

April 24, 2018- 1<sup>st</sup> Reading  
May 8, 2018 - Presented for 2<sup>nd</sup> reading

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**2018-33 (2<sup>ND</sup> READING): AN ORDINANCE TO AMEND CHAPTER 2, IN SECTION 2-172 TO ENACT SUBSECTION 17, TECHNICAL ADVISORY COMMITTEE.**

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**Applicant/Purpose:** Staff/ to create a City Committee to assist in analyzing issues relating to the uses of new technology & other forms of innovation.

**Brief:**

- This ordinance adds the proposed Technology Advisory Committee (TAG) to the list of City Boards & Commissions.
- Companion ordinance 2018-34 establishes the membership of TAG, & sets initial and on-going direction as to the appointment process, duties, appointment of the chair, scope compensation, staff support, & reporting expectations.
- No changes since 1<sup>st</sup> reading.

**Issues:**

- TAG is proposed as to serve in an advisory capacity to advise the City on:
  - Opportunities to employ technology more creatively to efficiently & effectively deliver municipal services.
  - Opportunities to more effectively engage start-up & existing tech firms.
  - Other innovative or creative concepts that do not necessarily emphasize the use of new technology (e.g. “maker spaces”, arts collaborations, etc.).
  - Other matters referred to TAG by Council or the Manager.
- Membership qualifications:
  - Generally, appointees would be residents or business owners in the City, but Council may appoint other exceptionally qualified individuals if desired.
  - In selecting members, Council would seek individuals w/ proven leadership experience, & expertise in the area of technology &/or innovation.
  - All committee members would serve at the will of Council.

**Public Notification:** Normal meeting notification.

**Alternatives:**

- Modify proposed ordinance.
- Deny proposed ordinance.

**Financial Impact:** No immediate impact.

**Manager’s Recommendation:**

- I recommend 1<sup>st</sup> reading (4/24/18).
- I recommend 2<sup>nd</sup> reading & approval (5/8/18).

**Attachments:** Proposed ordinance.

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

AN ORDINANCE TO AMEND CHAPTER 2, IN  
SECTION 2-172 TO ENACT SUBSECTION 17,  
TECHNICAL ADVISORY COMMITTEE

IT IS HEREBY ORDAINED THAT IN SECTION 2-172 (17) IS ENACTED AS SHOWN BY  
ENACTED LANGUAGE BEING UNDERLINED AND UNCHANGED LANGUAGE BEING  
SHOWN IN CONTEXT.

**Sec. 2-172. - Boards, commissions, and standing committees; created or confirmed.**

The following is a list of boards, commissions, and standing committees that are appointed by city council. In the case of conflicting provision between this article and any ordinance or resolution that created the body, the provisions of this article shall prevail.

(1)

*Accommodations tax advisory committee.* This committee is required pursuant to South Carolina Code section 6-4-25. It consists of seven members with a requirement for specific special interest representation set out in the state statute. The committee is required to review all applications for funds from the special fund of accommodations tax receipts used for tourism related expenditures and to make recommendations to city council concerning such expenditures consistent with state law.

(2)

*Architectural review board (also referred to as community appearance board).* This nine-member board is governed by the provisions of chapter VI of the zoning ordinance of the city and the provisions of South Carolina Code title 6, chapter 29. The provisions of this article shall not apply.

(3)

*Beach advisory committee.* This committee was created by Ordinance 94-28 on April 4, 1994. It consists of seven members appointed by city council to advise city council on matters relating to the beach which affect the city's most important natural resource.

(4)

1 *Board of zoning appeals.* This seven-member board is governed by the provisions of  
2 article V of the zoning ordinance of the city and the provisions of South Carolina Code  
3 title 6, chapter 29. The provisions of this article shall not apply.

4  
5 (5)

6 *Cemetery advisory committee.* This committee consists of five members only three of  
7 whom must be city residents. The committee serves only in an advisory capacity to the  
8 city manager concerning the city's cemeteries.

9  
10 (6)

11 *Chapin Library board.* This board consists of seven members only four of whom must  
12 be residents of the city. The board provides advice to the director of the library.

13  
14 (7)

15 *Election commission.* Pursuant to state law this commission consists of three members  
16 who are electors and residents of the city. The term of members is six years provided  
17 that of the first appointed, one shall serve for four years and one shall serve for two  
18 years. The duties and functions of the commission are set out in state statutes.

19  
20 (8)

21 *Employee recognition selection committee.* This committee consists of five members  
22 appointed by city council upon the recommendation of the city manager. Two  
23 members shall be ineligible city employees and three members shall be non-employee  
24 residents of the city. This committee selects employees to be recognized as Employees  
25 of the Year.

26  
27 (9)

28 *Housing Authority of Myrtle Beach.* This authority was organized and operates  
29 pursuant to the provisions of South Carolina Code Section 31-3-310 et seq. That  
30 section provides for a five member board appointed for five-year terms. The provisions  
31 of this article do not apply to this body.

32  
33 (10)

34 *Myrtle Beach Human Rights Commission.* This seven-member commission was created  
35 by resolution of city council dated February 13, 1990. Its purpose is to foster and  
36 encourage the growth and development of the city in a manner that will assure to all  
37 persons equal opportunity to live free of discrimination imposed because of race,  
38 creed, color, sex, national origin, ancestry, marital status, physical disability, or age.  
39 It is to direct its efforts and resources toward eliminating discriminatory practices  
40 within the city in all areas of city life including the areas of housing, employment, city

services and programs, law enforcement, education, and public accommodations where they exist.

(11)

*Myrtle Beach Municipal Planning Commission.* This nine-member commission is established and governed by the provisions of chapter 15 of this Code and of South Carolina Code Title 6, Chapter 29. The provisions of this article govern only to the extent that they do not conflict with the provisions of said chapter 15 and said title 6.

(12)

*Senior citizens advisory committee.* This nine-member committee was created by resolution of city council dated July 24, 1990. It provides advice to city council on matters of concern to the senior population of the city.

(13)

*Standard code board of adjustment and appeals.* This board consists of five regular members and two alternates. This board is governed by the provisions of chapter 6 of this Code and the current editions of all SBCCI standard codes as adopted by city council. The provisions of this article shall not apply. The provision in said chapter 6 that establishes limits on the number of consecutive terms a member may serve is, however, hereby repealed.

(14)

*Tourism committee.* This six-member committee was created by Ordinance No. 95-51. It shall continue to be governed by that ordinance except that the limitation on consecutive terms established in that ordinance is hereby repealed and the provision on the terms of members is hereby amended to provide for three-year staggered terms.

(15)

*Recreation committee.* This is an advisory committee of seven members, of which no less than five shall be city residents, established by Resolution of June 27, 2006, and shall be governed by the General Standards of division 1 of this article.

(16)

*Bicycle and pedestrian committee.* This is an advisory committee of nine members of which no less than six shall be city residents, established by Ordinance 2014-48 on July 22, 2014 and shall be governed by the general standards of Division 1 of this article. Appointments to the committee shall be for a period of three years, provided however, the initial appointment shall be three seats of three years, three seats of two years, and three seats of one year. City council shall designate the initial

1 chairperson, provided however, that upon the expiration of the initial designee's  
2 term or resignation, the committee shall elect a chairperson, whose term shall not  
3 exceed two years.

4 The scope of the committee shall include any and all matters affecting bicycle and  
5 pedestrian safety, the enhancement of bicycle and pedestrian experiences, the  
6 improvement of bicycle and pedestrian related infrastructure, the creation or  
7 support of bicycle and pedestrian related events, and any other matter relating to  
8 bicycle and pedestrian issues.

9 The committee shall meet at least once per annum, or as needed is determined to  
10 accomplish its advisory role. An advisory report shall be provided to council in  
11 December of each year before any budget deliberations.

12 (17)

13 Technology advisory committee

14 The Technology Advisory Group is a committee hereby created to consist of nine  
15 members who will be appointed by City Council for three-year terms, except that,  
16 for the initial appointment, three members shall be appointed for terms of three  
17 years, three members shall be appointed for terms of two years, and three members  
18 who shall be appointed for a term of one year. No member shall serve for more than  
19 two consecutive three-year terms and a member who is appointed to fill an  
20 unexpired term shall be deemed to have served a full term if the unexpired portion  
21 of the term appointed for exceeds 13 months. The group shall serve in an advisory  
22 capacity to City Council through the City Manager, and shall advise the City on the  
23 following matters:

- 24 • Opportunities for the City to employ technology more creatively to efficiently  
25 and effectively deliver municipal services to City residents, property-owners,  
26 businesses, and guests.  
27 • Opportunities for the City to more effectively engage new start-up and  
28 existing technology firms.  
29 • Other innovative or creative concepts that may not necessarily emphasize the  
30 use of new technology (e.g. "maker spaces", arts collaborations, etc.).  
31 • Other matters that may be referred to the committee as determined by City  
32 Council or the City Manager.  
33

34 This ordinance is effective upon second reading.  
35  
36

37 \_\_\_\_\_  
38 BRENDA BETHUNE, MAYOR

39 ATTEST:

40 \_\_\_\_\_  
41 JOAN GROVE, CITY CLERK

42  
43 1<sup>ST</sup> READING

44 2<sup>ND</sup> READING  
45