

August 14, 2018  
9:00 A.M. – TED C. COLLINS LAW ENFORCEMENT CENTER  
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**9:00 A.M. PUBLIC HEARING ON THE AMENDMENTS TO REDEVELOPMENT AND FINANACING PLAN FOR THE FORMER MYRTLE BEACH AIR FORCE BASE.**

**MYRTLE BEACH CITY COUNCIL:**

**PRESENT:**

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

**CITY STAFF:**

**PRESENT:**

JOHN PEDERSEN, CITY MANAGER  
JONATHAN "FOX" SIMONS, ASSISTANT CITY MANAGER  
BRUCE BOULINEAU, ASSISANT 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.**

**Call to Order - 8:59 AM**

 **Councilwoman Jeffcoat recused herself due to husband represents Former Air Base Authority.**

 **Mike Shelton reviews geographic area of the former air base and what was originally envisioned for that area. Amendment plan includes: no more than \$15,000,000 of additional bonds, support infrastructure for remaining needs of the former base area, prior to the statutory expiration date for new issues of December, 2020; and maturing in the same year as the currently outstanding TIF debt (2036). Growth in tax receipts by taxing district from base redevelopment TIF 2005-2017 vs. 2018 plan amendment would be a 401.7% increase. Mr. Shelton adds that the original plan included alternatives for monies.**

 **Chris Eldridge requests City not to approve amendment.**

 **David Cox spoke of non-support of amendment.**

**Closed Public Hearing 9:28 AM**

 **Motion: Enter Executive Session regarding small cell deployment and TIF, Moved by Mike Lowder, Seconded by Philip N. Render.**

 **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.**

**9:29AM**

 **Motion: Exit Closed Session, Moved by Mike Lowder, Seconded by Philip N. Render.**  
 **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.**  
**10:41 AM**

**WORKSHOP MINUTES**  
**August 14,**  
**2018**  
**WORKSHOP – TED C. COLLINS LAW ENFORCEMENT CENTER**

**CALL TO ORDER.....Mayor Brenda Bethune**  
**10:42AM**

**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, 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 (1<sup>st</sup> Reading), & then approved (2<sup>nd</sup> reading). Resolutions are normally actions through which City Council reinforces or makes policy not rising to the level of law. Motions are generally related to direction from City Council to City staff to take certain actions.*

**CONSENT AGENDA**

**2<sup>nd</sup> Reading Ordinance 2018-51 to amend Ordinance No. 2018-38, the 2018-19 Budget Ordinance, (1) to implement recommendations of the Chapin Memorial Library Board, (2) to provide for the transfer of funds to finance animal shelter improvements, and (3) to correct a scrivener’s error in the schedule of Solid Waste fee and charges.**

*At City Council’s July 10<sup>th</sup> meeting, the Chairperson of the Chapin Memorial Library Board presented several recommendations that the Board adopted at its June 22<sup>nd</sup> meeting including:*

- *Free library cards for veterans.*
- *Acceptance of County grant to Chapin Library for purchase of library materials.*
- *Free library cards for residents participating in Palmetto Library Consortium or other inter-library loan arrangements with Chapin Library (Darlington, Georgetown, Horry, Marion, Dillon, Williamsburg and Sumter).*
- *Keeping other fees as they are to offset costs of materials lost to patrons of other locations, for which the library has no recourse.*

*The amendment also appropriates funds from Capital Project Fund Balance for further animal shelter improvements and corrects a scrivener’s error relating to the landfill tipping fee charge adopted in FY18.*

 **Mr. Pedersen reviewed changes**

**Motion M2018-124 to accept a JAG (Justice Assistance Grant), grant no. 2017-DJ-BX-0529 from the United States Department of Justice, Bureau of Justice Assistance, in the amount of \$36,413 for the Phase I purchase of License Plate Readers (LPR’s) to be**

**placed along Farrow Parkway and Highway 17; and to authorize the preparation of the grant application for 2018 funds to cover Phase II. Local match has been budgeted.**

*The LPR's have proven to be extremely valuable crime fighting tools. The ability to track wanted vehicles entering and leaving the City has led to a number of criminal apprehensions, especially when used in conjunction with the surveillance camera network. This grant provides for additional cameras for the fly-over at Farrow and the By-Pass. Phase II will cover the underpass at that same location. Those additions will complete LPR coverage for each entry/exit point into/out of the City. In 2017 over 20 million license plates were read. Please note that we do not maintain a log of any plates that have not been entered into the NCIC database.*

 **Chief Prock spoke of success of program, 20 million reads with system so far, states system is tremendous help with investigations, invaluable.**

## **REGULAR AGENDA**

**2<sup>nd</sup> Reading Ordinance 2017-23 to amend Appendix A, zoning, by enacting Article 18, Section 1806 to enact and establish the Ocean Boulevard Entertainment Overlay District (OBEOD), to establish a family friendly entertainment and retail land use.**

*The proposed ordinance is designed, in conjunction with other recently approved incentives and policy initiatives, to address issues that are not conducive to the family friendly environment desired on Ocean Boulevard. These actions need to be considered in the context of other recent Council actions to achieve these goals. There is no single solution to the challenges that we face in revitalizing our downtown, but this proposal is one more significant tool toward achieving that family friendly environment that we all desire. As proposed, the following would be prohibited in the OBEOD district:*

- *Smoke shops and tobacco stores.*
- *Retail merchandising of alternative nicotine, alternative nicotine delivery products, vapor products, e-cigarettes, tobacco, tobacco products, or tobacco paraphernalia products, tobacco paraphernalia, cannabis products.*
- *Retail merchandising or display of sexually oriented materials.*
- *Providing space for a "barker" for a business not located at the premises.*

 **Mr. Pedersen reviews his Manager's Recommendation of the overlay district. Part of the vision for our city is to be family friendly. These items are in question; do these types of products make us a family friendly city? Do these products promote what we envisioned? Does eliminating the sale of these items make us more family friendly?**

 **Mayor Bethune states that motive is not to determine whether these items are legal but whether these items portray the image Myrtle Beach wants.**

 **Councilman Smith states that the ordinance is different from 1<sup>st</sup> reading, requests revised**

 **Councilman Lowder states that it has been 16 months since first reading, a lot of items in ordinance have changed, and even a revised version from this, I oppose this because pertains to only one area of the city, Planning Commission has not reviewed this revised version.**

 **Councilwoman Jeffcoat states that she is sick and tired of being embarrassed of Ocean Blvd.**

 **Mayor Bethune states many merchants are in support of this, we need to make a family friendly environment and that includes the items that are sold.**

 Councilman Lowder states the change of the behavior in that area, aggressive law enforcement is needed.

 Councilman Render expresses stepping up enforcement has been successful. Are new members comfortable supporting this thus far?

 Mayor Bethune states yes, but take out cigarettes and tobacco.

 Councilwoman Vereen requests copy of amended version prior to regular meeting, and that visitors are offended by the t-shirts in the storefronts, we need to make a conducive environment.

 Councilman Chestnut states that it is going to have to happen for us to move forward.

 Councilman Smith expressed that someone needs to come at 2PM meeting and tell us why that this stuff is good for our city.

 Councilman Lowder states there are other areas here where they can still purchase these items. No we will not allow it here, but there is ok.

 Tom Ellenburg explains that this is a zoning issue not a prohibition of a product issue. Goal is to shape the atmosphere of that particular area.

 Mr. Pedersen expresses that the goal is to make just a friendly as other areas and tourist destinations in our city

## **2<sup>nd</sup> Reading Ordinance 2018-43 to amend the Grande Dunes Planned Unit Development to add an additional 32.4 acres of land.**

*This PUD now includes the Member's Club, Bal Harbour, Siena Park, Seville, Castillo del Mar, Calais, Vista del Mar, & Cipriana neighborhoods as well as certain areas on the west side of the Waterway. Developing neighborhoods include Living Dunes and the Marina Parkway Tract. The owner requests adding 32.4 acres to the PUD, (bringing the total to 2,256 acres). The additional property is bounded by Grissom Parkway to the north and Wild Iris Drive to the south and is zoned MUH (Mixed-Use High Density).*

*The Grande Dunes PUD and current MUM are mixed-use districts allowing similar uses. Although CAB approval is required in both zoning districts, the Grande Dunes PUD requires additional approval by their Board of Architectural Review. The maximum Equivalent Residential Units (ERU) allowed in the Marina Village Tract is 22,000. Although the proposed amendment adds an additional 32.4 acres to the Marina Village Tract, the amendment does not include an increase in maximum ERUs allowed, thus decreasing the maximum density in this tract.*

 Tom Ellenburg explains the concept of Planned Unit Development and that it is an agreement between the developer and city.

 Mr. Pedersen states that applicant has requested to continue item until next meeting.

 Carol Coleman goes over details of changes.

 Councilwoman Jeffcoat asks if items is to be continued or not.

### **Against PUD change**

 Gerald Ogden spoke of non-support of PUD change.

 Mr. Goldman spoke of non-support of PUD change, refers to standard building codes and believes developer will do what they want.

 Roger Marcowiz spoke of non-support of PUD change. States that parcel should be developed separately.

### Support of the PUD change

 John Peters states that change will only enhance Grande Dunes experience, please allow LStar to continue to improve the community.

### MOVED TO CONSENT TO CONTINUE

**2<sup>nd</sup> Reading Ordinance 2018-49** concurring in amendments to the Redevelopment and Financing Plan of the Myrtle Beach Air Force Base Redevelopment Authority, as amended; and other matters relating thereto.

*MBAFBRA has amended the Redevelopment Plan to modify the project list and facilitate distribution of surplus funds to taxing districts. The projects deleted or funds reduced due to inactivity or change in feasibility are the Natatorium, Boat Landing, Community School, Grand Park Phase V, Linear Park Extension. Projects added to the Plan include:*

- *Renewal, reconstruction, repair and remodeling of Redevelopment Projects (streets, parking, storm water, park facilities, and CCTV cameras).*
- *Public infrastructure to serve HomeFed's proposed development of two remaining parcels in Market Common.*
- *Extension of taxiway from Shine Avenue to the new airport hangar site.*
- *Extension of Howard Avenue to Emory Road.*
- *Grand Park, improvements to Phases I-IV.*
- *Playground expansion/safety measures for Grand Park alternative rec facilities.*
- *Police and Fire Station expansion and renovation to sites in the district.*

*By adopting this proposed ordinance, the City formally concurs with proposed amendment. This approval is required to issue TIF Bonds to fund these project expenses.*

 Mr. Pedersen reviewed details.

 Councilman Render suggests that if any modification were to be completed, maybe an aquatic center would be beneficial.

**2<sup>nd</sup> Reading Ordinance 2018-50** to declare a redevelopment district zone known as the Gateway Galleria Redevelopment District as eligible for redevelopment incentives, pursuant to Chapter 15, Article IV.

*This is the 3<sup>rd</sup> of 3 companion ordinances to facilitate the construction of the "Gateway Galleria" project, a 75,000 sf mixed use project at the corner of 7<sup>th</sup> North and Ocean Boulevard. Ordinance 2018-47 set out the project in a "Redevelopment District". Ordinance 2018-48 approved the necessary redevelopment agreement. This proposed ordinance authorizes the application of the City's financial incentive policy to this redevelopment project.*

*The estimated construction cost of this project is \$10,000,000. Per the City's incentive policy, a voucher in the amount of 2% of the construction value (\$200,000 in this case), may be provided to the project upon the issuance of a Certificate of Occupancy. The first draw on the voucher is to reimburse the project for permit and impact fees associated with the construction of that property. Thereafter the voucher may be used to off-set City utility fees, business license fees, or Local Accommodation Taxes accruing to this property until the voucher reaches zero or five years (whichever is first). The voucher may not be used to off-set property taxes, State A-Taxes, or sales taxes of any kind. As structured the*

*incentive does not use other people's property taxes to provide an incentive. The voucher is basically a deferment of some forms of City revenues. The voucher does not affect County or School District taxes.*



**Mr. Pedersen reviewed.**

**1<sup>st</sup> Reading Ordinance 2018-53 to amend Section 1407.C of the zoning ordinance to add hatchet and axe throwing as a permitted use in the HC1 and HC2 (Highway Commercial) Zones.**

*Axe throwing is becoming a popular recreational activity and competitive sport, especially with millennials, but is not currently allowed in any zoning district. If Council approves this matter the activity would only be permitted indoors in the Highway Commercial Zones.*



**Mr. Pedersen reviewed.**



**Carol Coleman discussed that this sport has become very popular all over the US and Canada.**

**Resolution R2018-31 adopting the City of Myrtle Beach Bicycle and Pedestrian Master Plan.**

*The Bike and Ped Committee reviews matter effecting bike and pedestrian safety, the enhancement of bike and pedestrian experiences, the improvement of related infrastructure, the creation or support of related events, and other bike & pedestrian issues. Since inception, the Committee has conducted numerous studies of the city's transportation network, including walkability audits, bike-ability audits, facilities inventories, and current conditions assessments. The Committee has compiled the findings, goals & strategies into the proposed Bicycle & Pedestrian Master Plan.*

*The goal of this Master Plan is a biking/walking friendly, safe community based on the belief that these activities matter to our community. The plan focuses on the economic impact of bicycling and walking and includes a comprehensive list of objectives and specific strategies for achieving the goal, categorized by 7 E's: Evaluation, Education, Engineering, Enforcement, Equity, Economic Benefits, and Encouragement.*



**Tom Russo goes over Master Plan**

**Resolution R2018-32 granting a special event permit for the "Waves of Praise Gospel Music Festival" September 7, 2018 thru September 10, 2018, and affirming the city's co-sponsorship.**

*Coastal Broadcast LLC has planned a free gospel music event on both Pavilion Place sites: "Waves of Praise Music Festival" for 9/7/18 - 9/10/2018. 4:00 pm – 10:00 pm on Friday, 12:00 pm – 10:00 pm on Saturday, and 7:00 am – 12:00 pm on Sunday. The festival will include a choir competition, performances by nationally known gospel artists all day on Saturday and a worship service on Sunday and is expected to draw 10,000 -15,000 spectators and concertgoers.*

*Proposed site plan includes closure of Ocean Boulevard from 8<sup>th</sup> N to 9<sup>th</sup> N from 8:00 a.m. on Friday until 8:00 a.m. on Monday. The resolution includes the City agreeing to provide in-kind support services, and the fee for the performers. The Promoter is responsible for providing a stage, stage lighting, and portable power for the production of the event.*



**Bruce Arnel goes over details.**

 Mr. Reggie Dyson expresses how the event is already generating lots of attention and everything is going so wonderful.

**MOVED TO CONSENT**

**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.**

*The proposed agreement requires the Chamber to segregate these funds into a separate account. The agreement also requires that all of the information relating to this use of A-Tax funds be listed as to purpose, payee and amount, and that this information be available on the Chamber's website.*

**MOVED TO CONSENT CONTINUE**

**Motion M2018-121 to appoint/reappoint one member to the Cultural Arts Advisory Committee to replace Diane DeVaughn Stokes who has resigned. This term will expire July 10, 2019.**

*At Council's last meeting two City Residents were appointed to the Committee, to bring the ratio to four residents and five non-residents. Since then, Council received several concerns from existing Committee members about the removal of Ms. Arielle Fatuova (a non-resident) from the Committee. With Ms. DeVaughn Stokes' (also a non-resident) resignation, Council may now re-appoint Ms. Fatuova to that seat without undoing the progress that was made in increasing City resident representation.*

 Mr. Pedersen reviewed.

**Motion M2018-122 to appoint/reappoint two members to the Recreation Advisory Committee.**

*The terms of James D. Lewis and Robert Calamari will expire on August 22. Both wish to be reappointed.*

 Mr. Pedersen reviewed candidates.

**MOVED TO CONSENT TO APPROVE**

**Motion M2018-123 to appoint eleven members to the Technology Advisory Group.**

*We have received resumes from the following applicants for nine of the positions on this new Committee: Rev. P. Kelly Barr, Joseph Bonanno, Donna Catton-Johnson, Kendall Davis, Peter Gasca, Bruce Grant, Jason T. Greene, Brent Groome, Josh House, Bradley Kohr, Mark Manafo, Frank McClatchy, Meagan Michal, Kaitlyn Mikus, Richard Miller, Susan Roe, Gina Trimarco, and Keith Walters.*

*In addition, Council designated two seats for CCU and HGTC. The Presidents of those institutions have requested the appointment of Jean French and John Dove respectfully.*

 Mr. Pedersen reviewed

**MOVED TO CONSENT TO CONTINUE**

**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**

ATTEST:

\_\_\_\_\_  
BRENDA BETHUNE, MAYOR

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JENNIFER STANFORD, INTERIM CITY CLERK