

WORKSHOP MINUTES
APRIL 24, 2018
9:00 A.M. – WORKSHOP – TED C. COLLINS LAW ENFORCEMENT CENTER

COUNCIL:

PRESENT:

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


ABSENT:

STAFF PRESENT:

JOHN PEDERSEN, CITY MANAGER
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

THE FOLLOWING PUBLIC HEARING WILL BE HELD AT TED C. COLLINS LAW ENFORCEMENT CENTER, 1101 NORTH OAK STREET, PRIOR TO THE START OF THE REGULARLY SCHEDULED WORKSHOP AT 9:00 AM.

A Public Hearing for the purpose of hearing public input regarding the adoption of the Cultural Resources Element amendment to the City of Myrtle Beach Comprehensive Plan.

 Carol Coleman explains that the use of historic preservation to enhance neighborhoods, meet community needs such as affordable housing, business diversification, and walkability. Plan to create a community master plan using design guidelines, environmental, public art and maintenance standards to foster distinct identity. Creates a diverse, affordable arts program that will provide education and cultural enrichment, recognition of local artists, and regional exposure for our area.

CALL TO ORDER.....Mayor Brenda Bethune



Roll Call.

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

PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:


1. Grande Dunes Annual PUD update – Margaret LaCalle





Ms. LaCalle states that the goal to get residents involved within the community. Marine village, 2 golf courses, tennis center, Ocean Village, Living Dunes, important that everyone wants sense of community, 2-year plan with lots of activity, in search of developers to come to Grande Dunes to continue to grow, walk ability goal, everyone will have some type of view, walkways to the marina, marina park- may 5th derby day,


growing the community is what is important, opened up our trial for people to use, the Hwy 17 beautification looks amazing, create sense of community,


 Councilman Render asks about how many number of units

 Ms. Lacalle answers around 700

 Councilman Render asks if will be permanent residents?


 Ms. LaCalle answers that with different price points we believe there will be more permanent residents


 Mayor Bethune states that she loves the branding and thanks for giving back to the community

 Councilwoman Jeffcoat would like to set up a neighborhood watch program for Grande Dunes


CONSENT AGENDA

2nd Reading **Ordinance 2018-28** An ordinance to amend the Zoning map of the City of Myrtle Beach by rezoning 0.4 acres located at 404 70th Ave N (TMS 165-15-10-007) from RMH ("Residential Multifamily High Density) to MU-M (Mixed Use Medium Density).


 Mr. Pedersen explains that applicant is requesting zoning change to allow commercial uses

 Carol Coleman describes the property location, the owners goal to is tear down and change to mixed use, concern is impact of commercial use, opens up to much more uses, no one has spoken against change.


2nd Reading **Ordinance 2018-29** An ordinance to extend the corporate limits of the City of Myrtle Beach by annexing 0.47 acres located at 9303 Cove Dr (Horry County TMS #166-01-06-002), and rezone said property from Horry County SF 10 (Single Family Residential) to City of Myrtle Beach R15 (Single Family residential).

 Mr. Pedersen reviewed and states that there will be 15 parcels in this neighborhood that are still not within the City limits.


2nd Reading **Ordinance 2018-30** An ordinance to amend Section 1407.C of the Zoning Ordinance to add health uses in the LM (Limited Manufacturing) Zone.

 Mr. Pedersen states that the VA Medical Clinic is currently operating as a non-conforming grandfather use.

 Carol Coleman states that amendment does not include substance abuse clinics



 Councilman Chestnut requested to move to Regular Agenda

Motion **M2018-74** to appoint/reappoint two members to the Bicycle & Pedestrian Committee. Terry Smith has resigned and Roger Means is deceased.


 Mr. Pedersen reviewed

REGULAR AGENDA

2nd Reading **Ordinance 2018-32** An ordinance 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 KOA Campground, for a period of one year. The Agreement includes ___ vehicles.

-  Mr. Pedersen reviewed. Primarily used inside the camp ground, 56 golf carts
-  Councilman Lowder requested to move to consent

1st Reading **Ordinance 2018-33** An ordinance to amend Chapter 2, in Section 2-172 to enact Subsection 17, Technical Advisory Committee.

 Mr. Pedersen reviewed. Adds committee to Boards and Commissions, 9 members, 3 year terms, staggered terms, provide two reports every year.


1. Opportunity to employ technology to deliver City services more creatively.
2. Engage start-up and existing tech firms.
3. Innovative and creative concepts
4. Matters referred to TAG by Council and City Manager


1st Reading **Ordinance 2018-34** An ordinance to amend Chapter 2, in enacting Division 8, Technical Advisory Committee.
Companion for above agenda item

Motion **M2018-59** to consider the recommendations of the Accommodations Tax Advisory Committee for funding of tourism related expenditure grants for fiscal year 2017-2018.


 Mr. Pedersen reviewed

Motion **M2018-65** to authorize the City Manager to engage Nelson, Mullins, Riley and Scarborough law firm to provide services *Pro Bono* to the City of Myrtle Beach solely for the purposes of creating a Homeless Court.


 Mr. Pedersen reviewed. Provides a diversion program for repeat offenders to break the vicious cycle, encourage people to get out of the cycle, program already in place in Charleston and Columbia, Supreme Court must approve, no increase of city resources to run program,


 Councilman Lowder expresses that he wants to see success rate in other areas, does it work that great or not?

 Councilwoman Jeffcoat states that it is a complex issue we cannot ignore.

 Councilman Lowder states the homeless work themselves out of being homeless, it is the same people that stay homeless, they stay here because of what is offered to them here, most of them choose to live that lifestyle, we have not to this day reduced the homelessness in this city.

 Councilman Render states that this frees up judicial time, encourages other council to give a shot

 Councilwoman Vereen expresses that let's try and review after two years.

 Councilman Chestnut states that it is just another spoke in the wheel, gives the needy an option to actually receive the help they need, sometimes all they need is to be able to get back home.


Motion **M2018-73** 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 April 16, 2018 shows 4 vehicles.


NON-AGENDA ITEMS FROM THE PUBLIC

COMMUNICATIONS FROM CITY BOARDS/COMMISSION MEMBERS

COMMUNICATIONS FROM CITY COUNCIL AND CITY MANAGER

1. Council Communications
2. CFO Update

 Mike Shelton states that inaccurate information that has gone viral on Facebook regarding the Convention Center by Ann Dunham stating that there has been a loss of \$1,000,000.00 a year. Explains why Ms. Dunham's statements are incorrect. False statement by Ms. Dunham is if we did not have a hotel, but in fact we do have a hotel.

 Councilwoman Jeffcoat states that we should reply to Ms. Dunham's post with the accurate information so her friends may see the correct facts.

 Councilman Render requests to include millage information as well.

3. CM/ACM Update

REPORTS AND INFORMATION PRESENTATIONS FROM CITY STAFF

EXECUTIVE SESSION

Council may take action on matters discussed in Executive Session.

 **Motion:** To Enter Closed Session, **Moved by** Michael Chestnut, **Seconded by** Mike Lowder. **10:22 AM**

Contractual & personnel matters

 **Motion:** Exit Closed Session, **Moved by** Mike Lowder, **Seconded by** Jackie Vereen.

ADJOURNMENT 9:53 A.M.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER STANFORD, CITY CLERK