



SURFSIDE BEACH BUDGET WORKSHOP MEETING
CIVIC CENTER
115 US HIGHWAY 17 NORTH, SURFSIDE BEACH, SC 29575
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TOWN COUNCIL WORKSHOP MINUTES
Thursday, May 6, 2021, at 10:00 AM

- 1. CALL TO ORDER.** Mayor Hellyer called the meeting to order at 10:00am. Mayor Hellyer, Mayor Pro Tempore Scoles, Councilmembers Pellegrino, Drake, Holder, and Keating were in attendance. Others present, Town Administrator Shanahan, and Town Clerk Sheri Medina. Councilmember Dietrich was absent.

- 2. BUSINESS –**

Town Administrator Presentation

Mr. Shanahan stated this presentation is to share all the information that has been collected since the day he started working for Surfside Beach. The information that has been collected is from meetings with the residents, contractors, committees and employees. This information was not debated, even though some is not positive. It was to find out what the feeling is about the town.

Mr. Shanahan spoke about what the Town has a council form of government, and includes committees and employees. The feedback provided at these meetings, and the associated goals were:

1. More retail on Highway 17,
2. Staff consistency, friendly and knowledgeable.
3. Pier project to conclude on time and on budget.
4. Lose the bad reputation,
5. Better communication,
6. Plan for the future, and
7. Controlled growth

The strengths of the town are:

1. Clean community,
2. Police and Fire Department,
3. Location,
4. Beach, and
5. Well trained Police.

The towns weaknesses are:

1. Retail,
2. Reputation,
3. Staff Knowledge,
4. Ordinances, and
5. Staff Attitude

The towns opportunities are:

1. Business 17,
2. Location,

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The public is invited to attend all meetings and events.*

3. Beach,
4. E District,
5. Low Crime, and
6. Pier

The towns threats are:

1. Close to Myrtle Beach,
2. Furture crime,
3. Forget we are the family Beach,
4. Covid (unknowns)
5. Staff Attitudes, and
6. No Communication

At the conclution of the presentation and a short recess, Mr. Shanahan requested the Council to brainstorm some goals they would like to see for the next five years. Council identified the following goals.

1. Employee Customer Service improved.
2. Simpilfy Ordinances
3. Public Information Officer (PIO) to keep residents informed and updated.
4. Comprehensive marketing plan for the town.
5. Development of Highway 17.
6. Having resident know Council is not divided.
7. Council on Aging.
8. Improve events, year around destination
9. Community working together
10. Parking
11. Update Committee roles and charters
12. Web Page, communication
13. Financial accounting for the Pier.

The public also suggested goals for the town.

1. Website overhaul
2. Grant writing department
3. Get more businesses on Highway 17

The final activity was for the Council to create a vision statement. After some discussion, the Vision statement selected for Surfside Beach Is:

“The Town of Surfside Beach is the #1 family desitination in South Carolina”

3. **ADJOURNMENT.** Councilmember Keating made a mtion to adjourn at 11:19am. Councilmember Drake second.