



TOWN OF SURFSIDE BEACH  
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**TOWN COUNCIL REGULAR MEETING  
COUNCIL CHAMBERS  
TUESDAY, MARCH 27, 2012 ♦ 6:30 P.M.**

**A G E N D A**

1. **CALL TO ORDER** – Mayor K. Allen Deaton
2. **INVOCATION AND PLEDGE OF ALLEGIANCE** – Carmen Carella, Chaplain
3. **AGENDA APPROVAL**
4. **MINUTES APPROVAL** – February 28, 2012
5. **PUBLIC COMMENTS - Agenda\***
6. **COMMUNICATIONS**
  - A. Department Reports
    - i. Finance
    - ii. Recreation
    - iii. Public Works
  - B. Administrator's Report – Update on Current Events
7. **BUSINESS**
  - A. Second Reading Ordinance #12-0710 Budget Amendment FY2011-2012
  - B. Resolution #12-111 – GSATS – US 17 Business
8. **DISCUSSION**  
Commercial Sign Setback Requirements – Councilmember Samples
9. **PUBLIC COMMENTS - General\***
10. **COUNCIL COMMENTS**
11. **ADJOURNMENT**

\*Town Code §2-54(a) Public Comments – Agenda Business Items. Any citizen may speak up to 3-minutes on agenda business items upon being recognized by the moderator. §2-54(b) Any citizen may speak up to 5-minutes on a matter pertaining to municipal services and operation, except personnel matters, upon being recognized by the moderator; not more than 3 speakers on the same subject. Town Council does not respond to questions during public comments.



**SURFSIDE BEACH TOWN COUNCIL  
REGULAR COUNCIL MEETING MINUTES  
MARCH 27, 2012 ♦ 6:30 P.M.  
TOWN COUNCIL CHAMBERS**

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1. **CALL TO ORDER.** Mayor Deaton called the meeting to order at 6:30 p.m. Mayor Deaton, Mayor Pro Tempore Childs, and Councilmembers Blair, Dodge, Johnson, Samples, and Smith were in attendance; a quorum was present. Staff present: Administrator Duckett; Deputy Administrator Fellner; Police Chief Frederick; Public Works Director Adair; Treasurer Hursey, and Recreation Supervisor Ellis. Others present: Town Attorney Moss and Town Clerk Herrmann.

2. **INVOCATION AND PLEDGE OF ALLEGIANCE.** Chaplain Carmen Carella gave the invocation. Mayor Deaton led the Pledge of Allegiance.

3. **AGENDA APPROVAL.** Mr. Smith moved to approve the agenda as presented. Mr. Johnson seconded. **All voted in favor. MOTION CARRIED.**

4. **MINUTES APPROVAL.** Mr. Johnson moved to approve the February 28, 2012 regular meeting minutes as presented. Mr. Samples seconded. All voted in favor. **MOTION CARRIED.**

5. **PUBLIC COMMENTS – AGENDA ITEMS.** There were no public comments on agenda items.

6. **COMMUNICATIONS.**

A. **Department Reports**

i. **Finance.** Mr. Duckett presented the finance report, a copy of which is on file. Mr. Samples was pleased to see a new miscellaneous income line item in accommodations tax funds showing total collections of \$28,718, and asked if the sources could be identified. Mr. Duckett said a reimbursement check was received from Horry County for unused beach renourishment funds. Ms. Hursey explained that the town was allocated a fair-share portion for the project, but it was not all spent. Mr. Samples said the town provided about \$200,000 despite the fact that there was federal funding provided. In the past the town paid between \$700- and \$800-thousand to pay for beach renourishment. In this instance, the town paid \$195,000 in addition to federal funds. Mr. Samples noted that even when the federal government provided a large share of funding, the town must still make a contribution; there are no funds currently budgeted for beach renourishment.

ii. **Recreation.** Mr. Duckett presented the recreation report, a copy of which is on file. Mr. Johnson asked if the SAFER (Surfside Area Fire and Emergency Responders) was interested in participating in the barbeque festival next year. Mr. Duckett did not know, but based on comments and personal observations, he believes SAFER was well-organized. Members seemed to be excited about the fund raiser, and were making comments about learning during this first event. Mr. Johnson said SAFER did a very good job. Mr. Samples said the barbeque festival was a terrific event. He believed the location on Surfside Drive was much better than at the pier parking lot based on comments he heard. Surfside Drive seems like a natural location for a town event, and would be less disruptive to the new restaurant tenant. Ms. Dodge commended Ms. Ellis and thanked staff for their efforts on the barbeque festival. It was one of the best ever, and the barbeque was "out of this world." Mr. Duckett noted that the stage location on Dogwood seemed to be ideal. The afternoon band was very good; there was a lot of dancing in the street.

iii. **Public Works.** Mr. Duckett presented the public works report, a copy of which is on file. Mr. Samples expressed appreciation to Mr. Adair for getting the underground wiring contractors motivated to complete the work in progress. Ms. Blair reminded everyone to drain water standing in vessels and other areas to help control mosquitoes. The winter was so mild it will probably be a terrible summer for insects.

56 Please report problems to public works. Ms. Dodge said everyone is really enjoying Martin Park; the  
57 upgrades are beautiful; it is functional, and it is a great addition to the town.  
58

59 C. Administrator's Report – Update on Current Events. Mr. Duckett presented his report, which  
60 is on file. The underground wiring project is a two-year project. Next year the vault will be constructed  
61 and overhead lines and poles will be moved. The road will not be repaved until the off-season after all  
62 work is completed next year. Hanco, Inc. of Myrtle Beach was awarded the contract to repair the  
63 underside of the pier with the lowest bid of \$73,000. Mr. Samples asked if Hanco had an estimated  
64 completion date for the pier, and whether the work would interfere with the tenant. Mr. Duckett said the  
65 bid specified that the work had to be completed within 60-days of the bid award. The maintenance work  
66 will have minimal disruption; they are two very separate projects. Mr. Duckett said Surfside Beach was  
67 the first town in the county to adopt smoke-free ordinances. Smoke Free Horry awarded the town an  
68 \$8,000 grant, which will be used to print give-away t-shirts at upcoming town events. The shirts will be  
69 printed with the town name on the front; the back will have a large no smoking icon in the middle; a small  
70 'Quit for Keeps' icon with a phone number, and a small Smoke Free Horry logo. Because the amount is  
71 over \$5,000, sealed bids would be let for the t-shirts. Council would be asked sometime in the near future  
72 to increase the minimum for bids from \$5,000 to \$10,000 so that smaller amounts would not require  
73 sealed bids. Mr. Samples asked if options other than t-shirts were considered for the grant money. Mr.  
74 Childs said grant funds were typically given to encourage towns to go smoke free, but the town was  
75 awarded a grant since its policy was adopted prior to the program. Mr. Duckett said options other than t-  
76 shirts were considered. However, because the town already has adequate no smoking signage, he did  
77 not believe more signage was needed. The grantors suggested purchasing pins, koozies, or any product  
78 that would promote no smoking. Most people like free t-shirts; when worn, the message is widely seen.  
79 Mr. Samples said t-shirts were a good idea, but thought signage targeted towards youth that utilize town  
80 parks might be beneficial. He believed it was very important to compete public dollars, even when it  
81 seemed silly. Honest competition creates the best prices, and he wanted to insure the town always got  
82 the most value for its money. Mr. Johnson believed no smoking signage was necessary for the town  
83 rental properties, and that some of the grant funds should be used for that purpose. This would provide  
84 notice inside the units of the town's no smoking ordinance, which he believed necessary because renters  
85 access the beach via private walkways and do not see the signage posted at public access points. He  
86 stressed that this be given serious consideration. Mayor Deaton suggested refrigerator magnets like  
87 were used in other locations. He said the Smoke Free Horry goal is to spread the message; that is its  
88 priority. Realty companies would need to cooperate in that effort. Mr. Duckett said the grant allowed a  
89 very short time in which to submit how the monies would be used; the proposed use was approved by the  
90 grantor and it cannot be changed. Ms. Blair said the Smoke Free Horry grant was supported by Conway  
91 Councilmember Larry White, and she believes it will be very difficult to get an ordinance adopted county-  
92 wide. She said Mr. Johnson's suggestion was a great idea, and was sorry that was not considered. In  
93 her opinion, youth always react negatively to signs prohibiting certain actions. She said youth generally  
94 love wearing t-shirts and perhaps they will be effective spreading the "don't smoke" message. Mayor  
95 Deaton believed the property management companies should be recruited and perhaps partner with the  
96 town to provide educational information for rental property visitors. Mr. Smith asked if "no smoking on the  
97 beach in Surfside Beach" could be printed on the t-shirts. Mr. Duckett said the specifications were  
98 already submitted.  
99

100 7. **BUSINESS.**

101  
102 A. Second Reading Ordinance #12-0710 Budget Amendment FY2011-2012. Mr. Smith moved  
103 to adopt second reading of Ordinance #12-0710 Budget Amendment FY2011-2012. Mr. Childs  
104 seconded. Mayor Deaton asked if any changes were made since first reading. Mr. Duckett said there  
105 none were made. Ms. Dodge said the purchase of a backhoe was added to the budget. She was under  
106 the impression that this ordinance was a "clean-up" to amend amounts that were in the original budget.  
107 Mr. Duckett said she was correct. At first reading he explained that the backhoe is a regularly replaced  
108 item. The backhoe was originally to be funded by one fund, but there was not enough money; it was  
109 supposed to be added to another fund, but was mistakenly omitted. The mid-year budget adjustment is  
110 to make adjustments and adjustments that were not foreseen. The accommodations tax committee  
111 recommended the purchase and that is why it was included in the ordinance. If the equipment is not

112 included in this amendment, it will have to be added to the upcoming fiscal year budget. Ms. Dodge  
113 preferred to have the expenditure in the budget, instead of the amendment. Mr. Samples summarized for  
114 the public benefit that the mid-year budget amendment increases expenditures, but there is no increase  
115 in projected revenue. The increase in expenditures in the general fund is \$184,000; capital projects  
116 \$139,000; hospitality tax \$163,000, and accommodations tax almost \$78,000. These expenditures are in  
117 addition to the adopted budget, which projected over \$400,000 more in expenditures than revenue. From  
118 a budget standpoint, council is approving nearly \$900,000 more in expenditures than in budgeted  
119 revenue, and asked if that was a fair statement. Mr. Duckett said it was fair, but not complete. Line items  
120 were explained at first reading, and many of the expenditures are offset by various types of income. Mr.  
121 Samples reiterated that the income is not budgeted, and reminded the administrator of his statement  
122 'when the year is finished, the town will not be in the red more than projected at the original adopted  
123 budget.' Mr. Duckett said that was a fair statement. Ms. Blair asked if the amendments were for  
124 expenditures already made. Mr. Duckett said that was essentially correct. Mr. Samples said except for  
125 the backhoe. Mayor Deaton said expenditures like the fire truck, street improvements, and things of that  
126 nature. Mr. Duckett said there were eight categories that were explained thoroughly at the first reading.  
127 All expenditures were approved by council, except the backhoe. An itemization of expenses and off-  
128 setting revenue was given by Mr. Duckett at Mr. Samples' request, a copy is in file. Mayor Deaton  
129 explained in layman's terms that much of the revenue was not budgeted, because it some was  
130 unanticipated, and some anticipated, but no fixed numbers. Mayor Deaton, Mayor Pro Tem Childs, and  
131 Councilmembers Blair, Johnson, and Smith voted in favor. Councilmembers Dodge and Samples voted  
132 against. **MOTION CARRIED.** Mr. Samples explained that he voted to oppose the motion because his  
133 point is that it is just as easy to project revenue.  
134

135 B. Resolution #12-111 – GSATS – US 17 Business. Ms. Herrmann read the resolution for the  
136 record, a copy of which is in file. Mr. Duckett explained that the resolution is required to accompany the  
137 town's formal application to the Grand Strand Area Transportation Study (GSATS) to move forward into  
138 the 2016-2018 two projects that are currently scheduled for 2025 as explained in the resolution. Mr.  
139 Samples moved to adopt Resolution Number 12-111 as presented. Mr. Childs and Mr. Smith seconded.  
140 All voted in favor. **MOTION CARRIED.**  
141

142 8. **DISCUSSION.** Commercial Sign Setback Requirements – Councilmember Samples. Mr.  
143 Samples explained that he talked with Mr. Duckett several times about commercial signs, particularly the  
144 sign at Crystal Light Café, which under the newly adopted ordinance must be replaced because it was  
145 considered abandoned since the building was vacant for over 180-days. He was advised that the same  
146 thing occurred a week before at another commercial property, and similar situation on a non-commercial  
147 property on Ocean Boulevard. Mayor Deaton believed the matters were being heard by the board of  
148 zoning appeals (BZA) and cautioned council to be aware of proper jurisdiction. Mr. Duckett explained  
149 that sometimes when zoning ordinances are adopted, some create unintended consequences. The  
150 overriding policy generally applied in zoning matters is when there is a second or a third request before  
151 the BZA that is an indicator that the ordinance needs to be evaluated. Staff is moving forward with a plan.  
152 Staff has looked at all the signs both on Highway 17 and Ocean Boulevard. For years signs have been  
153 allowed to be placed closer than 10-feet to the right-of-way or property line. In fact, only one (1) sign met  
154 the current 10-foot setback requirement, including the sign at town hall, based on visual inspections.  
155 Most poles on which signs are situated meet the 10-foot setback, but the actual sign encroaches within  
156 the setback. Most municipalities in South Carolina have a 10-foot sign setback requirement. Most  
157 municipalities have also moved towards monument style signage, i.e. lower height signage like used in  
158 Hilton Head Island. The monument style signage creates a sight triangle problem. The majority of the  
159 town's signs are pylon signs, meaning signs on a high pole. Mr. Duckett suggested that the 10-foot  
160 requirement be removed and replaced with language that assures that the line of sight would be  
161 maintained on all existing and new signs. This language would also eliminate the need to grandfather  
162 any signage. He recommended that staff prepare a minor amendment to the ordinance for presentation  
163 and consideration by the planning and zoning commission to remove the 10-foot requirement and adding  
164 that the line of sight will be maintained on all existing and new signs, and asked for council concurrence  
165 to do so. Mr. Johnson asked if the setback requirement was part of the International Building Code. Mr.  
166 Duckett answered the Waccamaw Regional Council of Governments representative recommended it  
167 based on common and best practices in municipalities. However, Surfside Beach has particular issues



168 not usually seen in other municipalities. Several other unintended consequences may present during the  
169 coming months, and will be addressed accordingly. The BZA appeal rectifies exceptions when the  
170 ordinances create problems. The decision already made by BZA was for a sign that would have been  
171 pushed into the parking lot to meet the 10-foot requirement. The sign was being improved, but no  
172 changes were made to its size or location. Mayor Deaton said signage is very expensive, and it gets  
173 people excited. Mr. Johnson wholeheartedly agreed that a change was necessary and asked whether  
174 staff should proceed as quickly. Mr. Duckett said BZA has its job to perform in the interim; currently there  
175 is one appeal waiting to be heard. The planning commission will have to hold a public hearing, deliberate  
176 the amendment and then make its recommendation. Since everyone is aware of the situation, staff would  
177 proceed as quickly as possible. Mr. Samples' concern was that buildings were vacant on Highway 17.  
178 Signage issues create an impediment in this very competitive commercial real estate market. He wants  
179 the town to be business friendly and believes staff is headed in the right direction. He encouraged the  
180 planning commission to evaluate the ordinance. There were no objections to the matter being presented  
181 to the planning commission.

182  
183 **9. PUBLIC COMMENTS.**

184  
185 "Good evening. I'm Judy Englehart, 315 6<sup>th</sup> Avenue South. I'd like to say something about the t-  
186 shirts. I know that it's probably a moot point at this point, but I agree with Mr. Johnson that we need to let  
187 the rental properties know that there is no smoking on the beach, and I would take issue with the notion  
188 that we don't need signage. I think we have those wonderful receptacle bins out on the beach, but it says  
189 respect the beach, but it doesn't say anything about no smoking. So, I think that if we have funds that  
190 putting a big sign there beside respect the beach no smoking allowed, because if my husband were here,  
191 he'd probably be up here really wailing, but because he picks up cigarette butts and he can count the  
192 thousands that he's picked up over the years. Every morning that's part of his ritual, and he does  
193 confront guests on the beach to say no smoking is allowed on the beach. It would be really nice to say,  
194 see the sign? But, at this point there is nothing, so I would recommend in the future that if there is some  
195 funding that you have to have a quick turnaround in order to spend, perhaps using the website, and ask  
196 that the community make suggestions of how to participate, such as how to reduce smoking and let  
197 people know about smoking in Surfside Beach. Thank you." Mayor Deaton, "Just for your information,  
198 those signs are provided by the Guy Daniels Foundation, the respect the beach signs, and so they may  
199 be interested in adding to their, their things, their information, I would think." Ms. Englehart, "Okay, good.  
200 I suggest that someone contact them and ask them to do it. Thank you."

201  
202 "Gene Maruca, 116 7<sup>th</sup> Ave. [sic] South. Mr. Mayor, councilors, residents. 'Each time a man or  
203 woman acts to improve the lot of others or strikes out against injustice he sends forth a tiny ripple of  
204 hope.' Robert F. Kennedy. Fifty-some odd years ago I took an oath to protect and defend these United  
205 States, including our First Amendment rights. A high school student living in our town was asked to talk  
206 about bullying in our schools on national TV. I thought how intense, given what goes on in our schools.  
207 Never thinking as a senior citizen I would be faced with a similar action. A lawsuit from the town attorney,  
208 because I wrote a letter to *The Sun News* expressing my opinion or being singled out by several  
209 councilors who chose to twist and turn a statement I made and use it to turn their backs on residents  
210 volunteering to serve our town. Our country was founded on men and women, by men and women from  
211 Boston to Charleston who volunteered to guarantee us our First Amendment rights. Their actions  
212 enabled you to sit where you are today. How embarrassing! Four or five of you chose to ignore these  
213 rights. I ask this council to demand a public apology from our attorney, as well as demand these  
214 councilors, never try to stifle a citizen's right to free speech."

215  
216 "John Ard, Cypress Drive, Surfside. I'm not speaking as a politician. I'm talking as myself  
217 tonight, alright. Got a couple of things that I'm really not too very well set on right now. One is what Mr.  
218 Maruca just said, and I do feel like his First Amendment rights have been violated." Mayor Deaton, "Okay  
219 sir, we're going to stop that discussion because this is for a matter of pertaining to municipal services or  
220 operations that has nothing to do with that, and this is not a personnel matter, so we're going to stop that  
221 discussion, if you don't mind. Alright, it's not within the guidelines." (Both speaking at once.) Mr. Ard, "I  
222 do mind (\*\*). (Both speaking at once.) Mayor Deaton, "(\*\*)...this is our code." Mr. Ard, "You're violating  
223 my talking right now." Mayor Deaton, "No sir, I am not. This is our code." Mr. Ard, "Okay." Mayor

224 Deaton, "Yes, sir." Mr. Ard, "You're violating mine now! (\*\*)" Mayor Deaton, "I mean, I'm just to explain to  
225 you that's the code. I didn't (\*\*)...". Mr. Ard, "I understand what you're trying to say." Mayor Deaton,  
226 "Okay, I'm not arguing with you. I'm (\*\*)" Mr. Childs, "Mr. Mayor, bring to order." Mr. Ard, "Now, I've got  
227 a couple of little things here that I don't approve of whatsoever, and that was at the last council meeting  
228 when the budget was presented to council by the town administrator. When you got ready to vote on that  
229 budget it was cut and dried. I think Councilman Johnson, if I'm not mistaken, asked the question, what if  
230 we vote 'no?' The answer from the administrator was funds have done been [sic] appropriated and spent  
231 and everything. You don't have a choice is what is came across as. I don't see where that's fair to this  
232 town, to the council, or to the citizens as to not have a partial [sic] vote. They were given no choice. On  
233 the second matter I have right now, I want to talk about the t-shirt deal just a little bit here. That's a good  
234 idea and all that good stuff and everything. We missed a council meeting because from what I can  
235 understand now, y'all spent enough time together in Pinopolis, and we didn't have enough to go on the  
236 agenda, which I can't see that because we always got something that can go on that agenda [sic] that's  
237 backlogged, cause we do have a back file (\*\*). My main concern about the t-shirt deal is this, and I know  
238 I can't get an answer to the question right now, okay, so I don't expect one. If we would a had [sic] that  
239 council meeting, would that have come up then? It seems like that this was a real quick decision and who  
240 made that decision? Was that a sole decision on the administrator's part? If it was, we need find out why  
241 there was not enough time allotted to get to the council and the citizens, because nobody knowed [sic]  
242 about this before tonight, and that's very unfair to us. That's very unfair to that council up there, and I will  
243 have to go this far to say this, I think in some cases, maybe the administrator is overstepping his  
244 boundaries, and that's just my personal opinion. We also have businesses in this town, and I have been  
245 to all of them on 17; I've been over here on Surfside Drive, I've been down there on the boulevard. There  
246 are businesses that are totally dissatisfied with the way they are being treated by certain councilmembers  
247 and the administrator, I may add, and they want an apology. I probably don't see one; like I told 'em,  
248 don't count on it. But the businesses are not getting a fair shake. The citizens are not getting a fair  
249 shake. And what I'm wondering right now is what is it gone [sic] take to get through to the council, the  
250 administrator, the mayor, and whoever, the people in this town are our most important asset. The  
251 businesses in this town are a very important asset. We [sic] supposed to be drawing businesses to come  
252 into this town whereas right now we're causing businesses to leave this town for those very reasons. And  
253 so, I'm gone [sic] leave it like that for right now. I think somebody needs to do a little thinking. (\*\*)"

254  
255 "I'm Tom Dodge, 1415 North Poplar Drive. I want to thank Mr. Adair for putting the very nice and  
256 comfortable benches down at the bocce court. I want to thank [Ms.] Ellis and her crew for a great blue  
257 grass day and I want to especially thank the SAFER (Surfside Area Fire and Emergency Responders)  
258 group who on very short time came up with a fantastic serving of barbeque. They did an excellent job  
259 down there and I hope they will do it again next year. Mr. Duckett said he wasn't going to cook it, so I'm  
260 real glad they cooked it, cause I'm sure they did a better job. The disturbing thing I have is, oh and by the  
261 way, thank you for Mr. Maruca, he made a great speech! And the disturbing thing I have is being down at  
262 the pier last week and seeing the cameras from Channel 13 and Channel 10 and talking with the  
263 reporters that they could not get anyone, the mayor or the administrator, to discuss the black eye we were  
264 once again getting at the pier. It seems to me the mayor or the administrator, who is our top man, should  
265 have talked to the press. It's called transparency. Tell the people what's going on. Don't keep us in the  
266 dark, and don't keep the press in the dark. We, we need to thank them for what they're doing because  
267 they seem to be doing our job here at town hall better than we are. Thank you."

268  
269 **10. COUNCIL COMMENTS.**

270  
271 Mr. Smith, "Thank you, Mr. Mayor. That was a very good forum on Sunday. But when I got  
272 home, my sweet wife said to me, 'Where did the money go? You had \$7 million, and now you don't.' So I  
273 looked into it to find out where the money went, and I came up with a little list: \$2.5 million for a fire  
274 station; these are approximate numbers; \$2.5 million for a pier; \$300,000 for Surfside Drive streetscape,  
275 \$1.6 million for stormwater projects since 2009, that's \$6.9 million. So she was happy that I could explain  
276 where some of that money went and this coming next year it's going to be about \$437,000 spent on  
277 stormwater projects. Now these are things where the town has collected money to spend. You save up  
278 some money and then you spend it. So it looks like you're spending money you don't have, but you  
279 saved it because there is a 5 mil tax on everybody for stormwater. These funds need to be saved up and

280 then they're spent. I think the mayor mentioned that a million of the money that was spent for the pier  
281 was accommodations tax funds. Now I looked at my tax bill to see whether it's worthwhile living here in  
282 Surfside Beach. My tax bills say I spend \$1.51 a day for the public services, the fire, police, and all that,  
283 and I think that is a pretty good deal; \$1.51 for the privilege of living here in Surfside Beach. Thank you."  
284

285 Mr. Samples, "Thank you, Mr. Mayor. First, I want to all the candidates good luck on April 3<sup>rd</sup> and  
286 I look forward to a huge turnout from the people who live in this town. There's no question that this  
287 council has spent a lot of money. We don't deny that. But one fact remains, we haven't set aside a dollar  
288 for renourishment. We have acquired Ocean Boulevard from the State. That's a real liability that this  
289 town now owns. It's not a question of if, it's a question of when there'll be a storm here. And as leaders  
290 of this town, we have an ultimate responsibility to plan, and take into count the good times and the bad  
291 times. We've been living on money that's been set aside for years. The fact of the matter is this council  
292 has never balanced a budget. The fact is they have spent more money than they've taken in each of the  
293 past four years. The fact is they plan on and will spend more money in the next year, and at the rate  
294 we're going, it'll continue. Now that just doesn't make sense. This town is going to celebrate its 50<sup>th</sup>  
295 birthday in 2014, and I can assure you that the leadership that got us here is not the kind of leadership  
296 that we've had the last couple of years. So if you want to change the Town of Surfside Beach, then you  
297 keep voting for the people you've been voting for, because I can assure you they're going to spend the  
298 money till you don't have it. They don't seem to know how to balance the budget. They don't frankly,  
299 they don't seem to care. They don't seem to care. I believe in accountability. We talk about being  
300 business friendly. When are we going to stand up and be accountable for chasing the best darn thing we  
301 had going on that pier that we're so proud of buying. There isn't anybody in this town that I have talked to  
302 who doesn't know that that was a mistake, except some people sitting up here. Now I believe if we get  
303 back to basics and we keep the streets clean, and if we provide you the public safety that governments  
304 are set up for and we look at ourselves and think about what we have instead of what we're trying to  
305 be...I don't want to be Myrtle Beach. I didn't move to Myrtle Beach. I moved to the Town of Surfside  
306 Beach. I would encourage the, those sitting up here get out and knock on some doors and talk to some  
307 people, because I think if you do that you, your eyes will be opened. So I encourage y'all, come out, vote  
308 April 3<sup>rd</sup>. We need a change and I hope that you'll elect me. Thank you." --*applause*--  
309

310 Mayor Deaton, "No. No. Okay, we don't clap for that; that was a campaign statement. Please  
311 we don't clap in here. Okay, Ms. Dodge, it's your turn."  
312

313 Ms. Dodge, "First of all, I want to address something in the budget..." Mayor Deaton,  
314 "Microphone, ma'am." Ms. Dodge, "I'm sorry. I want to address something in the budget. I'm not real  
315 good with huge budgets. I can manage our household budget really well, but I am not good at big-time  
316 spending, which we have in this town. To my calculations, we have about \$1.4 million in reserve; \$1.4  
317 million in reserve will not stand us in good stead if we have a storm, and we have been really fortunate for  
318 the last few years that we haven't had anything like that. It's coming, and I, the administrator told me at  
319 one point when I raised the question that FEMA would be called in. FEMA doesn't have any money  
320 either, so what are we going to be doing? The citizens will be out there with shovels shoveling sand. We  
321 won't be able to sustain this. Then I also wanted to say thank you to every one of the candidates who  
322 have put themselves out there to run for office in this town. We need you. We need your expertise. I  
323 appreciate it so much and I know that every person that you've talked to in this community has felt the  
324 same way as I do. Also [I] wanted to say thanks to Mrs. Englehart regarding suggesting no smoking  
325 signs on the beach. We pick up cigarette butts from time-to-time. That is the most annoying thing in the  
326 world. I'm cussing the whole time I'm doing it, because I don't smoke, but it needs to be taken care of. I  
327 think those signs would be necessary additions to our beach; all up and down the beach, so people know  
328 what they can and cannot do. I think that's it. Thank y'all."  
329

330 Mr. Johnson, "Thank you, Mr. Mayor. Thank you ladies and gentlemen for coming out. You can  
331 tell it's election time! I hope you vote April 3<sup>rd</sup>, and I am running for re-election as most of you know. I  
332 just want to point out that I did not vote to cancel that meeting that one of the speakers was talking about.  
333 There was some miscommunication apparently that I voted to cancel, but I did not. As far as beach  
334 renourishment goes, we do need some funds for beach renourishment, but there's not one, one  
335 councilmember up here that can look at himself [sic] in the mirror and say 'huh, why didn't I do that?'



336 because none of us have put it on the agenda, none of us have, you know, I'm just telling you to look in  
337 the mirror next time you (*expletive*) and moan about beach renourishment. Thank you."

338  
339 Mr. Childs, "Mr. Mayor, thank you. I'm sorry Mrs. Englehart left. I got in on the beginning of this  
340 money for this Smoke Free Horry, and how that all came about is it was a public conference, a press  
341 conference held here in council chambers about a year ago. The mayor was busy at another meeting,  
342 and I kind of chaired that, and they were talking about giving money to towns that hadn't already had a no  
343 smoking ordinance. Of course, we were out in front on it and nobody offered us any money, and I felt  
344 kind of, you know, we were left out. We did what you would of given us money to do. We did it on our  
345 own. So I kept chasing that down for some time until the very end and they agreed to, okay you did your  
346 job, but we're going to add you, and they kind of backed up, so that's how that all got started. The  
347 councilman from Conway was very instrumental in doing that and very kind to do that, and I might add  
348 that my suggestion was signage. I was overruled. I think signs are what we need for this no smoking. I  
349 know there's a lot of talk about too much signage, but I think if the signs are done well and built well, I  
350 don't think you need no this; no that. I do agree with that, but I do think signs are still the way to go and I  
351 pushed for it and sorry, I didn't prevail in my request. But at any rate, that's how that all came about and  
352 if anybody wants any further detail on that I'll be glad to sit down with you and give it to you. Thank you,  
353 Mr. Mayor."

354  
355 Ms. Blair, "Thank you all for coming out tonight. I fully appreciate everything that all of my fellow  
356 councilmen have said tonight in their comments, but right or wrong, I refuse to use this seat to promote  
357 and to politic from it. That's what the forum was for on Sunday and we all had our chance to answer  
358 questions and speak then. So let me just try and take you out on a more positive note. The staff is doing  
359 a great job and I thank them for the activities and I know that we have our ball season opening up and we  
360 always have great kids playing in that and [Ms. Ellis] will be very busy. [Mr. Adair] the street sweeper, I  
361 passed it the other day and it was amazing to see the side that had been done and the side that was yet  
362 to be done, and to see the difference. The town looks great. The parks are beautiful and with all the  
363 azaleas and dogwoods blooming it's, it's my favorite time of year, because it is, it is a time of rebirth and a  
364 time to just start fresh and to try to look ahead in a positive manner and I hope that we'll all do that. You  
365 do have a chance to express yourself on Tuesday, and I know that certainly in this room all of you will be  
366 out to do that and trust that the citizens of the town will elect those leaders that can do the best job for the  
367 town, and it was a good forum. I thank the Association of Realtors for putting that together and for  
368 everyone that came out to speak and get the chance to express themselves. I appreciate all of you and  
369 all of you coming out and spending your time with us. We're going into Easter; we're going into Holy  
370 Week. Take time to remember what all that's about. Spend time with your families, and thanks for all that  
371 you do. Drive safely."

372  
373 Mayor Deaton, "Thank you, Ms. Blair. You know there, there was some discussion about  
374 budgeting and financing and things of that nature. But, you know, the fact is folks we're a public entity  
375 and we collect taxes and fees and that money should be reinvested back in the community and there's a  
376 standard of about 25-percent of undesignated funds for municipalities. That's a good, healthy standard.  
377 We're running around 35-, 36-percent of undesignated funds, which is a reserve balance. If you start to  
378 move into the 40s, if you start to move in 40-percent, 42-percent, 45-percent you're no longer a good  
379 steward of public funds, because you're not reinvesting in the community. You know government has  
380 very, as far as I'm concerned we have no education system as far, for Surfside so we're very, very  
381 specific with what we're responsible for, and I can sum it up in three words: service, service, service.  
382 And you know, we have a great police department, they're community service oriented. We have a great  
383 public works department, they're service oriented. We're investing in infrastructure, there's brick and  
384 mortar. I believe Mr. Smith alluded to, yes, we built a fire station with cash from hospitality fees. We built,  
385 we bought a pier for cash, we have no debt. We've taken on zero debt and we're still very, very healthy.  
386 Our auditors have stood up here [sic] and said this is a [sic] extremely healthy fiscal community. That's  
387 not physical, it's fiscal, and that we're on the right path, and I'm sorry, but if we start hoarding money, and  
388 I do agree with renourishment. I don't have any problem with that, because I'm a beach person, but the  
389 fact is you have to be a good steward of public funds; that means you reinvest in the community. I think  
390 you could walk around this community or drive around this community and you'll see that investment.  
391 Okay. I'd entertain a motion at this time."




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11. **ADJOURNMENT.**

Mr. Johnson moved to adjourn the meeting at 8:05 p.m. Mr. Smith seconded. All voted in favor.  
**MOTION CARRIED.**

Respectfully submitted,

  
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Debra E. Herrmann, CMC, Town Clerk

Approved: April 10, 2012


\_\_\_\_\_  
K. Allen Deaton, Mayor


\_\_\_\_\_  
Vicki W. Blair, Town Council

  
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Robert F. Childs, III, Mayor Pro Tempore

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Ann Dodge, Town Council

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Mark L. Johnson, Town Council

  
\_\_\_\_\_  
Douglas F. Samples, Town Council

  
\_\_\_\_\_  
Roderick E. Smith, Town Council

Clerk's Note: This document constitutes minutes of the meeting, which was audio taped. This meeting was transcribed by Town Clerk Herrmann. In accordance with FOIA, meeting notice and the agenda were distributed to local media and interested parties. A complete list is on file in the clerk's office. The agenda was posted on bulletin boards outside Council Chambers and in the Town Hall reception area. Meeting notice was also posted on the Town marquee. When (\*\*) is used a section of the transcription is inaudible.