask for in-kind services for barricades.

 Councilman Lowder also suggested the use of Myrtle Market lots.


 Mayor Bethune states she supports this event as it focuses on the arts and need to utilize social media so it can be bigger and better.

 Councilman Lowder states the need to incorporate area heading towards swash as well.

 John Krajc responds that in future events that area is considered.


Motion **M2018-98** to approve a Special Event Permit to John Krajc / 5-Points Merchants Association for the "First Friday Art Walk" on Broadway, Main Street, Bratcher Park, & City Hall Parking Lot, October 5, 2018 from 4pm – 8pm. 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.


Motion **M2018-99** is to approve a Special Event Permit to Steve Taylor / Native Sons for the 6th Annual "Native Sons Salt Games" fitness competition and festival celebrating the Myrtle Beach Lifestyle. The event is to be held on both the oceanfront and the Pavilion Place - September 15, and 16, 2018, from 8am to 8pm. 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.


 Bruce Arnel states that this will be the 6th year for this event, not requesting for in-kind services. The Surfrider Foundation is the beneficiary.


REGULAR AGENDA


2nd Reading **Ordinance 2018-36** to amend franchise of the South Carolina Public Service Authority to adjust the undergrounding funds, and disburse accrued but unused funds in proportion to deposit.

 Mr. Pedersen explained that current agreement will expire on 6/30/25. The amendment extends agreement 20 years and the 5% Utility Franchise Fee would be distributed as 4% paid by Santee Cooper to the City's General Fund and 1% retained and matched by Authority for undergrounding projects. With new subdivisions being approved as well as new requirements in place that now require underground utilities from initial construction. The franchise agreement results in \$900,000.00 a year in additional General Fund revenues recurring expenses and a reduction of funds directed to the underground fund from \$3.6 to \$1.8 million a year.

 Councilman Smith states that after clarification that it is apparent that both parties benefit from this agreement.


 Councilman Render asks if agreement will impede the dream of having underground wiring in the older established neighborhoods.

 Mr. Pedersen explains that agreement will make it easier and that a change in language will allow us to do that.


 Councilman Chestnut requests that a list be generated of area plans for North end South end.

2nd Reading **Ordinance 2018-38** to levy taxes and establish a municipal budget for the fiscal year beginning July 1, 2018, and ending June 30, 2019, and a capital improvements program for fiscal years 2019 – 2023.

 Mike Shelton states that Ordinance 2018-38, Resolution R2018-23, and Resolution R2018-24 all relate to budget.


 Michelle Shumpert discusses budget highlights including a 3-mil tax increase to fund Police recruitment and staffing, 3.9% water & sewer rate increase, Santee Cooper Franchise agreement adding \$900,000 in recurring revenues to the General Fund, no business license increase, includes employee merit and Police STEP plans, includes 2% market adjustment for all employees, and that the General Fund is balanced with ratio of recurring sources to recurring uses at 101% and fund balance at 19% of recurring expenditures.

1st 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.

 Mike Shelton explains that it costs the City more to process and mail checks to customers than the interest paid. Language in Code needed to be changed.

MOVED TO CONSENT AGENDA


1st 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 explains that new meters will cost \$250 each for equipment, handling and installation of meters. New meters will communicate with radio tower infrastructures atop water tank towers. New system will cut down on labor costs as well. The goal is to be proactive rather than reactive and have a more sufficient system.


Resolution **R2018-23** to amend the schedule of storm water fees according to the procedure specified in city code Sec. 18-27.


Resolution **R2018-24** to adopt a five-year Capital Improvement Plan for fiscal years 2019 through 2023.


Resolution **R2018-25** granting a special event permit to Palmetto Event Productions, Inc. for the “2018 Food Truck Rodeo – Summer Series” June 15 – September 1, 2018, and affirming the city’s co-sponsorship.


 Mr. Pedersen reviews


 Mayor Bethune states that we have been focusing on that family friendly message and we need express that in every event and involve our residents.

 Councilman Lowder states that some business owners expressed concern that food trucks do not need to be every Friday and Saturday nights of every weekend.

 Councilwoman Vereen also expresses that every weekend is a little too much.

 Mayor Bethune explains that when the Pavilion was at that location there were businesses that were not suffering, when customer base changes businesses need to change with that base. Mayor also states that we have new visitors every week to attract.

 Councilman Chestnut states that people go down there for the experience.

 Mayor Bethune it's the entertainment is the draw to bring people down there not just the food trucks so maybe just change the event some.


Motion **M2018-19** to appoint/reappoint one member to the Board of Zoning Appeals to replace Seth McCoy.

 Mr. Pedersen reviewed

Motion **M2018-93** to issue a Rule to Show Cause to require the owner(s) or parties in interest of property known as 601 38th Ave North #D3, to show cause why they should not be ordered to bring the property into compliance with Chapter 10 of the Code of Ordinances of the City of Myrtle Beach.

 Mr. Pedersen reviewed


Motion **M2018-94** to appropriate \$480,000 from accumulated fund balance in the Product Development Fee Fund as a contingency for tourism- related capital project expenditures.

 Mr. Pedersen reviewed explaining that fund was established to include 50% of the growth of A-Tax and Hospitality Fee revenues. Mr. Pedersen states that recently the Army Corp. of Engineers has recently expanded options that funds may be used. Mr. Pedersen mentions purchasing an outdoor stage that can be used rather than renting one for events.


Motion **M2018-100** to approve a Special Event Permit to Mike Shank / Festival Promotions & the Grande Dunes for the Thursday Night Concert Series @ Grande Dunes, on the Grande Dunes Event Lawn June 28, July 26, & August 30, 2018 from 5:30 pm to 9:00 pm. 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.

REMOVED FROM AGENDA, TAKES PLACE ON PRIVATE PROPERTY

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).

 Mr. Pedersen reviewed and motion was deferred for one cycle.

Motion **M2018-102** to approve grants to outside agencies for the fiscal year beginning July 1, 2018.

 Mr. Pedersen explains that the agencies granted funds provide services that supplement or complement services now provided by the City.


Motion **M2018-103** 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 12, 2018 shows 22 vehicles.

 Mr. Pedersen reviewed

Motion **M2018-104** to authorize the investment of \$2,500,000 from the fund equity of the Myrtle Beach Waterworks and Sewer System for Phase I of the System's Advanced Meter Infrastructure ("AMI") Smart Meter program. Phase I will include radio infrastructure and antennae (\$215,000) and replacement or refitting of commercial meters (\$2,285,000).

 Mr. Pedersen explains that phase covers larger commercial meters, provides

Motion **M2018-105** to authorize City Manager to enter contract for Downtown Master Planning Consultant Services.


 Mr. Pedersen explains that consultant will establish a vision for the downtown area, propose an identity for the four districts, propose goals to reach identity vision and propose strategies to reach those goals. City Manager recommended Benchmark.


AGENDA ITEMS FROM THE PUBLIC

COMMUNICATIONS FROM CITY BOARDS/COMMISSION MEMBERS

COMMUNICATIONS FROM CITY COUNCIL AND CITY MANAGER

1. Council Communications – Myrtle Beach Sports Center Bridge


 Councilman Render stated that he wishes council to consider re-reviewing that master plan.

 Mayor Bethune expressed concern that we need to seriously need to add lighting into Nance Plaza.

2. CFO Update
3. CM/ACM Update

REPORTS AND INFORMATION PRESENTATIONS FROM CITY STAFF

1. DRC Update

 Lauren Clever reviewed revenue and expense highlights from fiscal years 2017/2018 and 2018/2019

EXECUTIVE SESSION - Council may take action on matters discussed in Executive Session which are deemed to be "emergency" concerns.

ADJOURNMENT

ATTEST:

BRENDA BETHUNE, MAYOR

JENNIFER STANFORD, INTERIM CITY CLERK