SURFSIDE BEACH TOWN COUNCIL WORKSHOP MINUTES **VISIONING WORKSHOP – DAY 2** FEBRUARY 12, 2016 AT 9:00 A.M. **BROOKGREEN GARDENS MEETING ROOM** 1931 BROOKGREEN DRIVE. MURRELLS INLET. SC

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CALL TO ORDER

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Mayor Samples called the workshop to order at 9:00 a.m. Mayor Samples, Mayor Pro Tempore Pellegrino, and Councilmembers Childs, Mabry, and Stevens were in attendance. Councilmember Johnson was absent. One seat is vacant. A quorum was present. Others present: Council Candidates Timothy Courtney and Ron Ott (both arrived at 10:15 a.m.); Administrator Fellner and Town Clerk Herrmann.

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Mayor Samples explained that this was the second day of the visioning process that was delayed last November. Beach renourishment was accelerated and approved, which will have a significant impact on the budget. The town would need to have its \$1.19 million share for payment to Horry County.

Ms. Fellner said a presentation would be given about beach renourishment and suggested the council begin with their most important priorities. Five minutes was allowed for members to consider their long term vision and strategic planning priorities for three categories and each was discussed:

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CURRENT FOCUS AREAS

24 25 26

Beach Renourishment

27 28 Infrastructure and maintenance of existing assets Maintain Family Beach atmosphere, initiate a marketing plan

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Financial Stability; keep the town debt free

30 31 Downtown and Pier Walkability, making the corridor one attractive unit

32 33 Marketing the beach for sustainable year round tourism

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Ocean Boulevard improvements completed – underground wiring and landscaping **Highway 17 & Frontage Roads**

35 36 Business friendly environment; partnerships between local government and businesses Diversify businesses that would survive storm events; bring jobs into town

37 38 39

MAJOR OPPORTUNITIES FOR IMPROVEMENT

40 41 42

planning, building, and zoning (PBZ) Highway 17 Business road improvements

43 44 Business district development and support along Highway 17 Develop plan to manage employee costs: streamline town staff where possible; job sharing; contract versus permanent employees; cut benefit costs by attrition

45 46 Create sustainable tourism and bring in businesses that would draw tourists year round The beach is our factory; it should always be number one

Change customer service perception and make improvements throughout town, particularly

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Create a system to more clearly communicate codes, standards, rules etc. to the public

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3rd Avenue South improvements and development Sidewalk projects and bike paths to make the town senior friendly; average age is over 50

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Annexation of commercial property around the town limits

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FUTURE FOCUS AREAS

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Public Safety is the primary function of local government; police facilities

Stable financial planning; cutting cost

- Expand shoulder season occupancy with family friendly attractions that reflect the values and quality that makes the town such a great place
- Review and decrease regulations and codes; resource study in respect to regulation, determine which should change and then support the findings
- Communication with citizens regarding code standards and rules, etc.
- Market the Surfside Beach experience more effectively
- Stormwater must be maintained and improved so the town will not experience flooding like its neighbors did during the rains associated with Hurricane Joaquin.
- Create ordinances that allow flexibility in the C2 District, i.e. artisans, crafts, and brewery businesses without in-store warehouses as long as there is at least 50-percent is retail. Fill vacant businesses with interesting shops that would draw businesses.
- Benches downtown and along the corridor down to the beach; plant mature trees, consult landscape architect
 - Complete the last phase of the stormwater project
 - Town hall and campus improvements; need a plan and save funds
- Maintain Family Beach; partner with businesses; annex businesses on Sandy Lane; diversify business base, encourage light industrial

COMMON GOALS

Beach Renourishment

Mr. Pellegrino said that beach renourishment was a common goal. The town's cost is \$1.19 million, so the council needs to determine how to fund that cost. Beach renourishment is certainly one of the key current focus areas. Mr. Stevens said a 99-percent business occupancy rate would generate revenue for the town. Mayor Samples said the current decisions that council needs to make during this upcoming budget have to ensure that we have matching funds for beach renourishment. Mr. Stevens agreed 100-percent.

Frontage Road

Mr. Stevens asked when paving would be completed on the south frontage road. Ms. Fellner hoped it would be completed before the season began, but the state does not allow any paving of its roads until after March 15th. Mayor Samples explained that the work is in the queue, and would be completed on the county's schedule. In the event the contractor wants to begin road paving in the middle of the season, he recommended that Town Council allow the paving to take place when the contractor was ready.

Continued maintenance of Infrastructure

Mayor Samples this includes projects like stormwater.

RESOURCE VS REGULATION – CODE REVIEW

Mr. Pellegrino said council previously discussed hiring an expert to review Chapter 17, because it was too confusing to find codes; there are contradictory codes. When he receives citizen complaints, he rarely can find a definitive answer by searching the code on line. There needs to be a process beginning with Chapter 17 to clarify the code. Once Chapter 17 is completed, Town Council could decide if other chapters should be reviewed. He honestly believed the code created more work; staff costs would only increase. If a review could make the code easier to understand, it might free up some staff time and help create a better resource for the citizens. Mr. Pellegrino asked if council wished to set funding aside in the FY2016-2017 budget to hire someone for this purpose.

Ms. Mabry had reservations, because planning and zoning must approve any changes. She would support the proposal if council chose to move forward. Her perception was that there was a lack of education. She did not think it was the code as much as it was the public not understanding. She did not

try to interpret code when citizens call her. She would call PBZ and ask staff to contact the citizen. She hoped nobody wanted to get rid of the flood plain management ordinances. It was against the law to repeal the building codes. There were many ordinances over which the town had no control. Determine which ordinances can be amended and then find a better way to educate the public. Often a permit is not obtained even though the individual knows one is required. Then they call all the councilmembers, and they "hammer the poor mayor," and it's the town's fault, because the town did not have a good ordinance. Only 1.2 people per year have gone to court in the past six years have gone to court with a summons. In her opinion, that does not indicate a problem. Ms. Mabry reiterated that she did not believe it was the ordinance, but the education process.

Mayor Samples agreed that education was important. He also believed it was healthy for the town to invest money to simplify Chapter 17 without giving up the public safety elements that are included. He reiterated that public safety is number one, and is the reason we have local government.

Mr. Childs agreed with Mr. Pellegrino and Ms. Mabry. He always hears that the public did not understand, because the ordinance was confusing. How do we do this; how do we start? "We beat this dog to death all the time." Mayor Samples asked if Mr. Childs would support a review of the ordinances. Mr. Childs said yes.

Mr. Stevens spoke with a long-time business man that suggested every ordinance have a sunset date so it could be reviewed to determine current applicability. He also suggested CRS be reviewed, because we were told the flood plain would go to Highway 17 Business, but that did not happen. In fact, the Holiday Inn is not in a flood plain. Mayor Samples asked if Mr. Stevens was in agreement to review the code. Mr. Stevens said yes.

CONTRACTOR TO REVIEW CHAPTER 17

Mayor Samples called for consensus of Town Council to direct the administrator to proceed with identifying a contractor and pricing to review Chapter 17 that would be brought to Town Council for budgeting next year.

Ms. Mabry agreed with Chapter 17, but no other codes.

Mayor Samples said Mr. Stevens made a good point about CRS.

Ms. Mabry said if the town muddies up the CRS code, the town's rating would go back to a Level 9. She understood Mr. Stevens's comments as they were published on the internet. The town did not do everything that FEMA (Federal Emergency Management Agency) wanted; but the town's ordinance, which was tailor made for Surfside Beach, is the example used to teach other municipalities to be proactive at the FEMA training school in Maryland.

Mr. Stevens said the problem with the code is that recently a citizen did some work, but staff could not quote the applicable ordinance. Having worked with government in the past, he was going to have backup for his statements.

Council CONCURRED to allocate funds to review Chapter 17.

FLOOD PLAIN MANAGEMENT CHAPTER 14 REVIEW

Mayor Samples said CRS, the Community Rating System, still awaits a formal FEMA designation. Ms. Mabry said the designation would be reported in May. Mayor Samples said what we believe and hope is that we will go from a Level 9 to a Level 5, which result in a significant reduction in flood insurance premiums throughout the town. He asked if it would be fair to defer further discussion of the CRS ordinance until such time as the town receives the formal FEMA designation.

Mr. Stevens agreed 100-percent, and suggested that the CRS committee be involved in the review.

Ms. Mabry said God bless you if you get a better rating. It's nice that we do. That is not the intent of the ordinance. The intent is to protect property. It is not about the rating. If you want to be business friendly, make sure your businesses aren't burdened by paying more in flood insurance. That is a great benefit, but the point was the health and safety of the town that we don't have homes being built now under water. She spoke with several contractors. The average home cost about \$5,000 more to build on a raised slab than it would be to build slab-on-grade. Every contractor said it was more work, which was the only objection. The contractors all said they would never live in a slab-on-grade house. The cost is passed on to the consumer.

Mr. Childs said there are some groups in town that want things to benefit them temporarily. We have to consider in every action whether it is an ordinance, trees, or highways how it would affect the majority of the people in town and not just the two or three who are the loudest. Is it good for 4,000 people, or is it good for five people? Several members commented, "Well said."

Mr. Stevens said that was the way it should be considered. He was told when he built his house it had to be elevated at least 4.5 feet to qualify for flood insurance. Because he was given the information, he decided to raise the house enough to have room under his home. He asked how runoff would be handled if a large business was built. Ms. Fellner said all construction now requires a stormwater plan before plans are approved.

Mayor Samples reminded councilmembers that recently the code was amended to require stormwater plans for new construction in the R1 residential district, which was previously exempt. Now all districts require stormwater plans.

Town Council CONCURRED to defer discussion of Chapter 14 until such time as FEMA delivers its formal report.

Recess at 10:12 a.m. Reconvene at 10:22 a.m.

Mayor Samples welcomed Town Council candidates Mr. Courtney and Mr. Ott who arrived at 10:15 a.m.

Ms. Fellner continued the presentation "Creating a Guide for the FY2016-2017 Budget," a copy of which is attached to these minutes, and made a part hereof by reference.

BEACH RENOURISHMENT

 Ms. Fellner said the Army Corps had approved \$16 million in funding for Reach 3, which included Surfside Beach and Garden City based on sand loss of 332,000 cubic yards for the two beaches. Governor Haley appropriated \$40 million for restoration of all beaches in the state. We are waiting to see if they commit to the entire \$4.9 million of their share for Reach 3. The town's first installment is expected to be about one-third of the project cost and is due in the spring of 2016 for engineering. The second installment is due in the fall of 2016 for the project. The project should take about ten months. She encouraged councilmembers to speak with other elected officials to ensure that the project begins in Surfside Beach, because that is critical to avoid pumping sand during the summer of 2017.

Ms. Fellner referred to the slide "Funding for this Beach Renourishment," and explained that the town currently has \$497,818. She noted that the "Fiscal Year" column was mislabeled. In Fiscal Year 2016, \$125,000 from hospitality; the next year \$450,000 hospitality, \$98,000 accommodations tax, \$30,000 pier for a total of \$1.2 million. Moving forward, Ms. Fellner recommended reserving \$200,000 per year with \$100,000 from hospitality and \$100,000 from accommodations taxes every year so funds would be available when the next renourishment project was scheduled. The amounts stated assume that the tourist season revenue will equal the prior year.

Mayor Samples understood that \$578,000 would be paid during FY2016-2017. Ms. Fellner said that was right. It would probably be October before all the funds were available, because of the way the revenue was received, but it would be there. Mayor Samples thought he heard during a conference call

that the project funds would be paid by September 30th to solidify the work plan. The September 30th date was important to him, because that was when the town's revenue streams stopped until property tax revenue was received. Ms. Fellner said the town has other reserves that can be used for cash flow to pay the County, but these funds are where the money will inevitably be taken from. Mayor Samples said she was absolutely right. He was concerned on a cash flow basis that the entire \$1.2 million might be required up front. He suggested that spending stop until beach renourishment is funded. Ms. Fellner said a freeze had already been placed on hospitality funds. She also had recommendations to defer funding of some other expenditures in the proposed budget.

Ms. Mabry thought one-third would be paid up front. Ms. Fellner explained that the one-third would be paid this spring; the remainder would be paid in the fall. Ms. Mabry asked what would happen if the governor decides against funding. Ms. Fellner said the town would have to float a bond; however, she was being told the state funding would be approved.

Mayor Samples said if the governor had not agreed to match funds, it was unlikely the Corps would have approved the project. Ms. Fellner said that was exactly correct. Mayor Samples believed that a unified position was created throughout all the regions as a result of the October storms. This budget has to deal with beach renourishment; it is not something that can be put off.

Ms. Fellner said the budgets would be tight this year and next year, not only because of beach renourishment, but also because of the P25 radio mandates for police and fire.

SUMMARY FROM NOVEMBER 12, 2015 WORKSHOP

Ms. Fellner presented a list of items for the upcoming budget. She specifically recommended:

Do not fund:

Digital Marquee	\$ 21,000	Earmarked, not spent.
Façade Grant	\$ 50,000	The town cannot afford this year.
Front End Loader	\$145,000	Make arrangements with local rental company to rent.
7 Wildfire Cameras	\$ 28,000	Cameras are not vital for operations; defer.
1 Patrol Car	\$ 38,500	Two cars requested; fund one.
Veteran's Wall	\$ 10,000	Defer.
Grounds Truck	\$ 25,000	Defer.
Street Truck w/Dump	\$ 40,000	Defer.
Street Gator	\$ 10,000	Defer.

Fund:

1 Patrol Car	\$ 38,500	Fund one patrol car – if funds available after renourishment.
P25 Fire Radios	\$145,000	Fund – December, if grant not approved
R3 Sanitation	\$ 20,000	Additional seasonal pickup, workshop on February 15.
Special Events Truck	\$ 25,000	Fund – if funds available after renourishment.

Town Council CONCURRED to these recommendations.

BUILDING DEMOLITION

Ms. Fellner suggested using the \$50,000 funds in this year's budget for an architect for building demo of the old rescue squad building. Several members asked for the actual cost as \$50,000 seemed too high. Ms. Fellner reiterated that she would like to demolish the building now and used the funds allocated this year.

Mayor Samples suggested this money be applied towards beach renourishment. With the purchase of the property at $3^{\rm rd}$ Avenue South and the P25 radio purchases, the town spent \$500,000 that was not planned.

Ms. Mabry said that for the first two years (2012 and 2013) the town had a skeleton budget, because there was no choice. Mayor Samples said council cut spending the first year by 2.5-percent. Ms. Mabry continued saying that maintenance was deferred and it would have to be caught up. You just cannot say no to everything every year or the town would fall apart. Beach renourishment is number one; it has to be done. She preferred to see items deferred, because later the funds might be available and the projects could be completed or the purchases made. Mr. Childs agreed with deferring.

Mr. Pellegrino said this should wait until after beach renourishment. If funds were available, council could revisit the question.

Mayor Samples said tourism is our number one business. The town must always make the beach its priority. Ms. Fellner agreed and asked if it was a consensus of council to defer the building demolition. Town Council **CONCURRED to defer the building demolition**.

PATROL CAR

Mr. Pellegrino thought until beach renourishment was completed, no monies should be spent on capital equipment. He said waiting four to six months was not unreasonable in order to pay for the priority.

Mr. Stevens agreed saying based on his ride-along experiences during the police academies he attended the police cars were very well equipped right now.

Ms. Mabry disagreed, because the town has a capital replacement plan that goes out ten years. These cars were scheduled to be replaced. She supports deferring one car 100-percent. But what happens in two years when four cars have to be replaced?

Mayor Samples explained that council was not saying that these capital purchases were not needed or that they would not be purchased. It was prudent to take steps to reduce spending in the current year.

Ms. Fellner explained that both patrol cars had high mileage. One car was in fair condition, but the other car was in poor condition. She did not want an officer on the road stranded in the middle of the night, which was the reason for recommendation to fund one car. Staff was asked to wait to purchase capital items last year, even though they were in the approved budget, for cash flow reasons. The same thing could be done this year.

Mr. Pellegrino said once the bill was paid for beach renourishment in October, then capital projections could be purchased. The priority is beach renourishment.

Town Hall Complex.

Ms. Fellner suggested that no funding be appropriated for the town hall complex during the upcoming budget. Instead of remodeling or constructing buildings individually, the entire complex should be rebuilt at one time, which would be less expensive. This process may take ten years or longer, but at some point, town hall will have to be replaced. At some point in time, Town Council should consider setting aside annually to save for the project.

Mr. Childs said he had preached this for years; it all needs to be done at one time.

Mayor Samples appreciates the administrator's efforts to make sure the complex we have works. The facilities are certainly quaint.

Ms. Mabry said it would not hurt to have a workshop next year to discuss what could be done in the next five or ten years. Maybe funds would be found through other means. She did not want councilmembers to close their minds to the possibility that the whole area would be enhanced at one time.

She thought it was a mistake to say what we have is working; it is working today. But whenever she sees something in the future, she didn't mind having an in-depth workshop.

PAYROLL

Ms. Fellner said most other agencies, including the state, are giving a 2-percent this year.

Mayor Samples asked how much social security recipients would get. Ms. Fellner said zero, but they have not had to absorb the extra medical benefits and the extra retirement costs that our employees have. Mayor Samples asked if about 50-percent of the budget was required for payroll and fringe benefits. Several people said about that amount.

Mr. Pellegrino said his philosophy on payroll control was it is better to have the right amount of people paid well than to too many people not paid enough.

Ms. Fellner said this would be discussed in executive session.

STORMWATER PROJECTS

Mr. Stevens said several years ago he had given bids to Surfside Realty to repair the swashes at Myrtle and Floral. The amounts budgeted were about four times the amount of his bid. He asked who set those amounts. Ms. Fellner said the amounts were estimated by the engineer.

Mayor Samples asked Mr. Childs where the town failed regarding stormwater. Mr. Childs said he understood that the fourth and final phase would not be completed; it was on the north end, but he was unsure of the areas. Ms. Fellner was asked to provide the location information to councilmembers. Ms. Fellner explained that when the engineering was done by DDC, it was done so that as particular projects were completed, the later phase projects may not be necessary. Mayor Samples remembered that was in the first budget adopted. The original DDC estimate was around \$8,000,000. In 2012, council decided to set aside money to accumulate enough funds for a meaningful bid package instead of doing small projects that would have higher costs. When Mr. Pellegrino and Mr. Childs were elected to council, council voted a tax increase and took \$300,000 out of reserves in order to fund projects. Ms. Fellner said when the Joaquin rain event occurred, problems with flooding were identified in areas near 3rd Avenue, and another area further north.

Mr. Childs said there was flooding on 14^{th} Avenue North. If a swash had not been there, it would have been much worse. There is only one drain on the entire road.

Mr. Stevens asked for the exact locations where flooding occurred. Ms. Fellner was unsure, and reiterated that she would provide the information to council.

Mr. Stevens asked if Ocean Boulevard would have to be repaved when the bridges were replaced, because the town owns Ocean Boulevard. Ms. Fellner said it would have to be repaved. Mr. Stevens said patch paving in the bridge areas would force the town to repave the entire road. Ms. Fellner said bridges will only last so long. Many of these culverts have wood construction that is rotten. Replacing the bridge would not be nearly as expensive as the bridge failing and a car going into the swash. Replacement will have to be done, but at this time no funds are allocated. DDC provided a free cursory inspection to identify these areas as issues that will have to be dealt with in the next ten years to 20 years. Mr. Stevens asked if the county would help pave Ocean Boulevard. Ms. Fellner said no, it is the town's road. The only possibility would be getting CTC (County Transportation Committee) funding.

Ms. Mabry asked if FEMA might participate in funding these expenses. Ms. Fellner did not believe it would, because she asked FEMA about funding to repair damages to town swashes after the Joaquin rain event. The answer was no, because they consider the age of the improvements. Ms. Mabry said they consider it general maintenance. Ms. Fellner said exactly.

Mayor Samples said the taking of Ocean Boulevard, which included 16th Avenue North, was a deal by former administrator Booth. Town Council never voted to take that road. This is a liability for the town. Ms. Herrmann said there was a letter in file from the Highway Department stating that the road is being turned over to the town. Mayor Samples said that Mayor Hyman said never take Ocean Boulevard, because you will be responsible for it. Ms. Mabry said he was not the only one.

Mayor Samples said that Ms. Fellner pointed out needs that Town Council as elected officials needs to address, because the town does not have the \$20-plus million to do everything. The town has great stormwater ponds. He suggest the council break for lunch and thanked Ms. Fellner for the great presentation.

Ms. Mabry thanked Ms. Fellner and her staff for this amazing presentation. She also thanked Mr. Pellegrino for leading the focus item discussion. A lot of work and thought went into the presentation. She wished the town had enough money to just do everything it needs to do. It broke her heart to take the façade grant out of the budget. Each member has given up something they felt was important to better the town. It was really hard to make these decisions.

Lunch Break at 11:25 a.m. Reconvene at 12:53 p.m.

CAPITAL REPLACEMENT PLAN

Deferred Items

Ms. Fellner recommending deferring the grounds pick up, street pickup with dump, and street gator for one year (included on the chart, page 5.)

Events Truck

Ms. Fellner said the events supervisor drives a 10-year old station wagon that needs to be sold, because parts are becoming more difficult to find. She needs a 4-wheel drive truck, because she is hauling stages, and going to the brush site. The truck would not be ordered until after paying for beach renourishment and ensuring the town has established good cash flow.

Mayor Samples asked about deferring the truck purchase and assigning the hybrid to the events supervisor. Ms. Fellner explained that too many staff members use the hybrid for travel to training.

Ms. Mabry asked if the victims' advocate used the hybrid. Ms. Fellner said the victims' advocate uses a personal vehicle. Ms. Mabry said anyone needing to travel on town business should be using the town vehicle instead of being paid mileage. Ms. Fellner said most of the staff uses the hybrid, with just a few exceptions.

Mr. Stevens asked if the grounds mower was a tractor. Mr. Childs said it was the mower with the arm that cut banks along all of the rights-of-way. Mr. Stevens said he wanted to be sure, because he sees tractors at the hardware stores for much less than \$17,000. Ms. Fellner said this is the grounds mower on the capital replacement plan scheduled to be replaced this year. Those mowers are worked day and night and needs to be replaced.

SALARY ADJUSTMENTS

Staff is finally ready to present adjustments to the organizational committee. Estimated cost is \$50,000. Additional information is being researched and it will be presented to Town Council.

Mayor Samples asked if the adjustment would be in addition to a salary adjustment. Ms. Fellner said it depended on the employee; it might or might not. The next step is to have the organizational committee review it for recommendation to council as a whole.

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OTHER POSSIBLE RECURRING SAVINGS

Skateboard Park

Closing the skateboard park would save \$6,750 in liability and property insurance, plus annual maintenance of \$2,000. Closing the park would create additional parking for the town hall complex.

Mr. Stevens said it was "political murder" to talk about any park.

Mr. Pellegrino asked if many tourist used the park. Ms. Fellner said no. Most of the users are from neighboring areas; there are just a few town residents that use it.

Mayor Samples thought the town offered very limited activity specifically for youth. Regardless of where they live, extreme sports are popular with a certain group of young people.

Mr. Childs said his building is across the street from the skateboard park. He personally has seen bicycles in the park; kids on skateboards, and kids on roller skates. All of them are without protective equipment. He thinks the liability is huge. The town is lucky it has not been sued, because there is nothing soft for these kids to land on; they hit concrete, metal ramps, or steel fencing. Ms. Fellner said that was why the liability insurance was so high.

Mayor Samples personally supported keeping the skateboard park, and enforcing the rules. Ms. Fellner said it would be empty; teenagers who go there will not follow the rules.

Mr. Pellegrino said the town pays the liability insurance premium for a reason. If there is an accident and the user has not used protective equipment, then it is their responsibility when they get hurt. There are no laws saying you have to wear a helmet at a skate park. The only decision is does the town want to pay for the insurance. Ms. Fellner said the only issue she has ever had with the skate park was that it does not serve enough residents compared to the amount of money spent. If there were 50 users a day, then that would be a totally different situation.

Ms. Mabry said the comprehensive plan was a road map. To get young families to move into town, we have to offer them something for their children. Council may need to sit down and look at what can be done. Huckabee is an underutilized park. She thought if anything would be done, Huckabee park should be made a viable part of the town. We do not want to take everything away, without giving something back.

Mr. Pellegrino agreed, but he did not think that Huckabee would ever help bring young families to town. Nobody wants to drive to Huckabee for an event. He moved here because he likes walking to events and enjoys all the in-town parks, the beach and other amenities. That is why people move here.

Mr. Stevens said the town's dog parks and all other parks create a liability. He knew of an incident when a dog bit several people and other dogs, but the town was not sued.

Mayor Samples said with respect to the skate park, council would consider this at a later date, but for the time being, include the skate park in the budget. **Council CONCURRED.**

Newsletter

Ms. Fellner said all other cities offer their newsletters on line. Eliminating the printed newsletter would save \$16,000 annually. If someone did not have access to a computer, a printed copy could be given to them at town hall.

Mr. Stevens said older people prefer a printed newsletter. He asked if printed copies could be made available at town hall. Ms. Fellner said the newsletter is expensive to print, and she did not want to print copies that were not needed. Mr. Stevens supporting keeping the newsletter.

Ms. Mabry believed the newsletter was the number one way to educate the public. People actually pick them up and read parts when they are delivered. If anything was done with the newsletter, like sending it out twice a year, it would end up being a bigger edition, so that probably would not be any less expensive. Ms. Mabry supported keeping the printed newsletter.

Mr. Childs said this was discussed before, and he believed printed newsletter were better. He supported keeping the newsletter.

Mr. Pellegrino said no one would go on-line to read the newsletter.

Mayor Samples supported the newsletter, because it was one way to let the community know what was going on.

Mayor Samples said it was a big effort to publish the newsletter, which is mostly done by volunteers. Ms. Fellner said she had to bring these things up.

MUNICIPAL ASSOCIATION OF SC (MASC) TRAINING

Mayor Samples said funds were budgeted for every councilmember to attend training offered by MASC. He had not attended the last few meetings, because he already completed the courses. However, it was imperative for councilmembers to attend the classes to learn about municipal government.

Mr. Stevens thought the training offered was great.

Ms. Mabry said the training helps every member be a better councilmember. She said Mayor Samples had been through 12-years of training, so it made sense for him to pass on the classes.

MID-YEAR COMMITTEE MANDATES

 Ms. Fellner said all committees should present budget requests in advance for inclusion in the next fiscal year budget. Council liaisons should advise committees of this procedure. This would save the town about \$20,000.

Mr. Childs found that people were very giving when raising money for the town. He recommended in the past that local businesses partner with the town for beautification efforts and/or events. He thought the business community would be receptive, and thought it should be tried.

Mayor Samples said this is an area where the administrator believes committees should follow the routine budget process instead of bringing funding request during the year. He asked if the committees could plan in advance.

- Mr. Stevens said the senior citizen and the business committees could provide budgets. He proceeded to describe some proposed fund raising events and a seniors' walk-a-thon that would benefit charities and the respective committees. More details will be presented at a future meeting.
- Mr. Childs asked if the committees could be notified before council makes the decision about midyear funding requests.
- Ms. Mabry said the historical society budget had already been turned in for fiscal year 2016-2017. The society will be self-supporting in the future.

Council **agreed** that the liaisons would talk with the committees before action.

POSSIBLE STAFFING CHANGES/REORGANIZATION

Ms. Fellner said this would be discussed in executive session.

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BUSINESS 17 CORRIDOR REAL ESTATE TAXES & BUSINESS LICENSE TAXES

Ms. Fellner said there was a misconception about the amount of real estate taxes paid by the business community. There was a big difference between the rental properties on the beach, and the businesses along Highway 17. She said 90-percent of the recent issues were from those businesses on Highway 17. There are 422 commercial businesses on the Highway 17 corridor that paid a total of \$390,610 in 2015 based on a 6-percent assessment, which is about 17-percent of revenue received for real property taxes. Those same businesses paid \$344,000 in business licenses taxes in 2015. The total paid by the businesses on the Highway 17 Business corridor in 2015 was \$734,610, which is 12-percent of the town's total revenue.

Mayor Samples said adopting a light industrial/manufacturing zone would enhance revenue, because property taxes would be based on a 10-percent assessment.

Ms. Mabry said it was good to remember if those homes paying a 6-percent assessment were rental properties, the town also received local accommodations tax, accommodations tax, and other revenues that were unseen.

Mr. Stevens said they all pay a business license tax.

Mayor Samples some of the commercial properties prepare food, so hospitality tax is also paid.

Ms. Fellner reiterated that the businesses on Highway 17 paid a business license tax and property tax that totals about 12-percent of the total revenue received by the town. She wanted Town Council to have the facts when they were talking with constituents.

BUSINESS LICENSE LEGISLATION

Ms. Mabry reminded everyone that the Municipal Association of South Carolina (MASC) was developing a portal for business license payments. MASC will charge the town a percentage for collecting the payments. Ms. Fellner hoped that the town would develop its own portal. Ms. Mabry said MASC is trying to have a law adopted that will require the town to use its service. Ms. Fellner said MASC always takes a portion of collections made on behalf of the town and MASC never collects as much as the town staff collects.

Mayor Samples asked whether the General Assembly was still considering a reduction in uniform business licenses. Mr. Pellegrino and Ms. Fellner said yes. Mayor Samples said business license tax was the second largest revenue source that most cities in the State of South Carolina have. Ms. Fellner said business licenses accounted for 20-percent of the town's budget last year. Several agreed that the loss would catastrophic for the town. Ms. Fellner said there were several questions to be resolved, one of which was classifications for types of business licenses. One business they were considering removing was rental houses, which contributes 78-percent to the town's business license revenue. Mayor Samples understood property owners wanting to minimize their expenses. It has only been between five to seven years since the General Assembly capped the amount that is assessed. It will never exceed 15-percent, no matter what the property market value is.

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Ms. Mabry said the proposed cap is \$100. The state and federal government continue to mandate that the town spend more money, while at the same time they take more money away every year. The mandates take away the town's ability to operate the town. In her opinion, the town is operating a court that answers to Columbia, and the monies collected go to Columbia. She had a 'real sore spot' with anybody messing with business licensing, because the town provides services that the state is unwilling and unable to provide.

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Mayor Samples said most recently the town was mandated to provide an attorney for indigents in municipal court. When his mother's property sold, the property tax increased from a few hundred dollars

to several thousand. There were consequences to the "great schemes." Mayor Samples did not want the town to have the level of public safety offered by the county.

CHANGES IN REVENUE

Parking (Increased Revenue ≈ \$50,000)

Ms. Fellner suggested raising parking rates \$.50 per hour across the board and to prohibit sticker parking in the pier parking lot. The pier lot is the "gold mine" lot, but half the time she is there, half the vehicles parked have a parking decal. Several members said they preferred to defer prohibiting the decal parking. Councilmembers **CONCURRED** not to change pier decal parking lot this at this time.

Mr. Childs asked why the reserved spaces for the businesses could not be moved to Yaupon. Ms. Fellner said those spaces were for Pier Outfitters and the restaurant.

Mr. Pellegrino said it was a safety issue, particularly for the restaurant workers. Regarding decal parking in the pier lot, the town's demographics should be considered; retirees drive their cars or golf carts to the pier. Those individuals may not be able to walk four or five blocks to get to those businesses.

Ms. Mabry said the west side of Ocean Boulevard is reserved for decal parking.

Mr. Childs said the parking committee recommended that no parking be allowed on Surfside Drive. He hoped that council would consider one-hour parking on Surfside Drive, otherwise it would impact Yaupon parking. The library has its own parking. Shoppers at the Farmers Market will not be there more than an hour. Residents with decals park free; the one-hour limit only affects day-trippers.

Mayor Samples said council needed to discuss the fee increase. Ms. Fellner said the recommendation was to increase fifty cents (\$.50) across the board, but the Value Parking price would not change. Mayor Samples said the value lot made about the same amount of money that showed that there were more people parking there.

Ms. Mabry said the value lot allows families on budgets to go to the beach; no other place offers parking at the beach for 50 cents an hour. *Travel Magazine* said Surfside Beach is one of the most affordable places to vacation. We give a lot away that other towns do not.

Mr. Pellegrino said the town had a competitive advantage, if the town's parking was cheaper than Myrtle Beach. Visitors come to our beaches because the town allows tents; they will come for lower parking fees, too.

After additional discussion, Town Council **CONCURRED to consider at ordinance to increase parking fees, except at the value lot, and 1-hour parking on Surfside Drive at the February 23rd regular meeting.**

Stormwater Impact Fee

Ms. Fellner recommended that the town adopt a stormwater utility fee for revenue to maintain the town's stormwater system. Taking millage from the general fund for stormwater improvements and maintenance is having a negative effect; there is no flexibility at all in the general fund. She truly believed the town needed a designated funding mechanism for stormwater. A graph was presented that showed neighboring cities and both Horry and Georgetown counties charge stormwater utility fees that began as long ago as the 1990's.

Mr. Stevens asked if would be an annual fee and if it would raise taxes. Ms. Fellner said it would be an annual fee collected on either the water bill or the tax bill, but it was not an increase to taxes. It would add to the amount due. However, the revenue received for the utility fee is designated for stormwater projects and cannot be used for any other purpose. The town would figure out how much money would be needed to perform projects over the next five or ten years, and then back into the annual

rate. Again, in her opinion, this should have been started a while ago. She realized that no decision would be made at this meeting, but she would be remiss if she did not explore these options with Town Council.

Mr. Pellegrino asked for an estimate per year if a project was planned. Ms. Fellner said it could be calculated to the penny. There are many ways to do the calculation, including different rates for residential and levels of use. Ms. Herrmann said based on 4,000 homes in town to fund a \$250,000 project in one year the cost would be about \$62 per house. Ms. Fellner explained that many places charge different rates for residential and businesses.

Mayor Samples said the town does not have enough restaurants now. Georgetown County counts the number of seats in restaurants to determine the number of units which is multiplied by the base. Ms. Mabry said Grand Strand Water and Sewer does that, too. Mayor Samples said we live in a great town. He was waiting for someone to tell him where the budget would be cut without impacting our great town.

Ms. Mabry said we keep cutting and cutting. We will end up not having any maintenance at all. If we aren't careful, we will get ourselves in another bind.

Mayor Samples said for the record, "We did cut it two point; you guys missed it. I was (**) okay. In 2000, the first budget we adopted it. From 2012 to 2013, we cut spending down, not by much, 2.6-percent. Real dollars. The next year, we went up 2.5-percent. So, we're still behind where we were in 2011. Then, David got elected! No! (Laughter.) Okay, all of sudden we started spending money on stormwater projects, okay. And so, we went up six points, 6-percent year over year. But it was stuff we had [to do.]"

Mr. Pellegrino said the average home taxpayer pays \$500 a year or thereabouts. Mayor Samples believed it was more than that. Ms. Fellner said no, more like \$400. Mr. Pellegrino said \$62 would be a 12-percent tax increase. Mayor Samples said this would not be decided today.

Mr. Stevens said based on the estimate for stormwater projects projected for the next five to ten years, it would be about \$59 a year for each taxpayer. Once the fee is in place, it will never go away.

Mayor Samples agreed with Mr. Stevens and said once a fee is established it tends to "creep up."

Ms. Mabry said it never goes away. Stormwater improvements have to be done, because it is the town's infrastructure. She suggested borrowing money while the rate is low to get all the work done at one time. Take that 1.5 pay off the bond in a 10-year period. That way the work would be done; the cheapest money was used; the method to repay it is assured because we are collecting it, and we are shoring up our infrastructure without putting a burden on the taxpayer.

Mayor Samples said that was a worthy idea.

Mr. Pellegrino said those were his two "worst nightmares," taking on debt and taxing for it.

Ms. Mabry said no taxes would be added, the town already collects it by allocating part of the millage for stormwater. If something happened and payment in full was required, the town could write the check, but it would take away from everything else. Rerouting the swash at Melody required approval, because it was illegal to reroute water from its natural path. Ms. Fellner said it was allowed, because the town was routing water into its own system. Currently the town is discharging water into Garden City where there are many stormwater issues. Because the town discharges to that area, the town will have to participate in repairs. The rerouting project needs to be done. Horry County officials have already said they are "fine" with the plan to reroute the water.

Mayor Samples said that discharge system was built in conjunction with Horry County as an emergency overflow during extremely heavy rains before Oceanside Village was developed. Ms. Fellner said the cost share agreement with the county for that basin was 90:10. The town's part is 90-percent, which is a huge liability for the town.

Mr. Childs reiterated that he wanted the north end stormwater projects completed, which he believed affected, "his street" [referring to someone else], 10^{th} or 11^{th} , 14^{th} , and possibly part of Cedar. Mayor Samples said it was a \$700,000 project; how would it be funded? Mr. Childs asked how the others were paid. Ms. Mabry said the projects waited until the town had the money. Ms. Fellner said two mils were designated for stormwater. Mayor Samples said that was \$130,000 a year, at that rate the project would be done in four years. Ms. Mabry said when the first stormwater millage was collected, the millage was at 55 mils, which lasted for three years. Then it was reduced to 40 mils.

Mr. Stevens asked how the town became responsible for the bulkheads at Myrtle and Floral swashes, because he had given bids to private companies to replace both of them about two years ago. Ms. Fellner said the story was very long and drawn out. Mayor Samples said that information had already been provided to council.

Ms. Mabry said when Grand Strand Water and Sewer (GSWSA) came through the town had to give up its water department, which was our revenue source.

Mayor Samples said GSWSA paid the town \$100,000 for ten years for the water system.

Ms. Mabry said yes, but the town no longer has a utility. At that time, development was not possible, because the town had septic tanks. After GSWSA finished the water and sewer project, the town was able to develop. They tried to encourage people to build to bring in tax revenue. The owners at Floral Villas was told not to build a swimming pool. They chose to anyway and were told to pay for bulkhead repairs resulting from the pool sinking. Myrtle swash owners played by the rules, so the town has to do its part.

Mayor Samples believed that the mayor should bring [the 2016-2018] council together to talk about stormwater issues. The good news is that everybody in the Low Country has the same problem. Ms. Mabry said at 2-feet above sea level, it makes it different. Mayor Samples said the 70:30 agreement with Horry County only applies to Elizabeth and Dogwood lakes. Ms. Fellner said again that stormwater infrastructure will always require maintenance and upgrades. The town will have to have money to perform the projects.

SUSTAINABLE OR NOT?

Ms. Fellner said cost for stormwater projects and roads continue to escalate, as do salaries, benefits, utilities, and insurances. Without continual tax increases funding these costs are not sustainable. Possible solutions include annexation; tax increases; or slow dismantling of the town by reducing services, which is not a solution unless un-incorporation is the goal.

Mr. Pellegrino asked why a reduction in services was not an option. Mayor Samples said if services were reduced, you might get to the point of asking what purpose is there to have a town. Ms. Fellner said Horry County would be willing to step in, but the ISO rating would go to a Level 10; all of the nice equipment in the fire station would be taken to other locations.

Mayor Samples interrupted saying this was not a serious discussion. Ms. Fellner said but it was the truth.

Mr. Pellegrino said annexation was serious. We have ISO1, CRS will be Level 5; both are great. Those ratings do absolutely nothing for us. He thinks more effort should be made towards annexation. There are businesses on Sandy Lane and Highway 17 toward 544. Ms. Fellner said if you go into Walmart and say by annexing you can reduce your insurance rate by x-amount that would be a significant number. The amount saved by the small business owner is a tiny little fraction. They are not willing to do anything for \$50 or \$100 saving. In her opinion, that was the issue.

Ms. Mabry said Ms. Fellner just presented a chart with \$2 million stormwater infrastructure projects. When we annex and that water that those business have is not flowing into our watershed, we will be responsible for not only our stormwater, but all that other, plus we will be paying an 80:20, 90:10,

70:30 at best for our water from our businesses to go into a different watershed. We cannot take care of our own problems. We have \$2 million staring us in the face. She cited McDonalds as an example where stormwater runs through Ocean Lakes. She had no problem with businesses on Sandy Lane. Mr. Stevens added Azalea Drive.

Mayor Samples believed it would be useful to have an authority from the MASC or the Waccamaw Regional Council of Governments (COG) brief council on the legal ways annexation occurs in the State of South Carolina. The state law is very restrictive, because South Carolina is a rural state. Ms. Fellner said Ms. Morris, who did a massive amount of annexation for Conway, already gave a report to council. Ms. Mabry offered to share her book on annexation with members. The book explains that when 4-percent property is annexed after the second year it would cost more than the town would take in.

Mr. Pellegrino asked how ISO1 would help fill existing empty stores. Ms. Fellner did not think it would help for small store fronts. Mr. Pellegrino said there is a cost for ISO1, but no benefit. Ms. Mabry said ISO1 helps the citizens.

Mayor Samples said we have to be realist. There is a sense of pride, but over the long term is it sustainable? He did not know the answer.

Ms. Mabry said whenever you strive for excellence in everything that you do then you are going to have to say except for the fire department, or except for finance, or except for planning and zoning.

Mayor Samples said when the rescue boat was purchased, he said there was a recurring cost and expectations were established not only with citizens, but also with surrounding partners. It is a legitimate question that would not be answered today.

Mr. Pellegrino said we are not leveraging our resources. We have Surfside residents paying for 100-percent of the fire department who might have to wait for a fire truck, because the town is first responder to calls in the county.

Ms. Mabry said the station always has staff and equipment available for town residents. We want to establish these relationships so that our neighbors will help us if we had a major fire.

Mr. Pellegrino understood cooperation, but the town is paying for first responder calls to the county. As long as that can be used to negotiate, he was fine. Ms. Fellner said that had been discussed before. This agreement was started during former administrator Booth's tenure.

Mr. Childs said when they found out the town was first responder to county calls, a committee of Town Council along with the Horry County representative went before Horry County Council to request reimbursement of the cost to run the calls. Horry County would not agree to reimburse the town, but instead built a fire station on Scipio Lane.

Mr. Pellegrino understood that the county had cash flow issues, but again said the town needs to leverage its resources, for instance renegotiating the 90:10 agreement would help the town. Ms. Fellner said there are many people who are unhappy; there are many different agreements. Some places are pay per call; the town is not. Supposedly, there is renegotiation happening to make all of the agreements the same. She did not know what the agreement would be, but she guaranteed that the town would not dictate the terms. The county would "drive that bus." Mr. Pellegrino said Surfside Beach has many good resources. We need to negotiate with what we have. Ms. Fellner said the problem with the 90:10 is the TMDL (total maximum daily load) issue on Melody includes all the violations, and extra fees, which is driven by our permit. Mr. Pellegrino said the solution is very expensive, and the county should help with that solution. Mayor Samples said yes. Ms. Fellner said recently there was an issue. Negotiations were made with the county. Mr. Gosnell agreed that the particular problem was not caused by the town, and there was no cost to the town. This will eventually come back to be a real problem, because of all the flooding problems in Garden City. We have to get out of that contract by stopping any discharge through that system. Mr. Pellegrino said that was even better.

Mr. Stevens agreed with Mr. Pellegrino. The town's fire and police are already servicing many of the neighboring businesses. Ms. Fellner said there was nothing the town could do about that problem. Mr. Stevens said the town derived no income from those businesses. He reiterated annexing those businesses the town already serves would at least bring in some revenue.

Mayor Samples agreed with Mr. Pellegrino also, but in the end the county will set the terms. If the town does not agree to county terms, the county will "walk away" from the table. Mr. Pellegrino said the town would pay, which is no worse than now. There is a \$1 million project that needs to be done that affects the county and the town. Mayor Samples said Ms. Fellner was researching the agreement. Once she gets all the information, it will be given to council. Ms. Fellner said she was waiting for one document from the county. Mayor Samples said if the county cannot produce the document, there is no agreement. He never recalled the 90:10 agreement being discussed at the stormwater committee meetings or by Town Council.

Recess at 2:50 p.m. Reconvene at 2:57 p.m.

EXECUTIVE SESSION

Mr. Childs moved to enter executive session at 2:57 p.m. pursuant to the Freedom of Information Act Section 30-4-70(a)(2) to discuss proposed contractual arrangements regarding Surfside Pier and stormwater, and Section §30-4-70(a)(2) to discuss matters of attorney-client privilege involving an ongoing lawsuit. Mr. Stevens seconded. All voted in favor. **MOTION CARRIED.**

Mayor Samples explained that the executive session would conclude the meeting. The clerk was excused for the remainder of the meeting. Recording ended at this point.

Mr. Childs moved to reconvene regular session at 4:45 p.m. Mr. Stevens seconded. All voted in favor. **MOTION CARRIED.**

Mayor Samples said for the record, "No action was taken during executive session."

ADJOURNMENT.

Mayor Samples declared the meeting adjourned at 4:45 p.m.

Prepared and submitted by,

Debra E. Herrmann, CMC, Town Clerk

Approved: March 8, 2016

Douglas F. Samples, Mayor

David L. Pellegrino, Mayor Pro Tempore

Robert F. Childs, Town Council

Mark L. Johnson, Town Council

Mary Beth Mabry, Town Council

Vacant Seat

Clerk's Note: This document constitutes summary minutes of the meeting that was digitally recorded. Appointments to hear recordings may be scheduled with the town clerk. Bring a flash drive to obtain a copy. In accordance with FOIA, meeting notice and the agenda were distributed to local media and interested parties. The meeting notice was posted on the town website, the entry door at the Brookgreen Gardens Meeting Room, and on the Town marquee.