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1 **2018-35 (1<sup>ST</sup> READING): AN ORDINANCE TO AMEND CHAPTER 2, IN ENACTING**  
2 **DIVISION 8, TECHNICAL ADVISORY COMMITTEE, TO EXPAND FROM 9 MEMBERS**  
3 **TO 11, WITH TWO MEMBER SEATS RESERVED FOR INSTITUTIONS OF HIGHER**  
4 **LEARNING.**

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5 **Applicant/Purpose:** Staff / to amend Chapter 2, Division 8, Technical Advisory Committee,  
6 & expand the committee from 9 members to 11, w/ 2 seats reserved for institutions of  
7 higher learning.

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9 **Brief:**

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  - Ordinance 2018-33 established the Technical Advisory Committee (TAG).
  - 11 • During Council discussions on 2018-33 it was Council's desire to expand the
  - 12 committee from 9 seats to 11 seats to add dedicated seats for HGTC & CCU.
  - 13 • This amendment addresses that desire.

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15 **Issues:**

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

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30 **Public Notification:** Normal meeting notification.

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32 **Alternatives:**

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  - To not pass this amendment.
  - 34 • Modify the amendment.

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36 **Financial Impact:** No financial impact.

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38 **Manager's Recommendation:**

- 39
  - I recommend 1<sup>st</sup> reading (5/22/18).

40  
41 **Attachments:** Proposed ordinance.

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

AN ORDINANCE 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.

IT IS HEREBY ORDAINED THAT CHAPTER 2, DIVISION 8 IS ENACTED AS SHOWN BY  
ENACTED LANGUAGE BEING UNDERLINED

SEC. 2-230. Technical Advisory Committee

a. Established.

The Technology Advisory Group is a committee hereby created to consist of eleven members who will be appointed by City Council for three-year terms, except that, for the initial appointment, three members shall be appointed for terms of four years, four members shall be appointed for terms of two years, and three members who shall be appointed for a term of one year. Horry Georgetown County Technical College and Coastal Carolina University shall each have one member. No member shall serve for more than two consecutive three-year terms and a member who is appointed to fill an unexpired term shall be deemed to have served a full term if the unexpired portion of the term appointed for exceeds 13 months.

b. Chairperson.

One of the members initially appointed shall be designated by City Council to be the chairperson for a three-year term. Upon the expiration of the initial chairperson's term or upon the resignation or removal of the chairpersons from that office, the Committee shall elect a chairperson from among its members for a term not to exceed three years. In selecting a chairperson, a preference shall be given to individuals with technical knowledge, experience in the challenges of implementing change, and experience in short and long range planning.

c. Membership qualifications.

Generally, appointees shall be residents of the City or have their primary business location within the City. In unusual circumstances, City Council may appoint an exceptionally qualified individual with substantial experience in Myrtle Beach community affairs who neither lives nor does business in the City when it is determined that the individual will be available and willing to serve and will devote the time and effort needed to fulfill the duties of a committee member. In selecting committee members, City Council shall seek individuals with proven leadership experience, and expertise in the area of technology and/or innovation. Any vacancy occurring prior to the expiration of the term for which a member is appointed shall be filled in the same manner as the original appointment for the unexpired term. All committee members shall serve at the will of Council and may be removed by Council for any or no reason at any time.

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2 d. Powers and duties.

3 The committee shall be an advisory body with no power to commit the City to any  
4 financial or contractual obligation. The group shall serve in an advisory capacity to  
5 City Council through the City Manager, and shall advise the City on the following  
6 matters:

7 • Opportunities for the City to employ technology more creatively to efficiently  
8 and effectively deliver municipal services to City residents, property-owners,  
9 businesses, and guests.

10 • Opportunities for the City to more effectively engage new start-up and  
11 existing technology firms.

12 • Other innovative or creative concepts that may not necessarily emphasize the  
13 use of new technology (e.g. “maker spaces”, arts collaborations, etc.).

14 • Other matters that may be referred to the committee as determined by City  
15 Council or the City Manager.

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17 e. Ad hoc subcommittees.

18 With the approval of City Council, the committee may form ad hoc subcommittees as  
19 needed to perform studies and make recommendations in specified subject areas.

20 Each subcommittee will be chaired by a member of the committee (excluding the  
21 chairperson) and include other members as needed, subject to Council’s approval.

22 Subcommittee members shall serve at the pleasure of City Council and may be  
23 removed at any time for any or no reason.

24  
25 f. Compensation/staff support.

26 The members of the committee and subcommittees shall receive no compensation.

27 Staff support for committee and/or its ad hoc subcommittees shall be subject to the  
28 appointment of the City Manager.

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30 g. Reporting Requirements.

31 The committee shall report to the City Council on its activities, accomplishments,  
32 and recommendations at least twice annually. One such meeting shall be held at the

33 second City Council Meeting in January, and shall include any recommendations that  
34 the committee or its ad hoc committees wish to have City Council to consider for

35 funding in the next fiscal year’s budget.

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37 This ordinance is effective upon second reading.

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40 \_\_\_\_\_  
41 BRENDA BETHUNE, MAYOR

42 ATTEST:

43 \_\_\_\_\_  
44 JENNIFER STANFORD, CITY CLERK

45  
46 1<sup>ST</sup> READING

47 2<sup>ND</sup> READING