

WORKSHOP MEETING MINUTES
May 8, 2018
9:00 A.M. – WORKSHOP – TED C. COLLINS LAW ENFORCEMENT CENTER

MYRTLE BEACH CITY COUNCIL:
BRENDA BETHUNE, MAYOR
MICHAEL CHESTNUT, MAYOR PRO-TEM
MARY JEFFCOAT
MIKE LOWDER
PHILIP N. RENDER
GREGG SMITH

ABSENT:
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.


Absent/Excused: Jackie Vereen.

CALL TO ORDER.....Mayor Brenda Bethune


PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:

CONSENT AGENDA


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

 Mr. Pedersen reviewed ordinance stating that adds Technical Advisory Committee to the City Boards and Commissions.


2nd Reading **Ordinance 2018-34** An ordinance to amend Chapter 2, in enacting Division 8, Technical Advisory Committee.

 Mr. Pedersen reviewed stating that ordinance sets the initial and on-going direction of appointment process, duties, appointment of the chair, scope, compensation, staff support & reporting. Serves as an advisory committee on opportunities that to employ technology more creatively to deliver City services, engage start-up and existing tech firms, innovative and creative concepts, and other matters referred by City Manager and Council.

Resolution **R2018-21** designating the Franklin G. Burroughs-Simeon B. Chapin Art Museum's "Making Waves: A Drew Brophy Retrospective Visual Art Exhibit" a legislative festival from June 23 through September 16, 2018.

 Bruce Arnel states that there's a request to assist art museum in hanging banners, \$700.00, requesting fee waived.


 Patricia Goodwin states that banners bring the area to life, June 23- Sept. 16.


 Mayor Bethune shares we should plan something for our legislatures to show appreciation for all they've done.

Motion **M2018- 75** to approve a Special Event Permit to Mike Shank / Festival Promotions & OMA for the Inaugural Myrtle Beach 1-Mile Race & Music Festival, which is to be held in the South Bound lane of Ocean Boulevard from 24th Avenue North and 9th Ave North and the Burroughs & Chapin Oceanfront Pavilion Place. 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.

 Mr. Pedersen reviewed


 Mayor Bethune recused herself


 Bruce Arnel explains that Mr. Shank is not requesting any in kind services 12th – 9th Ave.


 Mr. Shank states that 1 mile is iconic distance for runners, putting up prize money to bring in more racers, encourages runners to break a four-minute mile, partnership with OMA, every 15 minutes there will be a new race.

MOVED TO REGULAR AGENDA

Motion **M2018- 76** to approve a Special Event Permit to Caitlen Buffkin / BEI-Beach, LLC for the Market Common Carriage Rides, to be held June 12, 2018 thru September 7, 2018, Tuesday thru Friday from 6:00 pm to 8:00 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.

 Mary Jeffcoat recused herself

 Bruce Arnel explains that carriage rides will be conducted nightly beginning and ending at 3050 Howard Ave. (in front of Dolce Lusso salon) two parking spaces will be used as pick up and drop off.

 Mr. Pedersen states that a correction is to be made to motion, in fact operation will take place from 6-10pm.

Motion **M2018-77** to appoint/reappoint three members to the Convention Center Hotel Board of Directors. The terms of J. Louis LaBruce, Thomas C. Maesser, Sr. and Frank DuRant will expire July 10, 2018. - **ALL WISH TO CONTINUE.**


 Mr. Pedersen reviewed

Motion **M2018-78** to appoint/reappoint three members to the Tourism Committee. The terms of Gary Loftus, Taylor Damonte, and Kenneth McKelvey will expire on August 25, 2018. - **ALL WISH TO CONTINUE.**


 Mr. Pedersen reviewed


 Councilwoman Jeffcoat states that she recognized that too many participants do not live inside the city limits.

 Councilman Lowder asks if there should be a change the rules?

 Tom Ellenburg states that this committee is not guided by the state law. Either change the law or change our practice. Suggests that at next meeting propose a change in ordinance.
CONTINUED

Motion **M2018-79** to authorize the City Manager to enter into a contract for \$19,500 with Gordon Hirsch, D/B/A G₂CS, LLC, for communications consultant services to create a strategic communications plan for presentation to City Council.

 Mr. Pedersen reviewed and states that purpose is to improve communications with residents and visitors, evaluate how messages are being perceived, develop strategies to effectively respond to social media attacks.


 Gordon Hirsch states that goal is to maintain the City's image, offers to resign from Beach Advisory Committee and then be reappointed when project is complete.


Motion **M2018-83** to approve a Memorandum of Understanding between the Chester Police Department, Marion County Sheriff's Office, Bishopville Police Department and City of Myrtle Beach Police Department.

 Mr. Pedersen reviews and states that this makes 33 of such mutual aid agreements.


REGULAR AGENDA

1st Reading **Ordinance 2018-27** An ordinance to amend the Comprehensive Plan for the City of Myrtle Beach by adopting the Cultural Resources Element.


 Mr. Pedersen reviews and explains the objectives

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

Motion **M2018-81** to approve settlement between online travel companies and City of Myrtle Beach, etc.

 Tom Ellenburg states that motion reflects Accommodation Tax payments from past and contains requirement to obtain business license.

Motion **M2018-82** to direct City Manager to engage a law firm for purposes of bringing suit against opioid manufacturers and distributors.


 Mr. Pedersen explains that states that purpose is to hold pharmaceutical manufacturers and distributors for their roles in the City's opioid epidemic. There is no cost to the City unless the City receives a settlement or judgment.

Motion **M2018-80** 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 May 8, 2018 shows 21 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 gives an update on potential changes that impact Accommodations Tax and ongoing discussions with Horry County and School Board.
3. CM/ACM Update

REPORTS AND INFORMATION PRESENTATIONS FROM CITY STAFF

- Traffic Calming – Janet Curry and Ryan Harvey
 -  Janet Curry states that phone calls were received on speeding, etc.
 -  Ryan Harvey talks about traffic issues and solutions to be made to improve roadway safety and appearances makes suggestions due to the cut through traffic happening in the Market Common areas, Education, Encouragement, Enforcement, Engineering, and Evaluation must have all to accomplish traffic calming. Ryan explains various examples that could used: raised crosswalk, raised intersection, speed humps, sidewalk extensions, mini traffic circles, roundabouts, roundabout with splitter islands, landscape medians, mid-block crossings.
 -  Councilman Lowder asks about the speed limit on Coventry??
 -  Mr. Pedersen informs that engineering data for liability issues are needed
 -  Councilman Lowder states that Stephanie Perran can express at neighborhood meetings the laws
 -  Councilman Render asks for an explanation of why enhanced enforcement only has a short term effect to slow folks down
 -  Sgt. Toole states that once we remove our vehicles the speed does go back up.
 -  Mr. Pedersen states that traffic calming encourages crime prevention through innovative design.

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

ADJOURNMENT 10:34 A.M.

ATTEST:

BRENDA BETHUNE, MAYOR

JENNIFER STANFORD, CITY CLERK