

PLANNING COMMISSION3 YEAR TERM

9 MEMBERS / CITY RESIDENTS

1 Architect (Sec. 15-22)

MEMBER	ADDRESS	PHONE #	APPT. DATE	TERM EXPIRATION	TERM #
Sharon Boyce			3/22/2016	4/13/2025	4
Chairman Joyce M. Karetas			4/22/2014	4/13/2023	6
Vice Chairman Zeb Thomas, III			4/22/2014	4/13/2023	3
Austin Guyton			8/23/2022	4/13/2023	Filling unexpired term of Bill Pritchard
Ann Brittain LeMay			4/13/2019	4/13/2025	3
Sally P. Howard			4/13/2021	2/22/2024	7
Danielle Lewis			1/25/2022	4/13/2025	1
Ronald Spencer			8/23/2022	4/13/2024	Filling unexpired term of Don Shanks
Philip Stalvey			4/13/2021	4/13/2024	Filling unexpired term of Tom Robinson

NOTE: City Residents are highlighted in blue.

The terms of Joyce Karetas, Zeb Thomas, and Austin Guyton expired on April 13, 2023. All wish for reappointment. On file are the resumes of Paul Williamson (City Resident), Thomas Muller (City Resident), Debra Kresch (City Resident), Lizzie Daniel (City Resident), Richard Maxey (City Resident), and Veena Wulfekuhle (City Resident). All three terms new expiration dates will be April 13, 2026.

Col (Ret) PAUL T. WILLIAMSON, USAF, MSC, FACHE, PAHM

Professional Summary

I have held numerous positions with increasing leadership and management responsibility in the areas of program management, hospital and healthcare administration, strategic planning, business operations and business development, business transformation management, city planning, zoning and historic commissions.

Professional Experience

- August 2021 – Present
Member, City of Myrtle Beach Community Appearance Board
Myrtle Beach, SC
- January 2018 – November 2019
Commissioner, Johnson City Regional Planning Commission
Johnson City, TN
- March 2018 – November 2019
Commissioner, Johnson City Historic Zoning Commission
Johnson City, TN
- July 2017 – November 2019
Member, Johnson City Development Authority (JCDA)
Secretary/Treasurer JCDA Executive Committee
Johnson City, TN
- Jan 2017 – December 2019
Staff Member (volunteer), Ballad Health, Research Department
Johnson City, TN
- January 2016 – July 2019
President, Park Place Community Association, (HOA)
Johnson City, TN
- 2015 -2017
Chairperson, Park Place Community Association (PPCA) Architectural Review Committee
Johnson City, TN

- 2013 – 2016 (Closed)
President, Liberty Healthcare Partners, LLC
Johnson City, TN
- 2013 – 2014
Vice President, Government Operations
FluidEdge Consulting, INC
Malvern, PA
- 2007 – 2013
Administrator, Research and Development, James H. Quillen VA Medical Center
Mountain Home, TN
- 2000 – 2007
Managing Director, Government Business Unit, First Consulting Group (FCG)
Falls Church, VA
- 1998 – 2000
Executive Director, Department of Defense Tri-Care Health Services Region 4
Keesler AFB, Biloxi, MS
- 1996 - 1998
Chief Operating Officer, Keesler Medical Center
Keesler AFB, MS
- 1976 - 1996
Various military leadership and management positions; logistics, medical readiness, human resources, planning and development

Affiliations

- Life Fellow, American College of Healthcare Executives (LFACHE), Chicago, IL
- Professional, Academy for Healthcare Management (PAHM), Johnson City, TN
- Membership Director, Grand Strand Chapter, Military Officers Association of America, Myrtle Beach, SC
- Member, The Honorable Order of Kentucky Colones
- Past Member, Mountain Home Research and Education Non-Profit Corporation, Johnson City, TN

Thomas S. Muller

Myrtle Beach, SC 29572

This is to express my interest in serving on the Myrtle Beach Planning Commission. Attached is my resume, which will show past experience running a county larger than Horry and serving on a bi-county Planning Commission among a variety of other boards.

I retired to Myrtle Beach in June of 2019 after previously being an owner and part-time resident for over 40 years. I've seen the amazing growth of the City over almost five decades.

I believe my resume attests to my broad experience and I have been attending Planning Commission and Council meetings, took the MyBeach 101 course and am now completing the Citizens Police Academy course. I am interested in giving back to the City in the form of service.

Most important, I understand the demands of a role on the Planning Commission and the tough decisions that often have to be made and have had experience doing so.

Thomas S. Muller

Myrtle Beach, SC 29572

Summary

Innovative executive with experience in government and U.S. and International consumer and construction products. Skilled at turning around troubled or stalled business units and brands, launching new products and working with start-up companies. Highly skilled in Sales, Marketing and Management and has built strong, productive teams throughout his career. Extensive experience managing mergers and acquisitions and serving on a wide variety of Boards.

Employment History

Commonwealth of Pennsylvania

2018-2019

Municipal Services Representative

Assigned to this role in the Department of Community and Economic Development by the Governor to bridge time between the end of my term as Lehigh County Executive and the planned move to Myrtle Beach. Responsible to assist municipalities in accessing services available from the Commonwealth and counseling those with serious financial challenges.

County of Lehigh

(Elected) County Executive

2013--2017

Top elected position in Lehigh County, which is the fastest growing county in Pennsylvania, involving a budget of over \$400 million and a workforce of over 2,000.. Consistently beat budget, delivering three tax cuts in four years and no tax increases. Reduced the workforce to levels below 1990. Chose not to run for re-election due to family plans to move in two years.

County of Lehigh

Director of Administration (Cabinet Position)

2006--2013

Responsible for all aspects of the \$400 million+ budget for one of Pennsylvania's seven Home Rule counties. Also responsible for Information Technology, Purchasing, Tax Assessment and Human Resources and involved in all strategic planning efforts.

NVent LLC (Joint Venture of Victaulic and NIBCO)

President & CEO

2003 – 2005

Responsible for all aspects of a 50-50 JV organized to introduce a breakthrough new product to the small diameter copper piping market.

- Drove the development process to launch the product to “Best New Product” recognition in the industry
- Built the organization from an empty, leased building and three employees to a fully staffed and productive operation of over 125 people in 18 months

Victaulic

Executive Vice President & Board Member

2000-2002

Responsible for all customer-focused activities for the worldwide leader in mechanical piping products, including Sales, Marketing, Customer Care and Distribution, and for management of newly acquired companies.

- Revised the incentive plan for the industry’s largest sales force to help achieve record results
- Directed two plastic pipe company acquisitions to record sales

Vice President Planning & Distribution

1998-2001

Responsible for trouble shooting and improving performance in a wide variety of areas, including new product development, new business lines, recent acquisitions and the company’s supply chain.

- Centralized Customer Care from 13 geographically dispersed branches
- Implemented a new product development process which significantly improved speed to market and market success
- Reversed the declining sales trend for the company’s Pressfit line

Binney & Smith, Inc. (subsidiary of Hallmark Cards)

1990-1997

President & Chief Operating Officer

1994-1997

Group Vice President

1993-1994

V.P. & General Manager, Consumer Products

1991-1992

V.P. & General Manager, Crayola Products U.S.

1990-1991

Managed all aspects of a \$750 million Children’s Art & Stationery, Craft & Activities, Model Kit and Fine Art business across multiple trade channels (mass consumer, office products, education, hobby, arts and crafts and DIY).

- Doubled sales and tripled profits , exclusive of acquisitions, *without price increases*
- Acquired and successfully integrated the Revell-Monogram business, adding 25% to corporate sales
- Implemented a major restructuring of North American manufacturing operations to improve profitability by 20% annually

RJR Nabisco, Inc.
V.P. Marketing—Planters Lifesavers Company

1987-1989

Managed all marketing functions for a \$1.5 billion confections and snacks business

- Re-staffed and restructured a marketing department which had lost 60% of its staff due to relocation from New Jersey to North Carolina
- Implemented programs which reversed declining sales on all major brands and launched innovative new products

Sandoz Corporation
President & CEO, Consumer Health Care Group

1986-1987

Consolidated and relocated two acquired companies to create a \$150 million business

- Increased profitability by over 50% in the first year
- Introduced the first OTC flu remedy (Theraflu)
- Reversed long-term share declines for the two key brands—Triaminic and Exlax

Warner-Lambert Company
Group V.P.—International Consumer Products

1967-1986

1983-1986

Managed strategic planning, new product development, licensing, acquisitions and sales training for a \$1.5 billion international consumer products business

- Directed new product launches in all major world markets....over 175 individual country launches in two years
- Developed and directed sales training programs for 72 countries

V.P. Marketing & Sales—Consumer Health Products

1980-1983

Responsible for all marketing and sales activities for a \$500 million business unit

- Consistently delivered all sales, profit, ROI and cash flow objectives
- Managed a direct sales force of over 350 people and two broker sales forces
- Increased market shares for major, market-leading brands, including Listerine Antiseptic, Sinutab and Efferdent
- Implemented programs for Lubriderm to reverse plans for discontinuance and turn it into a business of over \$100 million today

V.P. Marketing & Sales—American Chicle

1979-1980

Responsible for all marketing and sales activities for a \$600 million confections business

- Consistently delivered all sales, profit, ROI and cash flow objectives
- Managed a direct sales force of over 1,500 people
- Increased market shares for all major brands, including Roloids, Halls, Trident and Certs

Chronology of Earlier Warner-Lambert Experience

V.P. Marketing & Sales—Personal Products Division	1978-1979
V.P. Business Development—Consumer Products Group	1978
Regional Sales Manager--Midwest	1977-1978
V.P. Product Management—Personal Products Division	1976-1977
Product Group Director—Schick Razors & Blades	1975-1976
Director New Products—Personal Products Division	1973-1975
Senior Product Manager New Products—Personal Products Division	1972-1973
Product Manager (various brands)	1970-1972
Field Sales Training	1969
Assistant Product Manager—Listerine Antiseptic	1968-1969
Promotion Analyst	1967-1968

Allied Chemical Corporation**1966-1967****Expediter****Education****M.B.A. (Cum Laude), Fairleigh Dickinson University (evenings)****B.S. Business & Newhouse Journalism Schools, Syracuse University****Board Experience****Trade Associations**

- **National Art Materials—5 years; 2 years as President**
- **Grocery Manufacturers of America—4 years**
- **Food Marketing Institute—3 years**

Corporate

- **North American Soccer League—3 years**
- **Selvic Foods—3 years**
- **Boone International—5 years**
- **Victaulic—3 years**

Non-Profit

- **United Way of NJ—2 years**
- **Valley Health Foundation—2 years**
- **Brookside Country Club—2 years**
- **DeSales University—2 years as Chairman of the President's Council**
- **Easton Hospital—29 years; Chairman of the Board for 15 years**

- **Lehigh County Authority—10 years**
- **Lehigh Valley Planning Commission—4 years**
- **Lehigh Valley Economic Development Corporation—4 years**
- **Lehigh Valley Workforce Development Board—4 years**
- **Pennsylvania State System of Higher Education Board of Governors
(Current)**

Other

- **Adjunct Professor in the School Business Management and Economics at Cedar Crest College since 2006**
 - **Courses taught: Principles of Management; Principles of Marketing**

Debra Kresch

Myrtle beach, SC 29572

Meet at Grand Dunes Ocean Club

Board future Pud design criteria Apex & Cary NC (one time for board then implemented by towns).

Lieutenant Cadet commander Apex, Civil Air Patrol 5+ years

PTA liaison to Governor NC several years

PTA board of directors several schools

Charity boards: North Shore Children's Cancer Fundraising, ORT, PTA, Boy scouts (and several boards), Make a wish, Girl Scouts etc...

Make a wish wish granter

Coach girls softball

Co chair Apex, NC appearance commission 10 years

ETC...

MBA, BS, BA

Window, Mother of married attorney son & daughter. 5 grandchildren.

03/27/2023

Jennifer Adkins
City Clerk, City of Myrtle Beach
PO Box 2468
Myrtle Beach, SC 29578

RE: City of Myrtle Beach Volunteer Opportunities

Dear Ms. Adkins,

I am writing to express my interest in serving as a volunteer on one of the City of Myrtle Beach Boards / Committees. I am a resident of the City, and our office is also located within the City.

Based on my background / experience in design and site planning, and a Bachelor of Arts degree in Architectural Studies, naturally my interests are in committees that contribute to shaping the built environment, beautification, and land use, but I am open to helping where needed.

Looking forward to the opportunity to serve!

Sincerely,

Elizabeth 'Lizzie' Daniel
Associate Principal | Project Manager

LS3P

ELIZABETH (LIZZIE) DANIEL

PROFILE

Planner and designer of hotel, mixed-use, resort, and multi-family residential projects. More than 25 years of experience determining and documenting initial planning direction for large multi-family and hospitality projects along the Grand Strand and coastal North Carolina. Expertise in the creation and coordination of zoning entitlement studies and PUD/PDD processes guides projects in the earliest stages, allowing for careful consideration of entitlement potential. Combined business plus architectural studies education, as well as long time experience in this industry, contribute to unique perspectives and insights into the business of architecture and planning. As a project manager in the design profession, understands the value of collaboration among various entities and disciplines to achieve complex and large goals that benefit all involved.

EXPERIENCE

ASSOCIATE PRINCIPAL | OPERATIONS AND FINANCE MANAGER, LS3P—2015-PRESENT

In the capacity of Project manager, engages in communication with various stakeholders throughout the project duration to keep design intent, costs and schedules aligned with project goals. As operations and finance manager, acts as a 'liason' to the firm's business teams that support practice; reviews monthly financials with Firm leadership and recommends solutions for improved performance; coordinates staffing internally and collaborates with other offices to provide firm-wide support.

CFO/CO-FOUNDER, HUBBARD ARCHITECTURE LLC — 2015

Co-led the start up for Hubbard Architecture LLC along with her husband and business partner.

PLANNING & DESIGN, PEGRAM ASSOCIATES, INC. — 1996-2015

Planning, design and drafting schematic design through construction drawings for multiple oceanfront high-rise projects, and many retail, mixed use, and other commercial projects including active adult community building design and planning. Led planning graphics documentation for Planned Development Districts throughout the approvals process. Experienced building code and zoning analyst. Provided reports that enabled architects to effectively create documents that lead to a clear path of best practice and highest and best use respectively. Experienced construction document technologist created clear and concise documents aiding the design team's effort to quickly and accurately define the design intent for a variety of commercial and multi-family project types.

EDUCATION

UNIVERSITY OF PITTSBURGH — BA ARCHITECTURAL STUDIES 1992

WEBSTER UNIVERSITY - MBA 2008

Richard Maxey

Myrtle Beach, SC 29577

April 8, 2023

To Whom it Concerns,

This letter is to inform you of my interest to be appointed to the city planning board, second ZBA and third standard code board.

I was a vocational education teacher for 34 years. In rural America one can wear many hats. I was also a volunteer fire fighter for 40 years. Many of my adult years I was also in public service. First serving as the local fire inspector, then Deputy Town Supervisor for 9 years before resigning my position and becoming village Mayor for 12 years. The village has a population of a little more than 3,000 people with a state university within its limits doubling the population when college is in session. I did not run for a seventh term as I transferred my residency to South Carolina.

Sincerely,
Richard Maxey

Letter of Interest

Please see the following summary of my Board experiences. I feel these skills will have a direct, positive impact and enhancement for the city of Myrtle Beach for either the Cultural Resources Committee or Planning Commission with my years of involvement in this sector. In addition, I had internships with the Clerk of Courts under Rebecca Keaton for Cobb County, GA as well as in the White-Collar DA division under John Melvin, their most recent Assistant District Attorney. I also served on the Distracted Driving Team through the Governor's Office, contributing to the slogan for the "no texting and driving campaign", sharing in local government practices for citizen's and visitor's safety.

I served on four Boards while living in Atlanta prior to moving here. Three were in the educational sector and one in the international realm. The first was for GoEatGive, with our initial outreach efforts for enhancement of the educational system for children in Bali. I have attached the corresponding article. [Volunteering offers tourists a feel-good vacation | CNN](#)

The second Board I served on was for the University of Minnesota, winning both Alumni of the Year and network of the Year during the eight-year span of service, amongst 84 national and international chapters. I worked in direct contact with current and former Presidents and Deans of the University, participating in round table discussions, in promotion of enhancement.

Annually, we volunteered at the Ronald McDonald House. [The University of Minnesota Alumni Association - Atlanta Alumni Network \(umnalumni.org\)](#)

The third Board I served on was as President for the University of Denver -Atlanta Network. Working side by side with Chancellor Chopp, I personally launched the Professional speaker series starting with the CFO of Home Depot-Carol Tome' along with former Mayor of Atlanta-Kasim Reed in attendance. In addition, I hosted a personal round table discussion with Leigh Rogers, the granddaughter of the founder of Waffle House summarizing its historic and economic impact for the Southern economy. I had the privilege of personally meeting former Vice President Biden, Michelle Kwan, and Condoleezza Rice through their outreach. We had Days of Service Twice a Year assisting in city beautification and working in direct with the Children's Foundation and the Nicholas House being a member of the City Club of Buckhead, Vining's Club and the Brookstone Club.

In final, I served on the Board three years in consecutive at Vaughan Elementary, working hand in hand, with the principal in efforts to maintain present ranking and adaptation of best scholastic practices for students on a county and state level. I have personally visited 20 countries, so am diverse to many ethnicities in various sectors. I feel these experiences will enhance my contributions towards our rapidly growing and changing cultural climate city.

Since moving, I'm been active in the Myrtle Beach Camera Club, attended Purses with a Purpose Charity event with the North Myrtle Beach Women's Club at the Dunes and personally launched a Meetup group with 300 plus members within six months, hosting weekly events and promoting local businesses and events.

Veena Wulfekuhle

Law Student

Contact

Myrtle Beach, SC 29577

Work Experience

International Tax Treaty Work and State Income Tax
Consulting for publicly traded and private sector firms

- KPMG-Atlanta
- UPS Corporate-Atlanta
- Turner In House Legal Counsel-Atlanta
- Premier Exhibitions-owner of Titanic artifacts-Atlanta
- Grant Thornton-Atlanta
- BDO Seidman-Atlanta
- Deloitte-Chicago
- ITW Inc-Chicago

Involvement

Vaughan Elementary Cobb
Educational Board
Junior Achievement
University of Denver College
Committee Interview Panel
Toastmasters
University Of MN Board President
University of Denver Board
President
Student Mentor program
Co-taught curriculum at Saint
Catherines
Volunteered at Kennesaw
Mountain National Park
Hospitality Desk

Education

BA-English-University of Minnesota
BBA-Accounting-GA State
University
MTAX-University of Denver-Sturm
College of Law
Harvard UNESCO curriculum
published.
Law Intern Cobb County Superior
Court
White-
Collar Unit DA Intern

Activities and Interests

Travel
Culinary Arts
Photography
Yoga
Charity
Marine Life