SURFSIDE BEACH TOWN COUNCIL MEETING MINUTES REGULAR MEETING - MARCH 8, 2016 • 6:30 P.M. TOWN COUNCIL CHAMBERS

1. CALL TO ORDER.

Mayor Samples called the regular meeting to order at 6:30 p.m. Mayor Samples, Mayor Pro Tempore Pellegrino, and Councilmembers Childs, Johnson, Mabry, and Stevens were in attendance. One seat is vacant. A quorum was present. Others present: Administrator Fellner and Town Clerk Herrmann.

Mayor Samples welcomed Ms. Ruetilla Ford to the meeting. Ms. Ford has lived in town for 58 years. (Applause.)

2. INVOCATION AND PLEDGE OF ALLEGIANCE.

- A. Invocation: Surfside Beach Fire & Police Chaplin Carmen Carella gave the invocation.
- B. Pledge of Allegiance: Mayor Samples lead the Pledge.

3. PUBLIC HEARING

Mayor Samples opened the public hearing at 6:33 p.m. to hear comments on Ordinance #16-0822 to amend Chapter 9 Section 9 relating to the proposed increase in parking fees.

Ms. Patricia Magliette, Harbor Lights Drive, said I'll be right to the point. I'd just like to say that nobody likes to see extra parking prices go up, however, I love the beach. I walk the beach, and for all the wonderful people who clean up after themselves, I thank you. But for the few people who leave all their trash on the beach, well maybe it's our way of covering the costs of cleanup. I've been walking the beach and many, many others have. There's stuff that we pick up. Cigarettes butts, and larger objects, you know it's not that the town can keep the beach clean and sparkly for free. If people are gonna continue to leave their junk on the beach, their stuff, then maybe they need to pay more to park, and if people are gonna complain, well they may want to Garden Beach [sic] or whatever. Maybe they're the ones that are gonna leave their junk on another beach and not Surfside. That's all I have to say. Thank you.

There were no other public comments.

Mayor Samples closed the public hearing at 6:35 p.m.

CANDIDATE INTRODUCTION

Special Election Town Council: Vicki Blair, Tim Courtney, Steve Shore, Stanley Wrobel

General Election Town Council: Vicki Blair, Mark Johnson, Mary Beth Mabry, Ron Ott, Wanda Spannuth, Randle Stevens, Holly Watson, Stanley Wrobel

General Election Mayor: Bob Childs, Doug Samples

4. AGENDA APPROVAL

Mr. Johnson moved to adopt the agenda as presented. Ms. Mabry seconded.

Mr. Stevens moved to amend the agenda to enter executive session for item 8.B. pursuant to the Freedom of Information Act Section 30-4-70(a)(1) to discuss the appointment of a person to a public body. Mr. Childs seconded. All voted in favor of the amendment. **MOTION TO AMEND CARRIED.**

All voted in favor of the primary motion as amended. MOTION CARRIED AS AMENDED.

5. MINUTES APPROVAL

A. Vision Workshop February 12, 2016 and B. Regular Meeting February 23, 2016.

Mr. Childs moved to adopt the February 12, 2016 vision workshop minutes and the February 23, 2016 regular meeting minutes as presented. Ms. Mabry seconded. All voted in favor. **MOTION CARRIED**

6. PUBLIC COMMENTS – Agenda Items Only. (3-minutes per speaker)

There were no comments on agenda items.

7. COMMUNICATIONS

A. Executive Director Ray Fontaine, and Deputy Director Gail Emory, Horry County Council on Aging.

Mr. Fontaine expressed concern about parking issues at the South Strand Senior Center that has been located at 1032 10th Avenue North since 1996. Since the adjacent property was sold, the new owner has blocked egress across his property to the back of the building where there is parking. Parking for the center has reached critical mass. Seniors have diminishing driving skills and have difficulty navigating a 360-degree turn to leave the way they entered, instead of driving out across the neighbor's property. Discussions are on-going with the town administrator. Mr. Fontaine understands the road is maintained by the South Carolina Department of Transportation (DOT.) DOT has sent a memo that the angular parking in the front of the building is illegal, so that limits the parking even more. There is enough space on the south side of 10th Avenue to park six cars. At best there may be between 18 and 20 spaces, which depending on the day may be sufficient. The Horry County Council on Aging is an independent agency with limited resources. However, the Council is willing to partner with the town to resolve this problem, because so many seniors use the facility there has to be enough parking to accommodate them. The Council does want to keep the center at this location, but parking is a dire problem that affects the safety of our seniors.

Mr. Stevens said Town Council had tried to address this by asking the public works director to contact DOT, because it is a state road. Determining whether parking would be allowed along the street was one question. There was also a suggestion that the entrance on the right side of the building be made wider. He did not know what could be done at this time. It would be a good cause, if the town spent the money. He did not know whether Horry County would contribute.

Mr. Fontaine appreciated those comments, but from a fiscal point of view, the Council on Aging will and can participate financially. They are asking the town to be aware of the problem and perhaps help in the quest to resolve the problem. The Council on Aging can pay for paving, but needs the appropriate permission.

Mayor Samples said that staff was given direction at the last meeting to contact DOT with these questions. Ms. Fellner said a response was received; details will be provided during her report. He hoped Mr. Fontaine would stay to hear that report. Mr. Fontaine said because the Council on Aging has been around so long, they have some very strong contacts at DOT and would be happy to contact them, if it would help. Also, the Lieutenant Governor is over the senior programs, and he would be happy to help. Just let him know what to do.

Mayor Samples thanked Mr. Fontaine for his comments.

B. Administrator's Report.

Ms. Fellner reported:

<u>Parking Rates.</u> I wanted to take a moment to clarify the parking rates since there have been numerous stories in the media. First, the new parking rates will not be in effect until after second reading tonight if council approves them. Initially, there seemed to be some confusion and the new rates were posted on March 1st but by close of business on the 2nd all equipment and signage reflected the prior year's rates. I also stated to the press that Town Hall would be happy to reimburse the extra \$.50 for any vouchers turned into us for that time period.

Solid Waste Authority Extended Hours. I also wanted to take this opportunity to express my thanks to Tyler Servant, our Horry County Council Representative, who arranged a meeting with Mike Bessant and Danny Knight of the Solid Waste Authority, which included Director Adair, Mayor Samples, Councilmember Childs, Councilmember Stevens, and myself. It was made clear that since no other haulers are interested in later Saturday hours, they do not want to change the current schedule. What they will agree to is for the town to pay \$675 per Saturday (i.e., \$225 per hour) to tip loads on the agreed upon dates during June, July and August until 5:30 p.m. The landfill premises would technically be closed, but would receive Surfside Beach trucks through the side entrance from 2:30 to 5:30 PM. This would mean our trucks could start later and finish before 4:00 p.m. to make it to the landfill before it closes. Director Adair will be tweaking timing, etc. throughout the summer season. If we did all three months, the expenditure to the town would be \$8,775.

<u>Financial Accounting Excellence Award.</u> I am happy to report that the town received a Certificate of Excellence in Financial Reporting for the fiscal year ended June 30, 2015 from the Government Finance Officers Association. The Certificate of Achievement is the highest form of recognition in governmental accounting and financial reporting and its attainment represents a significant accomplishment by a governmental body. A big thank you to Director King and her staff who do an amazing job each year with both the budget process and all of our other financial records.

 10^{th} Avenue North. Regarding the 10th Avenue North requests to SCDOT to post speed limit signs and the possible granting of an encroachment permit to install approximately 10 paved, parallel parking spaces on the south-side of the street opposite the senior center in the right of way their response was no to both requests.

1. Mike Bethea of SCDOT stated that this is a fairly short section of road with stop signs on both ends so he would not recommend this.

2. He felt that the statutory speed limit of 30 miles per hour applies and should be enforced.

3. He also stated that parallel parking spaces across from the senior center would create a safety hazard with motorists stopping in the travel lane and backing up to park and opening their doors adjacent to the street.

4. He further stated that the existing angled parking in front of the Senior Center should not be allowed as it is angled in the wrong direction so motorists are backing out into oncoming westbound traffic. This is an item that will require a remedy.

Ms. Fellner will meet with Mr. Fontaine. We have worked with DOT in the past to allow perpendicular parking. There have to be some measures that can be taken. She received the DOT response this morning, so there has not been time to investigate. She hopes we can make this work. There is no better cause than this, and we will give it every single 'brain cell' to try to come up with solutions that DOT will accept. I will report back to council on this.

Consensus Items. There were no consensus items.

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Responses to Public Comments.

Comment: Could the names of new businesses that open in town be communicated so residents could welcome them to the community?

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to the town's email subscriber list once a month.

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Response: We are happy to do this for non-homebased businesses. The information will be sent

Comment: The town ought to pick up the trash daily like at Disney World. Response: To keep expenditures low, the town picks up garbage based on usage needs. Currently, there is no need to escalate the level of pickups to a daily level throughout the town.

Comment: The town was thanked for supporting autism month and asked that we continue to help educate others.

Response: The town agrees that education is an important part of supporting this effort and has partnered with Ms. Becky Large to provide training to interested local businesses and some town staff members.

Comment: Why are there no other cable options in Surfside Beach?

Response: Cable franchise agreements are made at the state level and the town has no jurisdiction concerning these matters.

Comment: The town is losing police officers and we need to pay them more.

Response: Staff made the organizational committee aware of this problem in late summer and recently brought this issue back for consideration. The committee will make recommendations concerning this to the full council at the budget workshop.

Two other statements were made, but no follow-up or response was required.

Mayor Samples said it was very important to notify the public regarding the sanitation changes. He understood a mailing would be sent this week. Ms. Fellner said yes. Mayor Samples said the trash day for the north end will change from Monday to Wednesday. Recycling will change from Thursday to Friday. This measure is necessary to avoid additional expenses as we incurred this past summer in picking up trash in the commercial rental district on the boulevard. The plans are to pick up trash on the boulevard on Saturday, which tends to be the check-in/check-out day. A pickup will be done on Monday, because the maids clean after the tenants leave and they put out additional trash. Also incoming visitors shop for the week and fill the cans. Then trash will be picked up again on Thursday. Those three daily pickups in conjunction with the Solid Waste Authority staying open later on Saturday should enable the town to avoid \$20,000 in overtime incurred last year, and avoid the perception that we have vermin running around the beach. This is not a decision made lightly, because Town Council recognizes longstanding habits of pulling out trash curbside on Sunday have been in place for many, many years. Mayor Samples said I did want to make it clear. Public Works will send out letters, and with the help of the media, the word can be spread. Undoubtedly, as with any change, there will be some that forget. The object is to keep the ocean front clean in the summer, which has been an issue brought before council during the past few years.

Mr. Stevens said Tyler Servant, the town's Horry Council District 5 Representative, met with him immediately on February 15th the same day as the task was assigned to him. He asked everyone to thank Mr. Servant who helped arrive at a solution for the trash pickup and delivery to the landfill. Mr. Stevens also thanked Mr. Childs for contacting some of the other county councilmembers, and also, Councilmember Paul Prince from Loris, who assisted by speaking with Director Knight at the Solid Waste Authority. The Bible states, 'ask and ye shall receive.' The town asked, and we received a good return from Mr. Servant and the Solid Waste Authority. It was a positive reaction that will help us eliminate the problem with trash forever.

Mr. Childs thanked Mr. Stevens who got the 'volunteer job,' which he handled well.

Mayor Samples said one of the mayor's jobs is to recognize talent and delegate issues to the right people to get it done. We have gotten it done; we're going to try it out. There are costs involved, but at about half the amount anticipated had the town maintained the four times a week pickup like was implemented last year. Ms. Fellner said that was correct and added that the new pickup schedule will start April 11th. Mayor Samples said business is good in town. We are a family beach town, and we fill a special niche. Building continues on Ocean Boulevard. We must be doing something right, because people love to come here and spend their annual weekly vacations here. We're proud to have them. Those tourists help pay the bills and drive the economy.

Mayor Samples thanked Mr. Fontaine and Ms. Emory for attending the meeting and told them to be safe going home.

8. BUSINESS

A. Second Reading Ordinance #16-0822 to amend Section 9-9 Charges to increase parking fees, Administrator Fellner.

Ms. Fellner presented the decision paper and ordinance, copies of which are on file.

Mr. Childs moved to adopt second reading of Ordinance #16-0822 as presented. Mr. Johnson seconded.

 $\,$ Mr. Childs thought Ms. Magliette's comments made during the public hearing "hit the nail on the head."

Mr. Pellegrino said Mayor Samples just explained how tourists like to spend their week of vacation here. This is just another fee piled on top of the tourists who already drive our economy and pump hundreds of thousands of dollars into our tax base. He would not support the ordinance, because he thought it would leave a 'sour taste' in the tourists' mouth.

Mr. Stevens said he was torn over this matter, but after speaking with many people, he concurred with Mr. Pellegrino. He had spoken with five rental companies who all said their rates had not increased in the last three years, because of the competition in the area market. He believed this action would price the town out of the market. The revenue would be great, but there are people who shop the pier area stores. He believed the increase would hurt those businesses. If you spend two hours eating at a restaurant, and spend four dollars on the parking meter, that would be the tip for the waitress.

Mr. Johnson said first of all, the people that rent homes in Surfside Beach for their vacations would park at the rental home. They would not drive to the parking lots and pay fees. Number two, I have to lay it on the hands of administration, we have been told that this in line with all the other municipalities along the coast insofar as price. I really don't see a problem with it. If another 50 cents per hour is going to make or break you, maybe you should stay home. I don't mean that in a bad way, but seriously.

Ms. Mabry reminded everyone, because she thought this was very important, that the 13th Avenue South parking lot, which is very large, is still 50 cents an hour. I think that is very important to be able to have families come to our beach and have an affordable place to park. Fifty cents an hour is not burdensome. Two dollar parking is really premium parking that is right on the beach, so that is what we call the most expensive property. She had called Myrtle Beach. They have higher fees, two dollars an hour is average. Council did insist that the 13th Avenue South parking lot stay at 50 cents an hour so that we would not be burdensome and that families neighboring the town were welcomed to come and enjoy the town's beach. There is an issue; base pay will have to be raised sooner or later for our policeman, and there are some things coming up. The town simply needs the money. This is one way to get it. The town has less than a three minute response time. The police officers are on the beach all the time. That does not happen in other towns. Our lifeguards, our ambassadors, can call in, and they are in there in a minute. So, we have safety equipment that we bought that other towns don't have. We have quick response from our fire and police department that other towns could only dream of. These things are

expensive items. This is one way to help us maintain that level of service. As long as we're not being overly burdensome, I think we can go with this. I would not like to see it go higher, but I think since we are in line, it will be fine as long as the 50 cent parking lot is available.

Mayor Samples said for the benefit of those economically-minded, the town offers for its neighbors an annual parking pass for \$100, which amounts to a dollar a day for unlimited parking during the 100 days of summer. There are options that the town offers. None of the fees affect town residents, nor does it affect non-resident property owners. It is a charge to visitors, and we hope they like it so much that they decide to join us in this wonderful town in which we live. In the meantime, we need to maintain the level of services that we have. It costs money to build walkovers, and to keep the beach clean. We do a [very] good job of it. This past year the town established a new parking lot at 4th Avenue North in a public/private partnership, which cost money. Parking fees are a source of revenue.

Mr. Childs pointed out that there are still lots that are \$1.75 an hour along with the 50 cents an hour lot.

Mr. Pellegrino challenged everyone who did not think the tourists used the pier lot to look at the license plates this summer. It's a long commute from Ohio, or New York, or Pennsylvania. I don't think they are commuting just to go to a restaurant and then go home. There are a lot of plates from the midwest and up north. We do have great services. We have great public safety. But the second homeowners and tourists are already paying for that. This is just one other fee we are adding on. Municipalities all over, or government all over, love to just add fees and add fees. Anyone who flies Spirit Airlines out of Myrtle Beach knows what fees are all about. I'm sure every time you get some little fee, you're not happy about it. It's going to leave a sour taste in tourists' mouths, and I hope it is not enough to keep them from coming back.

Mayor Samples agreed and hoped not. He was looking forward to a continuation of the last few years where we have had very, very good summers, and thank goodness we have.

Mr. Stevens asked what "various transaction fees" were. Ms. Fellner explained those were fees associated with using your mobile phone to pay for charges with a credit card. Mr. Stevens said a person using a credit card would pay more than two dollars. Ms. Fellner said that it always had; the transaction fee would not change. Mr. Stevens repeated that a person staying at 16th Avenue South would probably drive to the pier, although they are already paying for their rental home. That is why he cannot support the ordinance. Ms. Fellner said she spoke with both tenants, Surf Diner and Pier Outfitters. Neither of them had any problem with the increase. Mr. Stevens said they must have told her a different story; they told him something different. He would support a smaller increase, but he cannot go with two dollars.

Mayor Samples, and Councilmembers Childs, Johnson and Mabry voted in favor. Mayor Pro Tempore Pellegrino and Councilmember Stevens voted against. **MOTION CARRIED.**

B. Business Committee Appointments (2 vacancies), Councilmember Stevens, Liaison. Volunteers: Mr. Chris Fisher, Mr. Michael LaFramboise, Mr. Daniel Sitter, and Mr. Cabel Young.

This item deferred to executive session, see #4 above.

8. TOWN COUNCIL DISCUSSION – Any matters of concern or information to be discussed.

Mr. Stevens hoped that everyone attended one of the Federal Emergency Management Agency (FEMA) Flood Map meetings. The FEMA maps show that despite what we were told the flood area is not going to Highway 17. As a matter of fact, it has actually decreased. The Town of Surfside Beach had 1,180 parcels removed; 257 were added. That totaled 923 taken out of the flood plain. Almost every beach area in Horry County had a reduction in the number of parcels in the flood plain. The story that we were going to be flooded all the way to Highway 17 was proven untrue by FEMA. The business committee met on the sign ordinance and made several recommendations. He did not know if the planning commission has

discussed the recommendations. Ms. Fellner said the planning commission has not met on the recommendations. Director Morris will present them.

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Mayor Samples said in regards to the new FEMA maps and the flood lines, the fear among all the communities along the coast was that when the new maps were published, they may take an easy solution and just move the line to Highway 17. However, FEMA did not do that. The parcels were actually were surveyed using GPS modern technology to create the new maps. It was a significant in making properties more marketable, because properties in an AE of V special flood hazard zones required either a cash purchase or the lender required a flood insurance policy. Over the course of the last several years, the Federal Government has been gradually reducing the subsidy amounts for flood insurance, along the range of \$25 million. The reality is that the town is in a very good position at this time. Much better than most people involved in the matter expected. Mayor Samples said as a result of that good news, there are actions that I would expect the town to take in the near future to revisit some of the requirements that were put in place under the Community Rating System (CRS), which might make it more advantageous to present property owners or future property developers in terms of improving their homes. We are a long way from that, but since the news was not terrible, and we have a thousand properties that are no longer in those special flood hazard zones, the point is we need to be sure that we don't have overkill going on in some of the X zone areas. We don't want to unnecessarily drive up the cost of new buildings, commercial enterprises, or homeowners by requiring them to meet codes that may have made sense had they been in the special flood hazard zone, but no longer makes sense because they are not in a special flood hazard zone. Ms. Fellner said the CRS committee is required to meet once a year; a number of items will be reviewed at the meeting. Mayor Samples said that was good news.

Ms. Mabry wanted to point out for information that the CRS committee meets once a year. We don't want it to be political. I have talked to Ms. Morris, so it will be after the election to keep the politics out of it. That is the way it should be for anything that we're gonna do that's major. In the meantime, May is when we are supposed to get our formal notification of the drop from a nine to a five, which is significantly lowering many, many peoples' flood insurance premium. I talked to Ms. Morris today to make sure how we were going to get notification out to everybody that it came in. Every homeowner will get a letter that you can take to your insurance company. That will be sometime in May, and then you show that to your insurance company to get your deduction. I've talked to several people who said they would actually be saving about \$1,000 a year. That is significant, because as you know, your flood insurance has continually been on the rise. You haven't seen anything really that you could take off. Now you can. These letters are very important. I've talked with several people who said that it would be devastating if we lost our rating system, which is right now at 25-percent [sic], it was a five. Many people in town that didn't have flood insurance might be more apt to get it. The ones that do have it will see a significant difference in the flood premium. This is major. If you want to be business friendly, then this certainly a way to do it. I mean it hits everybody in their pocketbook, and that's the main thing. So, our residents will be able to take advantage. Our second homeowners are going to be able to really take advantage of this. Making your property worth more is when you go to sell it [sic] and when I say worth more, I don't mean worth more in dollars and cents. I meant an easier sell, a more attractive sell. You certainly don't have this in Horry County. Let me make sure you know you don't get this benefit throughout the county. This is Surfside Beach only.

Mr. Childs said another good point was that earlier in the year, they were talking about the flood insurance premium would equal the wind and hail in a very short time. Everybody here that's paying wind and hail can understand how dramatic that would be. That's another good point. It's not going to raise that.

9. PUBLIC COMMENTS – General Comments. (5-minutes per speaker)

Mr. Mike LaFramboise, Joker's Cycles. We all know who I am. We all know what's going on with the signage. I have a couple of questions, and I want to bring something to the board, and again, no disrespect. Is there anybody in this town that does not want Joker's Cycles here? I'm asking the council. I'm asking the residents, and the businesses, because right now I'm feeling a little singled out. I feel I'm being discriminated. I feel that what happened yesterday was totally unreasonable. I spent many, many hours with the business committee, coming to these meetings here in the council, and I feel like I've been

thrown under the bus. Back on January 26th, in the last meeting, and if I remember right and, correct me if I'm wrong, Ms. Mary Mabry, before January 26th did you and Sabrina come to my store in the morning and have a conversation with me about my signage?

Ms. Mabry said she could not answer, it was not allowed.

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Mr. LaFramboise. Okay, anyways, on January 26th Town Council discussed the business committee about having, going over the sign ordinance. From that point, I think me and other businesses thought with that being put in the hands of the business committee, a lot of things were put on hold. Everything was put on hold, except for my shop. Yesterday, I got slammed at 1:51 p.m. to rip my signage down off my windows by the end of the day. How is that reasonable time for anybody? I'm gonna tell my customers I'm not gonna work on their bikes and take care of them, because I've got to rip signage down, because Surfside doesn't want to do the right thing. I thought this whole thing was to be able to be more friendly and business friendly. If you guys don't want businesses here, don't allow it. But this is just unheard of. I've got pictures showing businesses. When I asked the zoning department that stood in front of my shop issuing me a citation if other businesses were being taken care of as I am right now? The business next door. The business down the street. The business down the road. Are they gonna have to take their stuff down within half a day? They didn't want to answer that. The reason is, because they are not doing it. What's fair is fair. What's right is right, across the board for a two mile stretch. You can't single out one business. I've done nothing wrong to this Surfside city at all, besides clean up that corner and provide a service for customers. I get a lot of business, because I'm there. I'm bringing in business for Surfside. People that come to my store, they go to the restaurant next door or to the consignment shop. I don't know what's the deal here? I mean seriously. I've pictures, if you guys would like to look at all the businesses. I've got pictures of my business before. I've got pictures of my business with the windows, and then I've got pictures with my business now, because I didn't have ample time to pull my signs down off my windows, because the weather was cold. I don't know if anybody ever tried to pull tint down in cold weather. So, I put wood up. They came today and tried to give me a fine for signage on windows that are not there no more. It's my right to board 'em up, if I want to, or don't have any windows. The police officer that came with Surfside zoning, he agreed with me, because they turned away, because I wouldn't sign the paper. There is no fine if there is no window. Your zoning department wanted to walk in my store and see if the signage is still on it. Well, you don't need to do that. It's still there. But it doesn't matter, if it's behind something, it's not facing out. I asked and I personally called Sabrina and said would you give me ample time? Just give me to the weekend until Sunday when I'm not working on peoples' bikes. I'll rip everything down. That's fine. You know what she said? No. I'm done with this. Either, either help us or don't. I wasted hours, weeks after weeks. What is the business committee there for if they can't do anything? I mean, as far as I'm concerned, and I think people that were here, it was to be put on hold. That's why the Pavilion didn't get nothing. She had a paper that stated if she didn't have it down that week of the 20th of January she would get a fine of \$1,092.50. She didn't get it. She was five days after me. So, if we're over 30 days, why didn't I get it in writing? (Time ended.) Mr. LaFramboise showed photographs to councilmembers.

Mr. Ray Arsdale, Surfside Bar and Grill (formerly Borgata.) Again, I stand by [Mr. LaFramboise]. I stand by all the businesses. This town is terrible for businesses. If I had known this town was this bad, I never would have bought the Borgata. I am stuck with it now, and I am this close to trying to sell it, because this is not business friendly. You are trying to drive business out of this town. Again, fined, just like Mike got, for hanging sign outside that's trying to draw business into my business. Why? It's insane. A hundred dollars a month for my sign? A hundred dollars a month for my tables? And you're trying to drive business into this town? It's, it's insane.

Mr. Brian Collins, Double Eagle Drive, Deerfield. I have also notice all of these signs along the whole strip that are blocking windows and stuff like that. But, it's advertising, and it helps me. I ride a motorcycle and it helps me visualize and know that, hey, I can get a good deal over here. Hey, I can do this. It's not just some little rinky-dink sign trying to make the place look pretty. Ms. Mabry, you stated, that law enforcement eventually needs more money. I've also looked on the website, and I've noticed that you guys plan on rebuilding a bigger police department, which is all well and good. I do believe we need that. Don't hurt the businesses by coming up with these ridiculous things about signage, when all they're trying to do is bring in that money so that all of us, you know, we all pride ourselves on getting along and

being a tight-knit unit that is known as Surfside. Let's stay that tight-knit unit and let's help businesses. People that have started from the ground up. Mike has literally started from zero. I have seen it, and now he has more than \$1 million worth of equipment sitting in that shop all that benefits me. To help me get to work, to and from. If something happens to someone's motorcycle or even someone's car, sometimes he's able to do some of that work. And like I said, it helps me live here. It helps me feed my children. I just ask that we not go after a business to better another business; to better a government. Government, if we really need the help, we really need the funds, we can ask the federal government. We need better police equipment; we need this; we need this. They have money for that and I believe that we could get that. I just ask that you please not take anything from these businesses, from all the Surfside businesses. They are here for our benefit, and these businesses wouldn't have come here to help us all out.

Mr. Jim Fassett, Seaweed Court. I'm a customer of Mike's over at Joker's Cycles. I need to say that I'm a relatively new resident here; a year and a half or so. If it weren't for his signage, I would not have known he was there. It's bright. It's colorful. It's not bad; it's good. I sat at the Sundowner this afternoon with a friend and looked at all the signage up and down the road. There's signage everywhere. Laws are fine. Requirements for signage are fine. But make the same requirements for everyone. If Mike can't do it, then neither can anyone else. If Mike has to do it a specific way, fine. Let him know, and give him time to change it. But don't just arbitrarily say, ugh, that guys a biker, let's bust him, because there's a lot of us around here, and we spend money. Lots and lots of money. Mike pays business taxes, I'm sure, to this town. Don't drive him out. We all need him.

Mr. Larry McKeen, 6th Avenue South. I'm not gonna talk about signs. But, I am gonna talk about something that was in the council meeting, the last meeting, which I was not here for, because I was on vacation. It reflects the council, I think, and it's a, someone claimed that the mil rate of taxes in this town has been raised 11.2 cents [sic] in the last two years. I found that kind of shocking being a new resident here. That means that the tax rate before it was raised 11.2 cents [sic] was 35 cents [sic]. I went back and looked at the records, and this is not the case. You know that 11.2 percent or 11.2 mils would be a 35-percent increase. As it turns out, if you look at the county records and the records here in town, the tax rate in 2015 was 46.2 mils; 2014, 46.2 mils; 2013, 40; then it goes 40 all the way back to 2005 when it was 55. In no time has it been below 40 in the past 25 years. It was much, much higher. So, I just feel that somebody who publicly makes a misstatement about numbers it should be brought up so everyone knows it's not true. You can count on me to look at numbers in the future. I'm a scientist. I love data, and I'm kind of like that fact checker that you see on TV after these debates. I'm gonna be that guy as long as it has to do with numbers. Thanks.

Ms. Diana Taylor, 7th Avenue North. Well, before I say what I was gonna say, I actually think that the Joker's Cycle location is perfect. Does everybody remember how bad that corner looked? I think his signage is stunning, and I have driven through Myrtle Beach, and they have some lousy signage on their businesses. I welcome you (*turning towards Mr. LaFramboise*.) I would personally like to thank Debbie Ellis for such a wonderful bar-b-que festival Saturday, and would also like to thank her for the tent she provided and installed for the beautification committee. We gave out over 500 wildflower seed packets, and I was privileged to visit with many guests in our town. They all commented what a great day for Surfside. Well, done, Ms. Debbie. Thank you.

Mr. Mike Holt, North Yaupon Drive. Maybe too little too late, but I want to talk about the parking. Although it's already passed, everybody fails to realize that when the rates go up that a lot of those people instead of paying they're just gonna park on the street, which, then that affects me. I think this is where the confusion comes in. I'm on the corner of Yaupon and 3rd North, and when we built there, it was explained to us that 10-feet easement on the road was for people to park. Okay, that happens on 4th of July when it's busy. But, this week I had to have work done at the house. The enforcement guy comes along and he writes a fine for all the contractors that park in front of the house. You can't park within 10-feet of a driveway. So now, do I tell all these people from New York when they come to visit to park in my yard, you can't park there, or I mean, can they park in front of my house? Or, can they no longer park there, do you understand what I mean? It's just not real clear. But, also, if I have my driveway cleaned and I decide to park on the road, will I get a ticket for parking in front of my own house? Or, if I have company, and they can't park in my driveway, and they park in the easement area, are they subject to get a ticket? You know, they change the rules (**), and maybe, I'm not sure who is in charge of all that, but it's

just real confusing. I don't know what to tell my company when they come. Don't park on the road or what.

Mayor Samples said don't park on the road. He said this was an old rule. He, too, had been at a party when he was asked to move his car after a neighbor called and complained. With respect to workmen, and contractors, on Ocean Boulevard we recognize that the landscapers will be parking on driveways, and sidewalks, and they put up warning cones, so they can get their work done. He encouraged Mr. Holt to speak with the administrator who could provide more details on this everchanging parking matter, which the town has addressed over the course of a long time. Mayor Samples apologized saying that he should not be responding, but one of his concerns about paid parking was that people would go back into the neighborhoods to park instead of paying the meters.

Ms. Ruetilla Ford, Sparrow Drive. I'm not gonna get on the signs and the parking. I'm getting on the hot-rodders. I need more police protection on Sparrow Drive at night than we have now. We have hot-rodders that tear my mailbox down. I've moved it and it's been hit twice again. They use it for a drag strip, and I think we need more police presence at night in that area. Thank you.

Mayor Samples said thank you and he agreed 100-percent with Ms. Ford. We need more presence from $10^{\rm th}$ to Melody Lane and the side streets. He was sure that staff could make that happen.

Mr. Lee Zulanch, Benjamin's Bakery. I'm a member of the business committee and I'm embarrassed to be here. I watched this business and other businesses bring concerns to us, and we had the Mayor, Councilman Stevens, worked with [Ms. Fellner], etc. and while I'm not political, and I'm very personable, I'm amazed that it could escalate to this point. I'm very aware of like social networking, and I happen to catch the feedback that Joker's Cycle had on Facebook. There is a, I'll just say, a multitude of comments following his exasperation that said Surfside sucks. Not business friendly at all. When you all asked us to form the business committee, the purpose was so that we could say that Surfside is business friendly, and actually be business friendly. I'm not sure the inner workings of how everything works, and honestly, I never want to know, but I'm just amazed at how this man has literally come to every meeting, everything, saying he'll do whatever as long as it's fair, and for him to get to the point where he's ripping things down or boarding up, it's embarrassing to me. It should be embarrassing to everybody in this town of how we've handled this, because as of today, I cannot say Surfside is business friendly. At least not how we've handled this. Thank you.

Ms. Patricia Magliette, Harbor Lights Drive. Hello, again I'll make this short and to the point. I understand that there's concern about signs looking nice in our town. Well, when you really think about it, as long as the signs are looking nice, we should be blessed and grateful that the signs also catch the eye of the people driving up and down 17. You want to build the business base. You want to have the businesses uber profitable. You want people going from here to Charleston and back again to North Carolina to say, hey, there's that certain place, and they do good business, and if they bring their business here and tell their relatives to frequent like the cycle place or the other businesses, then they might come down and decide to do vacations here. I think that you have the right idea to try and correct your signs being tactful. We don't want to get so stringent with our signs that they don't catch peoples' eyes and promote our town as a wonderful place not only to visit, but to get things done. To get your day-to-day needs met. I think maybe we need to look at our signage as a tool to not only promote, but attract lots of people so they get to know Surfside better. So maybe we need to rethink the way we do signage in this town as to be, yes, well looking, but also eye catching and just make people want to pull off of 17 and come in to see what we have to offer. I think we need to trade in blah signs for wonderful signs, and I think we need to really take pride in the different kinds of signage that we can have. I think as long as it's not a safety issue blocking traffic, we need to go ahead with better signs; not restrict signs as they are now. If it's good for the business, and it's good for the town, and everybody will be happy. Thank you.

David Reid, North Myrtle Drive. Now that the FEMA maps are kind a back where they are finalized, I was wondering if the town could may reconsider parts of this Chapter 14 that we enacted last November. Specifically for people that are not in a flood zone, if you're in X or a business man up on 17, I don't see the need for having to build three foot high. You talk about bringing business into town, if you had a vacant lot up there, a business man wants to come in and put something up, do you think he's gonna

want to be three foot high and do ramps? Probably not. People who don't live in a flood zone with existing home, if they wanted to go in and do an addition, if it's substantial amount of money, their existing home is down here and their addition is gonna be up here; almost like a split-entry level. Anyway, I'm just hoping that maybe the town might reconsider some of that in the future.

Mayor Samples said that was what he was suggesting earlier in the meeting.

10. TOWN COUNCIL COMMENTS

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Ms. Mabry said hi. First of all, I want to tell you that I spent an hour and a half with the chairman of the business committee yesterday. The reason I did that is because I wanted to make sure that this sign issue, how it was being addressed in the business committee, and I wanted to be more knowledgeable. Ms. Mabry said this council approved and, before I start, let me make sure, there's not one person sitting out here who cannot request that planning and zoning hear anything about any ordinance. So, you don't have to wait on council. If you think something needs to be changed, you go to Sabrina Morris or you go to the administrator and get you on that calendar. But, in the meantime, I have gone to the chairman of the business committee and I asked him about signs, because it was decided that they were going to sit down and they wanted to look over the ordinance and make changes to present to planning and zoning. That is the system here. We, planning and zoning will look at those recommendations. After they look at the recommendations, they will come before council. Mr. Truett told me that they had not gotten them ready to bring to planning and zoning as of yet. There was some tweaking that needed to be done. As soon as that was done, and I want you to, I want to reiterate, this is not council. This is going through the proper steps. Business committee will take care of it. They will make the recommendations. It will go to planning commission. If planning approves it or they want to add or subtract, then we'll see it. That's the way it's done here. That's the way it's done, I think, everywhere. So, these sign ordinances that are in place now are in place now [sic.] If we don't want any sign ordinances, if the community says everything goes, we want anything out there, then you know what, I guess you can have anything. If you want it a certain, if you want an ordinance then we'll have an ordinance. But, if we have an ordinance, we have to enforce it. But, whatever the ordinance is you have to get a permit. Let me make sure that's clear. You have to get a permit. When you get a permit, then you'll know whether you have a legal sign or you don't. What you get fined for most of the time is not having a permit. But, there's, anybody can go to that business committee. Anybody can make any recommendation, and that is perfectly fine. Anybody in this audience can make a recommendation. So, I don't want you to sit up here and think that we say this is what; no, that's what the ordinance says. If you don't like the ordinance, then we'll change the ordinance. But, whatever the ordinance is gonna be, you're gonna have to have a permit to get it. So, when you put up an illegal sign without a permit, and I'm not saying anybody in this room did, I'm just saying if, if anybody put up an illegal sign, did not have a permit, you're gonna get fined. Or, we'll just let it go and nobody, then you can just do whatever. So, you're either gonna have a set of laws or you're not gonna have any at all. Personally, I will go with whatever the business committee and planning and zoning committee like. They're the stakeholders in the town. The planning and zoning commission are the citizen stakeholders. They represent the citizens. They represent the town. So, when they bring back recommendations as you all know, I'm very quick to adhere to their recommendations, because I feel like they're the eyes and ears of the citizens as a whole. But, I want you to know that we definitely are not singling out anybody. I did go over to [Mr. LaFramboise's] shop because I was proud that he was here. I still am proud he's here. I've sat up on this dais more than once and said that I'd like every single business in town to be a millionaire business. I mean that from the bottom of my heart. So, I don't think that [Mr. LaFramboise] can say on my part that I didn't welcome him into town, because I made sure that he was welcomed into town. If there's any more questions, we cannot answer them while you're talking. I can't, but I certainly can answer them after the meeting. So, thank you for coming and we'll see you in a couple of weeks.

Mr. Stevens said I'm going to put this in perspective so you can understand how it actually is. The town of Surfside is two miles long and one-half [sic] mile wide. Our sign ordinance is 26 pages. Sammy Truett, the chairman of the business committee, got towns from all the way down to Sullivan's Island all the way up to New Jersey. The average was ten pages of sign ordinance. We have gone through these ordinances and looked at them very closely. The main thing we need to recognize is that businesses, whether it's on the beach or it's on Highway, bring in 85-percent of our revenue in normal times. Over

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90-percent of our economy is booming. The revenue is something we need to think about. Now, the business committee, Sammy Truett, if he was here, he would tell you we're wanting to have a sign ordinance that we don't have junk out there. We have nice signs that are professionally made and the people can advertise their businesses and they can pull in those people that are riding by on 17 every day. That's basically where most of the business, I mean, you go down to the beach, you've already got your, picked out your place, you picked out Garden City Realty, Surfside Realty, Dunes Realty, or Old Colony Realty, or whoever it might be. You know where you're going to stay. But on 17 that's where people are travelling. They have to make their, they have to get their customers in the door and do what's necessary to make business or else they go out of business. A good example, we recently budgeted to pave frontage road between BB&T and the Peggy's Antiques, which is down in front of the flea market. I went and basically rode down and counted every business. There is 20-percent of those businesses empty. Just in that on stretch. That's not the whole town. Mr. Stevens said ten out of 51 were empty; 20-percent of the businesses. When we get the businesses on 17 full, and we've got businesses pulling in revenue for the citizens, let's face it, if we had to live of what the regular citizens live, pay in taxes, they live here year round, we'd make it about three to four months. Then we'd be belly up. We have to use common sense whenever we do something. It's plain as day. If you use common sense, you can come out with, and the business committee is working on this very hard. They're trying to make good laws for the signs. We're gonna send it to, I see some of the P&Z out there, we're gonna send it to them. They get a chance to go through it, and look through it and give us their feedback. Then it'll probably come back to council. I don't know where else it goes after that. Eventually, we'll have a good solid business friendly sign ordinance. We have to use common sense when dealing with businesses no matter what we do. Thank

Mr. Childs said I attended one of those business meetings and I guess very boisterously encouraged them to get with planning and zoning, and by all means, when the date is set for those, please everybody must show up. There's so many of these committee meetings; nobody shows up. If you have a real concern, everybody show up. Have everything that you need ready to talk to P&Z. They're, I'm certainly sure that they'll be sympathetic to your wants and needs you have. So, I hope this will happen sooner than later. I kind of thought that maybe it would happen sooner than now, since it's been at the forefront for such a long time. But, just make sure everybody gets there. You'll have plenty of notice, and just bring everything you want them to hear. They are very sympathetic to your wants and needs. Thank you.

Mr. Pellegrino said thanks for coming tonight. I'd like to thank Mr. Stevens. We challenged him with a task to increase the hours for the landfill for dumping, and he did a great job. He got a group together and he got us back not only information, he got us back something we can use, a tool we can use and improve our situation. So, thank you for that effort. As far as, everyone's talking about the business issues we have, and Surfside Beach does a lot of things great. That's why we all moved here. We have great amenities and great services. But, there are also parts of our organization that we can improve on, and we have a good relationship with a lot of businesses, but obviously, we have challenges with others. I don't think there's anyone up here who hasn't talked to staff recently about some of these issues. I own my own business, so customer service is critical. When I hire an employee, I tell them the only thing you can get fired for without warning is a customer complaint that's obviously valid. It's a serious thing and we do follow up, obviously, with all these situations. We haven't come up with the right solutions, yet. But we are working on 'em, and it hurts me to hear all these comments about negativity, because we do, like Mr. Stevens said, we have a ton of empty storefronts along the 17 corridor. I personally feel a lot of this, a lot of our reputation is part of the reason for that. So, we are working on it. We will improve. We just need to keep moving forward. But thank you very much for bringing your comments to us, because it always motivates us to move faster. Thank you and have a great night.

Mr. Johnson said thank you all for coming out tonight. Great crowd. I would like to thank first of all Debbie Ellis for the good job that she did at the bar-b-que festival, and the wing festival on Friday night that there weren't a lot of people there, but apparently they ran out of chicken wings. It was a great weekend. The weather was cooperative. I would like to thank Larry McKeen for his comments on the millage. That was spot on. Thank you very much. As far as the signage goes, signage has been an issue in the Town of Surfside Beach for at least the past 12 years. It's one of those issues that we have never been able to wrap out arms around it, and come up with a viable solution. Hopefully, we can do that in the near

future. As far as the CRS requirements go, I think that the town does need to look at some of those requirements as far as the elevation of the buildings go. We heard a lot about flood insurance tonight, but I'm the only South Carolina licensed insurance agent sitting up here tonight. So, I know a lot about flood insurance and it's all in the Federal Government's hands. You can't do anything without their approval. Hopefully, if there are good changes in your property, if you are already in an AE or VE zone, it may be up to 24 months before you see a decrease in your rates, but hopefully that will come sooner than later. Again, I would like to thank you all for coming out. God bless you. See you next meeting.

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Mayor Samples said Town Council sent the sign issue to the business committee, I don't know when, a month ago maybe. I know that the business committee has convened at least twice, I think, on the matter. Mr. Stevens said three times. Mayor Samples said three times. Thank you. Three times on the matter. At some point we, perfect is the enemy of good enough. You need to move something forward from that committee to the planning commission. And I will say this, the planning commission recommends, but whatever comes out of the planning commission, I think council owes the community, we need to see what was submitted by the business committee and what comes out of the planning commission. The fact of the matter is as you say signage has been an issue for many, many years, but I'm gonna just make this comment, up until very recently, we didn't seem to have issues, many issues with signage. Businesses seemed to co-exist quite satisfactorily with the signage that was in place. I'm not being critical of staff, but I am concerned that perhaps priorities are misplaced in terms of what the real serious issues are in this town. I can tell you that Ms. Ruetilla Ford who left here earlier lives between 10th Avenue South and Melody Lane, and that that is the older section of town. From her standpoint some of the priority issues need to be looked at within the communities and the neighborhoods themselves to try to raise the level of you can call it aesthetics, but you can also call it it's the same thing that they did in New York under Mayor Giuliani, they went out and when there were broken windows, and there was trash they made them clean it up. Personally, I think that's where our priorities are. Obviously, we want to support the businesses. That goes without saying that we do. But, it means the approach has to be customer service friendly, and I hear too many stories. I don't keep logs of the phone calls and precise complaints. But there are just too many of them. I know we've got a problem, and I'm not sure how that problem's gonna get solved, because I don't know if it's customer service training. I have asked at least twice in council comments that planning and zoning be looked at, to look for ways to remove impediments so that we can improve older properties, older housing stock, and I got nothing. Nothing has been sent. Now, I can't give direction, but I think council supported me when I asked for that. But, I still don't have anything. I know they are busy. We've got to work together. We've got to work together [sic.] But they have; I will say this, we all need to share the same vision that this is a wonderful community that we want to improve, but we are not a gated community. So, if you thought you were moving into gated community, guess what, the town never has been and it's never gonna be. The variety, the people, the differences. I think that's the strength. I think it's what makes us great. And I'm gonna say it again, I know I'm wrong. I know it's technically not correct, but Joker's Wild sits on a corner; 17 frontage, yep that counts as linear square feet; 2nd Avenue, nope that don't count as linear square feet. It's a metal building; it's a block building that's been covered in metal. Old metal. It's got two bays to do auto work, auto repair work, work on motor cycles, what have you... Come on, what are we gonna get? Are we gonna get a bank in there? Trying to get a toy store in there? No, we got what? We've got somebody who has gone in and invested money to make a living in town. Is he perfect? Did he maybe not know to get a permit? Yeah, that happens. He wouldn't be the first one, I can assure you of that. I can assure you that there are members who sit on this council who may be back in the day installed an irrigation system and they didn't get a permit. Okay, maybe did a little bit of work; they didn't get a permit. We've got to work together. We're not perfect. Okay, and so what I would like to see to make a long story short, is I would like to see the groups that we have tasked to complete their tasks so that we can reach an accommodation so we all can prosper and move on from issues which we know in our hearts when you drive Highway 17, some are and some aren't. That's all I'm gonna say. I see it. You don't see it. I don't know. I appreciate the hard work of the business committee and the business liaison. Now, it's time to deliver a product.

EXECUTIVE SESSION (Added by approved amendment, see Item 4 above.)

Mr. Johnson moved to enter executive session at 8:18 p.m. pursuant to the Freedom of Information Act Section 30-4-70(a)(1) to discuss the business committee appointments. Mr. Stevens seconded. All voted in favor. **MOTION CARRIED.**

739 740 Mr. Johnson moved to reconvene regular session at 8:28 p.m. Ms. Mabry seconded. All voted in 741 favor. MOTION CARRIED. 742 743 Mayor Samples stated for the record that no action was taken during executive session. 744 745 Mr. Childs moved to appoint Mr. Dan Sitter and Mr. Cabell Young to the business committee. 746 Mr. Johnson seconded. All voted in favor. MOTION CARRIED. 747 748 11. ADJOURNMENT. 749 750 Mr. Childs moved to adjourn the meeting at 8:30 p.m. Ms. Mabry seconded. All voted in favor. 751 752 MOTION CARRIED. 753 Prepared and submitted by, 754 755 756 Debra E. Herrmann, CMC, Town Clerk 757 Approved: March 22, 2016 758 759 760 Douglas F. Samples, Mayor 761 762 763 Robert F. Childs, Town Council David L. Pellegrino, Mayor Pro Tempore 764 765 766 Mark L. Johnson, Town Council Mary Beth Mabry, Town Council 767 768 769 Randle M. Stevens, Town Council Vacant Seat 770 771 Clerk's Note: This document constitutes summary minutes of the meeting that was digitally recorded. 772 Contact the town clerk for appointments to hear recordings. Bring a flash drive to obtain a free copy. In 773 accordance with FOIA §30-4-80, meeting notice and the agenda were distributed to local media and 774 subscribers on the town's email subscription list. The agenda was posted on the town website and the 775 entry door at Town Council Chambers. Meeting notice was also posted on the Town marquee.

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