



**SURFSIDE BEACH TOWN COUNCIL SPECIAL MEETING
COUNCIL CHAMBERS
115 US HIGHWAY 17 NORTH, SURFSIDE BEACH, SC 29575
www.surfsidebeach.org - ☎ (843) 913-6111 📠 (843) 238-5432**

**TOWN COUNCIL SPECIAL MEETING MINUTES
MONDAY, NOVEMBER 15, 2021 • 10:00am**

1. **CALL TO ORDER.** Mayor Hellyer called the meeting to order at 10:00 AM.
2. **PLEDGE OF ALLEGIANCE** Mayor Hellyer led the Pledge of Allegiance.
3. **PUBLIC COMMENTS – None**
4. **BUSINESS**
 - A. **Newley Elected Officials Training** - Charlie Barrineau from MASC, and Elise Crosby, Town Attorney, administered the Newley Elected Officials training.
 - B. **Department Goals and Objective Presentation** -- William Shanahan presented a PowerPoint from all departments with Goals and objectives. (Attached)
 - C. **Executive Session** – Councilmember Keating made a motion to adjourn Regular Meeting and enter Executive Session pursuant to the Freedom of information Act §30-4-70(a)(1) and (2), discussion of employment, appointment, compensation, promotion, discipline, or release of an employee; and to receive legal advice on matters covered by the attorney-client privilege

Councilmember Drake second. All voted in favor. **Motion Carried.**

Councilmember Keating made a motion to re-enter the regular session at 3:10 PM. All voted in favor. **Motion Carried.**

D. Motions resulting from Executive Session. The council may take action on matters related to Executive Session.

Councilmember Drake made a motion to re-hire Ms. Sabrina Morris as the Building & Codes department Director immediately and allow 2 years to obtain the CBO license. Councilmember Keating second.

Councilmember Stamey made a motion to table the vote until the next regular schedule meeting. Councilmember Kinken second. Councilmembers Stamey, Holder, Kreklau and Kinken voted in favor. Councilmembers Keating, Drake, and Mayor Hellyer voted against. **Motion Carried.**

5. **ADJOURNMENT.** Councilmember Keating made a motion to adjourn at 3:15 PM. Councilmember Drake second. All voted in favor. **Motion carried.**

Surfside Beach Town Council

Robert Hellyer, Mayor

Cindy Keating, Mayor Pro Tempore

Chris Stamey, Town Council

LaVerne Kreklau, Town Council

Michael Drake, Town Council

William Kinken, Town Council

Paul Holder, Town Council

Attest: _____
Sheri L Medina, Town Clerk

Clerk's Note: This document constitutes summary minutes of the meeting that was digitally recorded, and is not intended to be a complete transcript. Appointments to hear recordings may be made with the town clerk; a free copy of the audio will be given to you, provided you bring a new, unopened flash drive. In accordance with FOIA §30-4-80(A) and (E), meeting notice and the agenda were distributed to local media and interested parties via the Town's email subscription list. The agenda was posted on the entry door at Council Chambers.

Surfside Beach

Town Update

Vision

- The Town of Surfside Beach is the #1 family destination in South Carolina

Goals

External

- Marketing Plan
- Ordinance Simplify
- Web Page Update
- Highway 17 Development
- Events

Internal

- Customer Service
- PIO/Marketing Position
- Community Working Together
- Committee's Reorganization
- Pier Financial Activity

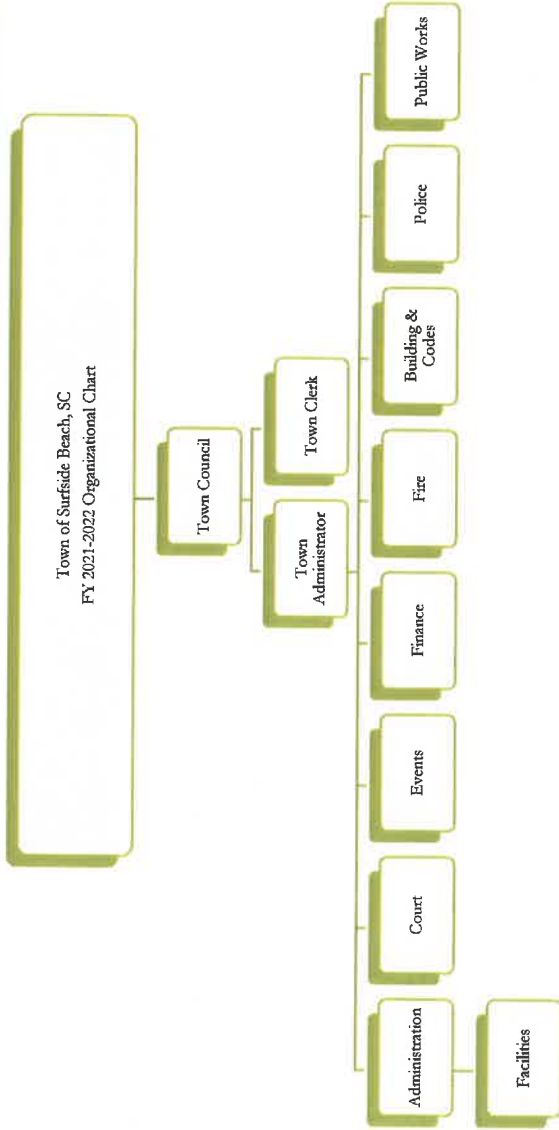
Accomplishments

- Pier: Moving forward with building process
- Town Hall: Moved Employees into new building
- Building and Code Enforcement: Identified a plan to move forward
- Ordinances: 2, 2.5, 4, 9, @ 17 (Tree)
- Events/PIO: Hired new person and moving forward with Current programs
- Webpage Update: Approved Civic Plus to move forward with the process
- Committee Reorganization: Conducted workshop with committee to provide them with the opportunity to look at their mission, goals, and projects
- Fire Chief: Hired New Fire Chief

Goals

- Pier: RFP versus In-House Enterprise fund, complete Pier, Restaurant Opening, and parking
- Town Hall: Moving, Grand Opening, and New Council Chambers
- Parking Plan: Establish a Parking Committee to address both current and future parking issues
- Building and Code Enforcement: Hire a strong Director (with or ability to get a CBO)
- Ordinance: 8, 14, & 17 (Tree)
- Events/PIO: Put together a schedule of events for upcoming calendar year and start using an updated application for all events
- Webpage Update: Complete process within 6 to 8 months
- Marketing Plan/Highway 17 Development/Comprehensive Plan: Work with new Deputy Administrator, Council Liaison, Planning and Business Committee to make happen

Your Team!



Clerks Mission

- To assist the Town of Surfside Beach in providing a quality of life for both our residents and visitors that is 2nd to none.

Goals

- Update streaming system
- Improve customer service by implementing cross training
- Improve communication both internally and externally
- Improve internal workflow
- Work with the “Town” to become a team

PIO Mission

- The Public Information Office is committed to sharing information about the Town of Surfside Beach and its accomplishments in traditional and non-traditional ways.

Goals

- Create standard operating procedures for information distribution
- Improve the Town's reputation
- Improve the Town's brand marketing
- Improve communication between the Town and its residents

Finance Department Mission

- The mission of the Finance Department is to effectively and efficiently provide the highest quality of financial services to the citizens of Surfside Beach, Town Council and all town employees. We are committed to integrity, accountability, and customer service to accomplish our mission and to serve our community.

Goals

- Finance
 - To be a good steward of the Town's funds by providing cost-effective services to all citizens
 - Provide cost-effective services to all citizens
 - Provide accurate, clear and timely financial information
- Business License
 - Provide excellent customer service
 - Implement the new business license standardization
 - Notify all current business license holders of the new business license standardization act and how it affects them
 - Stream line all processes to ensure all businesses are being treated the same

Human Resources Mission

- The mission of the human resource department to support the total operation of the town in meeting its goals through its most valuable resource—its PEOPLE.

Goals

- Talent acquisition and retention (Salary Study)
- Boost positive culture
- Revamp employee experience
- Implement a Merit Pay System
- Implement a quality evaluation system

Facilities Mission

- To create a sense of pride for our citizens by creating a professional appearance for all our facilities.

Goals

- Create, implement and maintain a maintenance schedule for all our facilities
- Build the Council Chambers/Court House
- Identify and address minor problems before they become major problems providing our employees, residents, and visitors a safe environment to visit
- Ensure we have the needed staffing to meet our goals

Court Department Mission

- To administer justice in a fair and impartial manner in accordance with the law while also ensuring that the municipal court functions as an independent and accountable branch of the town government.

Goals

- To continue to stay up-to-date of changes in laws, court operations and procedures
- To continue to operate in a safe and efficient manner especially if court operations are once again affected by future COVID restrictions.
- To operate an open and transparent court which is always accessible to the public

Police Department Mission

- The mission of the Surfside Beach Police Department is to administer and enforce all laws in a fair, impartial, and professional manner and to adopt a neighborhood and community oriented policing philosophy through various programs and strategies with the objective of serving, protecting, and positively impacting the quality of life of all the citizens of Surfside Beach.

Goals

- Comprehensive Review of Chapter 8 – Miscellaneous Offenses
- Staffing needs analysis of Pier and Entertainment District to ensure public safety
- Police Department and Police Annex facilities reorganization and expansion
- Digitizing of police records archives
- Expansion of waterfront-area wireless camera system – focus on pier, E-District, and parking

Fire Department Mission

- The Surfside Fire Department will provide Fire, Rescue, First Responder Emergency Medical and Emergency services to our community and our visitors through a cost effective and efficient delivery system designed to enhance a safe environment for the public; to preserve life and property in our community by providing services directed at prevention and control of fires, accidents and other medical emergencies, while maintaining the highest standards of professionalism, efficiency and effectiveness.

Goals

- Continue organizational audit and develop tracking documents for work flow and progress
- Develop a three to five year operational and administrative staffing model to meet current and future needs
- Determine needs that are associated with Insurance Service Organization (ISO) review process
- Develop comprehensive Health, Safety, and Behavioral programs
- Develop a comprehensive Training Program and ensure all legal mandates and certifications are met
- Recruitment and Retention of staff (career and volunteer) members and explore compensation and benefits
- Develop a Capital Improvement Program that outlines: apparatus, station maintenance, and equipment
- Ensure all Fire Department ordinances are updated

Public Works Mission

- The Department of Public Works exists to proactively manage the Town's resources in a manner to benefit the town, its residents, businesses and visitors.
- The Public Works Department strives to provide safe streets, sidewalks, beaches, lakes, parks, recreation and civic activities along with sanitation services in order to preserve and enhance the quality of life in the "Family Beach" community.

Goals

- Upgrade and modernize another phase of Stormwater infrastructure
- Review and update Chapters 7 & 12 of the Town Code
- Seek training opportunities for PW staff, to meet Dept. needs
- Work with Administration to implement more “town branding” in the public environment

Building And Codes Mission

- To uniformly enforce town ordinances and the adopted international building codes to promote public health, safety, and general welfare of our citizens. We strive to improve our performance and service to our customers with open communication, cooperation and professionalism.

Goals

- Hire a Building and Codes Director (Working on that for approximately 2 years)
- Streamline processes to provide a higher level of service to the public
- Improve reputation by providing professional, fair, and consistent customer service
- Enforce all State and Town ordinances, laws, and regulations equally to all our customers

Questions / Remarks

