



Council Agenda

MYRTLE BEACH CITY COUNCIL:
BRENDA BETHUNE, MAYOR
MICHAEL CHESTNUT
JACKIE HATLEY, MAYOR PRO-TEM
JOHN KRAJC
MIKE LOWDER
PHILIP N. RENDER
GREGG SMITH

**MYRTLE BEACH CITY COUNCIL MEETING
TUESDAY, OCTOBER 27, 2020
9:00 A.M. – PUBLIC HEARING/WORKSHOP – COUNCIL CHAMBER
10:00 A.M. – MEETING – COUNCIL CHAMBER
TED C. COLLINS LAW ENFORCEMENT CENTER
1101 NORTH OAK STREET, MYRTLE BEACH, SC 29577**

NOTE: CITIZENS ARE INVITED TO ATTEND AND PARTICIPATE IN THE MEETINGS. CITIZENS WHO WISH TO ADDRESS COUNCIL ON NON-AGENDA ISSUES ARE ASKED TO SIGN IN PRIOR TO THE START OF THE MEETING AND STATE THEIR NAMES PRIOR TO SPEAKING. A TOTAL OF 30 MINUTES WILL BE PROVIDED AT THE END OF THE MEETING.

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT THE CITY CLERK'S OFFICE AT (843) 918-1004 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A PUBLIC HEARING WILL BE HELD ON OCTOBER 27, 2020, AT 9:00 A.M. AT THE TED C. COLLINS LAW ENFORCEMENT CENTER TO DISCUSS THE FOLLOWING ITEM, AT WHICH TIME THE PUBLIC IS INVITED TO COMMENT: AMENDMENT OF THE REDEVELOPMENT PLAN FOR THE OCEANFRONT REDEVELOPMENT PROJECT AREA PROVIDING FOR REDEVELOPMENT OF CERTAIN ADDITIONAL AREA WITHIN THE CITY OF MYRTLE BEACH, SOUTH CAROLINA; DESIGNATING SUCH ADDITIONAL AREA AS A REDEVELOPMENT PROJECT AREA; MAKING FINDINGS WITH RESPECT TO THE ADDITIONAL REDEVELOPMENT PROJECT AREA; DESIGNATING ADDITIONAL REDEVELOPMENT PROJECTS WITHIN AND BENEFITTING THE REDEVELOPMENT PROJECT AREA; AND, OTHER MATTERS RELATING THERETO.

CALL TO ORDER

INVOCATION

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

APPROVAL OF MINUTES... October 13, 2020

PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:

1. 2020 Concert for Hope After Event Report – Reverend Tim Carter
2. Proclamation declaring November 1, 2020, as Extra Mile Day.
3. Proclamation declaring the month of November as Lung Cancer Awareness Month.
4. Proclamation declaring October 27, 2020, as Disabled American Veterans Day, and recognition of Mrs. Lynn Helms Prosser for her service.
5. COVID-19 Update
6. Introduction of New City Staff Members
7. Public Information Update – PIO Staff

CONSENT AGENDA – *The Consent Agenda covers items anticipated to be routine in nature. Any Councilmember may ask that an item be moved from the Consent Agenda to the Regular Agenda for lengthier discussion, or a member of the public may request that such an item be moved. Items remaining on the Consent Agenda will be briefly described by staff and may be passed as a group with the approval of the agenda.*

Note: *City laws are known as ordinances. Before a city ordinance can be enacted, it must be introduced (1st Reading) and then approved (2nd Reading). Resolutions are actions through which City Council reinforces or makes policy not rising to the level of law. Motions are related to direction from City Council to city staff to take certain actions.*

NO ITEMS LISTED ON THE CONSENT AGENDA.

REGULAR AGENDA

2nd Reading Ordinance 2020-045 to amend Chapter 8, Section 8-9 (Declaration of Civil Emergency) of the Code of Ordinances of the City of Myrtle Beach, to extend the duration of a Declaration of Civil Emergency from 30 days to 31 days.

This amendment extends the duration of a declaration of Civil Emergency from a maximum of 30 days to 31 days. The purpose of the change is to allow future declarations to renew on the first day of each month to help the public keep track.

1st Reading Ordinance 2020-046 approving the amendment of the redevelopment plan for the Oceanfront Redevelopment Project area providing for redevelopment of certain additional area within the City of Myrtle Beach, South Carolina; designating such additional area as a redevelopment project area; making findings with respect to the additional redevelopment project area; designating additional redevelopment projects within and benefitting the redevelopment project area; and, other matters relating thereto.

Tax Increment Financing (TIF) is a redevelopment tool whereby tax values in a given district are frozen as to their availability to pay for local government operations. Any increases in tax revenues (the “tax increment”) arising from redevelopment are instead earmarked to pay

for public infrastructure improvements supporting the redevelopment. The city has used TIF for development of Broadway at the Beach (1995-2009) and redevelopment of the former Myrtle Beach Air Base (2005-present).

The Oceanfront Redevelopment District was created in 2008 and covers parcels between the ocean and Kings Highway, from 16th Avenue North to Sixth Avenue South. This amendment extends the boundaries:

- Northward along the oceanfront to 21st Avenue North, including all parcels facing 21st Avenue North.
- Along Kings Highway to take in the Arts & Innovation District, including all properties along the northwest side of the highway, Broadway Street and Oak Street.
- Along Kings Highway southward to 14th Avenue South.

The amendment further adds \$258 million for projects that may be funded from incremental taxes or other sources consistent with the Downtown Master Plan, including, among other things:

- Performing Arts Theater
- New Library and Children's Museum
- Renovations to Existing Library Structure
- City Square
- Public Utility and Streetscape Improvements
- Restoration of Transitional Properties

1st Reading Ordinance 2020-047 an ordinance of the City of Myrtle Beach, South Carolina providing for the creation of a parking system; and, other matters related thereto.

Parking facilities previously were managed by the Downtown Redevelopment Corporation (DRC). Parking revenues have paid for parking facilities operations and have leveraged the \$10 million loan pool the city has used to spur redevelopment in target areas since 2015. Recently, the City has absorbed many of the redevelopment functions of DRC, which is being reconstituted to function as Managing Partner of city-owned properties being redeveloped with historic tax credits. The creation of a parking system allows for the use of parking revenues to pay operating expenses of the system and to pledge net revenues for debt repayment. With the amendment of the Oceanfront Redevelopment Area to include the Arts & Innovation District and other strategic redevelopment areas, the parking system allows the loan pool to continue to provide interim financing for transitional properties and other public improvements under the amended Oceanfront Redevelopment Plan.

The net system revenues will be used to pay interest on amounts outstanding in the loan pool. The pool will have a senior lien on the net parking revenues, a structure that is similar to that of the existing loan pool. Creation of the parking system segregates parking activities in a separate enterprise fund to facilitate the accounting and review of parking system financials for the city's use, as well as that of lenders in the pool.

Resolution R2020-044 authorizing the submittal of an application to the South Carolina Department of Commerce – South Carolina Relentless Challenge Grant in the amount of \$75,000 for creating a program to educate potential investors and

entrepreneurs in connecting to the community resources to help grow companies; and, other matters relating thereto. 1:1 match required.

This grant provides funding to support “enriching, creative and distinctive ideas and activities to build and support a robust innovation.” The goals of SC’s Innovation Plan include that SC’s innovation community is well-connected with ample opportunities for networking and that entrepreneurs have adequate access to business development funding. If the application is successful, the Technology Advisory Group and eMYRge will develop a program to educate potential investors and entrepreneurs to connect to community resources to help grow companies. The cost of construction of the co-works center covers the required grant match.

Motion M2020-124 to appoint/reappoint two members to the Bicycle and Pedestrian Committee.

Ms. Pruettt and Ms. Fletcher have resigned. On file are resumes for David Gregory, Charles Davies and Mike Maddry (all city residents). These terms expire on August 26, 2021.

Motion M2020-131 to approve a Special Event Permit to Scott Payseur/Ground Zero for “Ground Zero Christmas Event” on December 16, 2020, from 12:00 to 9:30 p.m. to celebrate the season. 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.

This is a Christmas event for community children scheduled to take place on Chester Street in front of the Ground Zero building. The event will feature an outdoor movie screen, s’mores area and four-square court. The applicant expects attendance of approximately 100 kids.

Motion M2020-132 to approve a Special Event Permit to OMA/Kaita Turner for “Annual Tree Lighting and Holidays on the Boardwalk” on November 27, 2020, through January 1, 2021, from 12:00 to 8:00 p.m. 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.

This is the 11th year for this event, which includes: a tree lighting on November 27; a kiddie train running from Plyler Park to the boardwalk south, to Ninth Avenue North and back; appearances by Santa and Mrs. Claus; and, street performers and carolers. Expected attendance is 8,000 over the 36-day period. The Special Events Technical Review Committee recommended approval with current social distance guidelines in place. A COVID exemption from the state has been granted for this event.

Motion M2020-133 to approve a Special Event Permit to NS Promotions for the “2020 Turkey Trot” 5K race on the streets in the Market Common area and Grand Park on November 26, 2020, between 7:00 and 9:30 a.m., with take down completed by noon. 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.

This is the 12th consecutive year for this road race, which occurs on Thanksgiving morning. The organizer expects 500 runners for this event which will include temporary road closures

on Farrow Parkway, Shine Avenue, Pampas Drive and Meyers Avenue. In each case, the roads will be reopened to vehicular traffic after the final runners pass by.

Motion M2020-134 to approve a Special Event Permit to Scott Payseur/Ground Zero for “2021 Dragon Boat Festival” on April 24, 2021, from 6:00 a.m. to 8:00 p.m., with practice from April 19-23, 2021, from 3:00 to 9:00 p.m. 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.

Ground Zero’s Annual Dragon Boat Festival is the non-profit’s largest fundraising event of the year, and it takes place at Grand Park. The event has been held for over a decade, but was cancelled for 2020 due to COVID-19 concerns. Practice days will be scheduled at the park on April 19-23, 2021, from 3:00 to 9:00 p.m. The event is expected to include more than 50 teams with 21 paddlers each, live entertainment, family fun zone, inflatables, food vendors and sponsor tents. In 2019 Ground Zero Ministries raised \$124,000 from the festival which helped to sustain the non-profit’s numerous community outreach programs.

Motion M2020-135 authorizing the City Manager or his designee to accept an award of \$12,322.80 from the Myrtle Beach Air Base Redevelopment Authority to: replace the 163 Myrtle Beach Air Force Base history signs; record the appropriation of such funds in the amount approved; and, execute and deliver the agreement and such related documents as may be required to put the award into effect.

In 2008, the Myrtle Beach Air Force Base Sign Committee designed an outdoor museum with 163 exhibits to explain the history of the former base. Over the years, the sign panels have deteriorated due to exposure to the elements. The Myrtle Beach Air Force Base Redevelopment Authority has generously agreed to fund replacement signs for these pedestals throughout the Market Common district. No match is required.

Motion M2020-136 authorizing the City Manager or his designee to accept a grant award of \$3,550 from the Pee Dee Healthcare Coalition’s 2020-2021 South Carolina Hospital Preparedness Grant for the purpose of: cost of travel expenses to emergency preparedness training; record the appropriation of such grant funds in the amount approved; and, execute and deliver the grant agreement and such related documents as may be required to put the grant into effect.

This grant will cover travel expenses for Emergency Management staff to attend: the Governor’s Hurricane Conference in West Palm Beach, Florida (\$2,300); Emergency Management Summit and Training in Savannah, Georgia (\$850); and, the annual South Carolina Department of Health and Environmental Control (SCDHEC) Healthcare/Hospital Preparedness Program (HPP) Summit (\$400). No match required.

Motion M2020-137 authorizing the City Manager or his designee to apply for a grant of \$1,500 from the America Walks Community Change Grant Program on behalf of Neighborhood Services to: incorporate a walking exercise component into the Beachside Chats; record the appropriation of such grant funds in the amount that may be approved; and, execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. No match is required.

America Walks has announced another round of the Community Change Grant Program. This program awards grantees \$1,500 stipends for projects related to creating healthy,

active and engaged places to live, work and play. The goal is to knit together seemingly disparate threads too often considered in isolation including, but not limited to: racism and the public sphere; climate and environmental justice; access and inclusion; walking and moving as a mechanism for bringing about political change; and, how COVID-19, the need for economic recovery and a growing awakening around racial injustice might alter the landscape of our work. Proposed project will have a particular focus on engaging in key issues of the day with new perspectives and diverse partners/audiences while highlighting the vital role that walking and transportation patterns can play in a new era.

Motion M2020-138 to consider renewal of City Manager’s contract effective November 3, 2020 on a week-by-week basis.

The City Manager’s contract renewal date is November 3. The current manager has indicated his intention to retire. The proposed agreement extends the current agreement on a week-by-week basis until a new City Manager is appointed and reports for duty. The agreement also allows for either Council or the manager to terminate the agreement earlier at the discretion of either party without a buy-out provision. The agreement includes no other changes to the Manager’s salary or terms of employment.

NON-AGENDA ITEMS FROM THE PUBLIC

COMMUNICATIONS FROM CITY BOARDS/COMMISSION MEMBERS

COMMUNICATIONS FROM CITY COUNCIL AND CITY MANAGER

1. Council Communications
2. Chief Financial Officer (CFO) Update
3. City Manager/Assistant City Manager (CM/ACM) Update

REPORTS AND INFORMATION PRESENTATIONS FROM CITY STAFF

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

Note: *South Carolina law requires that Council’s business is conducted in public with limited exceptions, known as “Executive Sessions.” Subjects eligible for Executive Session include:*

- *Personnel matters.*
- *Negotiations concerning proposed contractual arrangements and proposed sale or purchase of property.*
- *The receipt of legal advice relating to:*
 - *A pending, threatened, or potential claim.*
 - *Other matters covered by the attorney-client privilege. Settlement of legal claims, or the position of the city in other adversary situations.*
- *Discussions regarding development of security personnel or devices.*
- *Investigative proceedings regarding allegations of criminal misconduct.*
- *Matters relating to the proposed location, expansion, or provision of services encouraging location or expansion of industries or other businesses.*

Motions to go into Executive Session must be made in public and specify one or more reason above. Council can take no vote or action in Executive Session.

ADJOURNMENT