



**SURFSIDE BEACH TOWN COUNCIL MEETING MINUTES  
EXECUTIVE SESSION MONDAY, JULY 10, 2017 ♦ 5:45 P.M.  
REGULAR MEETING MONDAY, JULY 10, 2017 ♦ 6:30 P.M.  
TOWN COUNCIL CHAMBERS**

**Executive Session – 5:45 p.m.**

Mayor Childs called Town Council to order at 5:45 p.m. Monday, July 10, 2017 for the purpose of entering executive session pursuant to FOIA §30-4-70(a)(1) to discuss the town clerk's performance review and salary. Mayor Childs, Mayor Pro Tempore Ott, and Councilmembers Johnson, Pellegrino, Samples, and Stevens were in attendance. Councilmember Courtney was absent. A quorum was present. Mr. Johnson moved to enter executive session at 5:45 p.m. Ms. Samples second. All voted in favor.

**MOTION CARRIED.** Mr. Ott moved to reconvene regular session at 6:15 p.m. Mr. Johnson second. All voted in favor. **MOTION CARRIED.** Mayor Childs said for the record that no action was taken during executive session. Any motions and/or directions to the town administrator will be made during the regular meeting that begins at 6:30 p.m. as noted on the agenda under Business Item 7.B. Mayor Childs declared the session adjourned at 6:16 p.m.

**Town Council Meeting – 6:30 p.m.**

**1. CALL TO ORDER.** Mayor Childs called the regular meeting to order at 6:30 p.m. Mayor Childs, Mayor Pro Tempore Ott, and Councilmembers Johnson, Pellegrino, Samples, and Stevens were in attendance. Councilmember Courtney was absent. A quorum was present. Others present: Administrator Fellner; Town Clerk Herrmann, and Interim Police Chief Hofmann.

**2. INVOCATION AND PLEDGE OF ALLEGIANCE.** A. Invocation: Pastor Brent Thompson, LC3 Community Church gave the invocation. B. Pledge of Allegiance: Mayor Childs led the Pledge.

**3. AGENDA APPROVAL.** Mr. Ott moved to approve the agenda with amendments to delete Business Item 7.A. and Discussion Item 7.B. Mr. Stevens second. All voted in favor. **MOTION CARRIED.**

**4. MINUTES APPROVAL. June 20, 2017 Special Meeting; June 26, 2017 Workshop, and June 26, 2017 Regular Meeting, 2017.** Mr. Johnson moved to adopt the minutes of the June 20<sup>th</sup> special meeting, the June 26<sup>th</sup> workshop, and the June 26<sup>th</sup> regular meeting minutes as presented. Ms. Samples second. All voted in favor. **MOTION CARRIED**

**5. PUBLIC COMMENTS – Agenda Items Only.** (3-minutes per speaker). There were no public comments on agenda items.

**6. COMMUNICATIONS. Administrator's Report.** Ms. Fellner presented the written report, a copy of which is attached hereto. Mr. Stevens asked where the pier removal started and ended. Ms. Fellner said beginning at the ocean end of the pier and back towards shore about 36 feet. Mr. Stevens asked how that affected the businesses on the pier. Ms. Fellner said it does not; this just clears the damaged areas that the engineer said were dangerous. Mayor Childs said the area is 24 x 36.

**7. BUSINESS**

**A. Reading Ordinance #17-0848 to add Chapter 9, Article 1, Section 9-19 Temporary Standing in Roadways, Administrator Fellner.** This item deferred by approved motion. See Item 3, Agenda Approval.

**B. Motions and/or directions to the Town Administrator from executive session.** There were no motions or directions offered.

54 **8. TOWN COUNCIL DISCUSSION.**

55  
56 **A. South Strand Chamber of Commerce, Councilmember Pellegrino.** Mr. Pellegrino said I  
57 just want to bring this up to see if it is worthwhile to move forward. At the last business committee  
58 meeting were talking about various marketing methods for Surfside Beach; those that work and do not  
59 work. I talked to Ms. King. This past year we gave \$176,000 to the Myrtle Beach Area Chamber of  
60 Commerce. The year before \$149,000. We're giving quite a bit of money to them each year. We get an  
61 ad in the hardcover publication, but as far specific marketing it is targeted for Myrtle Beach, not for  
62 Surfside Beach. There's money there. Obviously, if we developed our own South Strand Chamber, that  
63 money could go towards it. It is a very expensive endeavor. We would have to get members on board  
64 quite a bit to expand, and actually have money for marketing. Do other councilmembers have interest in  
65 concurring to have staff pursue this further? Mr. Stevens said I attended that meeting, and there was a  
66 feeling from almost every member of the business committee that Surfside Beach, our brand and our  
67 values as the Family Beach, is not marketed as it should be by the Chamber. They would like to see  
68 something more. This is one of the reasons they asked us to bring the discussion before the Town  
69 Council, with a goal of improving the town's overall exposure nationwide. We have one of the lowest  
70 crime rates within about a 100 mile radius. We are a great destination. Marketing needs to be done more  
71 vigorously throughout the United States. Mayor Childs said since he has served on council creating our  
72 own chamber has been discussed twice. It didn't work out, so maybe the business committee could be  
73 more active in that. Ms. Samples said our good relationship with the Chamber has been ongoing for  
74 years. Sometimes I don't think we know exactly what it is they do for the town. I suggest that the  
75 Chamber be invited to a meeting to enlighten us as to exactly what they do for us for the dollars we send  
76 to them. The business committee should certainly be invited to attend to hear the presentation. The  
77 Mayor is correct; the south end has been attempted many times to start a south end chamber. It is a  
78 monumental undertaking. Before we are too quick to instruct staff to do work, I certainly recommend  
79 the Chamber do a presentation. Mr. Ott said I do agree with Mr. Pellegrino and Mr. Stevens and the fact  
80 that we don't actually see a lot of things that are done. If you have friends and relatives that come here  
81 for vacation, when they turn the television on they see an advertising loop of restaurants and businesses,  
82 but none of them are in Surfside Beach. They are either in Myrtle Beach or Murrells Inlet. People I've  
83 spoken with said the town's businesses need to contact them to be added to the loop. In fact, I asked  
84 the business committee chairman to look into that. Our visitors see ads for Myrtle Beach, and after a 10  
85 hour drive, they could just walk across the street. Former Councilmember Magliette created a brochure  
86 listing all the town's businesses listed that was distributed throughout the hospitality businesses in town.  
87 That type information is what our tourists need. Those simple things need to be addressed. Mr. Johnson  
88 said this comes up about every other year. It's just a redundant situation. We don't feel like your money  
89 is being spent wisely, and we will ask the Chamber of Commerce to come to a meeting to explain what  
90 they do. The fact that the South Strand office closed really isn't an issue for us. The fact that we don't  
91 see our advertising on our TV screens may not be a problem, because the advertising may be out there  
92 in the Netherlands in West Virginia, Virginia, Kentucky, Georgia, North Carolina and other out of market  
93 areas. I don't have an issue at this point with the money that we spend, because it's always an ongoing  
94 issue. A local Chamber of Commerce is not going to do as well as what the Myrtle Beach Chamber of  
95 Commerce does. I'm just telling you based on the issues, and the documents, and the facts that council  
96 has seen. It's just not going to happen. I fully support the Myrtle Beach Area Chamber of Commerce. But,  
97 I would love to hear a current presentation by them to let the town know what they are doing for our  
98 money. Mr. Pellegrino said I understand you're saying. I have three stores in Myrtle Beach, and I'm very  
99 happy with what the Myrtle Beach Chamber of Commerce does bringing people to Myrtle Beach so they  
100 can come my stores. There's a gap, though. I think at least we should follow up on Ms. Samples'  
101 recommendation. We went through this a few years ago. Chamber representatives came to talk to us.  
102 They presented many statistics, and when they speak again you'll see that they are not focused on  
103 Surfside Beach. Their focus is on Myrtle Beach. That's where the money is. I would like to recommend  
104 that we have consensus that Ms. Fellner invites the Chamber to make a presentation to Town Council.  
105 Mr. Stevens reiterated his comments that Surfside Beach is unique. We need to get more bang for our  
106 buck. The people coming here need to know what we have to offer. **Town Council CONCURRED to**

107 **have Ms. Fellner invite the Myrtle Beach Area Chamber of Commerce to bring a presentation**  
108 **to a council meeting.**

109  
110 **B. Ocean Boulevard Landscape Design, Councilmember Courtney.** This discussion  
111 deferred by approved motion. See Item 3, Agenda Approval.

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113 **C. Any matters of concern or information to be discussed by Town Council.** There was  
114 no other discussion.

115  
116 **9. PUBLIC COMMENTS – General Comments.** (5-minutes per speaker)

117  
118 Mr. Richard Power, Oceanside Village: Thank you for allowing me this opportunity to speak to  
119 you. Today's paper had an article concerning lifeguards and umbrella rentals, and the conflict that seems  
120 to be a perpetual conflict here in this town. Mr. Stevens, as you say, is a family beach. What I found is, I  
121 was stationed here in 1971. I was a lifeguard here for three years part-time. I was getting paid by the Air  
122 Force, but I was only doing this part-time. My last year was manager from Springmaid Pier and the newly  
123 developed sections all the way up to Ocean Lakes. We found it challenging, because we paid lifeguards a  
124 salary, I'm sure as they're paid now, and then a commission off of their chair and umbrella rentals. I'm  
125 sure the same procedures follow now. In my article as it was published today, one of my biggest  
126 concerns is that we put the lifeguards stands all way at the end of the beach close to the dunes, and  
127 lineup the umbrellas, and we never move those lifeguard chairs all day. So when the tide goes out as it  
128 does every day, some of those lifeguards are 50 to 60 yards away from the ocean. Now, as an ocean  
129 guard that made multiple rescues down in the Myrtle Beach area, I can tell you that when you're  
130 sprinting 50 or 60 yards down to your victim to get to the water's edge before you get in the water,  
131 you're pretty tired. Your adrenaline is pumping, and no matter what shape you are in, let's face it, that's  
132 44 years ago, and I was about 125 pounds lighter, and in a whole lot better shape, but you're still  
133 exhausted, because there are so many things going through your mind. Those seconds count. They really  
134 do. Particularly, if it's a young victim or an older victim, and they're hanging on. When I approached the  
135 lifeguard here recently and asked him why don't you [sic] move you stand up when the water recedes, I  
136 was flatly told that they were told by their managers not to do that, because if they did that the  
137 umbrellas and chairs wouldn't be rented out. It forces the umbrella and chairs to be rented out because  
138 nobody could put the chairs for umbrellas in front of that blue umbrella line. Now, ladies and gentlemen,  
139 that's a recipe waiting for a disaster to happen. Mr. Stevens, you applauded, and I do too, that's why I  
140 came back here after I retired with 25 years of military service, because this is a family beach. That's  
141 what I came here for. But when you put a lifeguard that far away from my grandchildren, and you  
142 impede their safety, and all day long, if you spent time on the beach and watched lifeguards telling  
143 people to take their umbrellas down and move back; it's the right thing to do as it affects their peripheral  
144 vision, north and south. They can't be there, but their chair stays all the way back so you can't put up  
145 your umbrellas. I have news for you, when they do that watch 'em sometimes. They turn their back on  
146 the ocean and they talk to the people, and both residents and visitors are frustrated, because they come  
147 down and they don't have \$300 to \$500 a week or month or whatever it cost to rent those blue  
148 umbrellas and chairs. So they get frustrated and they get angry and then you start a conflict in the  
149 conversation. When I asked lifeguard he had just come back from telling at least a dozen people that  
150 they had to take their umbrellas down, and he says that's the right thing to do, and I agree with him. But  
151 why do we put them in that particular situation? Why would we do that? I would ask and appeal that you  
152 talk to the beach services and find out why aren't we moving our lifeguard stands down closer to the  
153 water as the tide recedes, then people to put their umbrellas up and fill in that line. I've got to be honest  
154 with you, I really truly believe there is enough revenue with our visitors and guests that come here that  
155 everybody could make a dollar or two. And, they'll rent the umbrellas those folks who come to  
156 condominiums and homes without an umbrella. They'll do that. But when we force them and when we  
157 force our residents to take a whole new action, and this is just the last two years, and then we create a  
158 conflict that isn't necessary. You know, I agree with you. We've got a great police department. I applaud  
159 the work that you do, Chief, and your officers do. It's not an easy job (*time ended*) but why are we using

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160 them on the beach to do this? Thank you very much for your time.

161

162 Ms. Elizabeth Bradley, Juniper Drive: I just wanted to invite everybody here to come to a view of  
163 the movie at the public library on July 25<sup>th</sup> at 4:30 p.m. The movie is called "A Plastic Ocean." The  
164 purpose of it is to educate people about plastics getting put out into our ocean, especially bags from our  
165 local stores. Many markets now require you to purchase a bag, or give a discount if you bring your own  
166 bags. I think there is a lot of support for this. The film is very educational. It a film that we're asking  
167 people of all ages and families to come to. (Invitations were distributed to Town Council.) Thank you very  
168 much for your time.

169

170 Ms. Mary Mabry, 15<sup>th</sup> Avenue North: Hi, it's good to talk to you and thank you for allowing us to  
171 speak tonight. Thank you for deferring the parking. I talked to Mike Bethea at South Carolina DOT today.  
172 This is our second conversation. There wasn't a whole lot on there that is legal. Let's just put it that way.  
173 You cannot write an ordinance that's on a state road that's contrary to state law. You just simply can't do  
174 it. His suggestion was to do nothing. Let people come in and work. You don't have to ticket 'em. They've  
175 been here working for 50 years. So why are you gonna make an ordinance that can't be enforced and  
176 punish our workers that are here? You have a one hour temporary parking in that ordinance. You can't  
177 move a family in and out in an hour. You've got men doing work in your yard; it could go over an hour.  
178 What about Santee Cooper? Are you gonna tell 'em to get off the pole in an hour? You can't write laws  
179 that cannot be enforced. Some of the other mistakes; Harbor Lights is not a PUD. It's an HOA, but it is  
180 residential, and only residential. Several other things that are mistakes in there; you have exceptions on  
181 some roads, several roads, but you don't say what the exceptions are. You just said it's exception. Well,  
182 what exception? Is it an exception you can park; you can't park? You can park for an hour? What is your  
183 exception? I don't know who wrote this ordinance, but there's nothing in here that you can go by legally.  
184 You can't have an ordinance that doesn't have a penalty. There's no penalty. It's a suggestion at that  
185 time. Don't punish our workers that come in here, park, mow your yard, deliver your refrigerator, put sod  
186 down, trim your trees, [and] work out there. Are you gonna go by and ticket everybody and a postal [sic]  
187 that goes up to your house and doesn't put cones out? This is, this is absolute [sic] ludicrous. We have  
188 been here 50 years and in just until recently we had people being ticketed for doing work in town. Stop  
189 it. Leave 'em alone. If it's a problem, there's a complaint, go and address that complaint. If there's not,  
190 let 'em do their work and move on. Yard men do not want to sit around and chitchat with you. They've  
191 got ten other yards to do that day. We're all trying to fight to even speak to 'em and even ask them to do  
192 something else. They're mow, blow and go. They do not have time. So this ordinance is unnecessary. It's  
193 restrictive, and it's against the law. So if you either clean it up, make it right, send to attorney for  
194 goodness sakes. What are you passing laws for that an attorney hasn't even looked at? And trust me  
195 when I say he did not look at this. So, thank you. Please get it together. Don't pass it, get it to an  
196 attorney if you must, because he's gonna tell you 'you can't.' So, thank you. You can do your job.

197

198 Ms. Carol Cook, 7<sup>th</sup> Avenue South: I left some pictures up there for you to look at. During the last  
199 council meeting, Mr. Ott stated that council should always review newly adopted ordinances after six  
200 months to determine the effect to the residents. He also stated that I want to start something in this  
201 council where we bring every ordinance that we enact back for review. Mr. Courtney stated that I do  
202 agree with Mr. Ott, we should review ordinances to see if they're right or wrong to see with the fall out  
203 is. I'm appearing before you tonight to request that council to what was suggested. I'm asking council to  
204 review and then eliminate Division 2, Use Regulation Section 17-396.4. This ordinance allows beauty and  
205 barbershops to be located in the R1, R2, and R3 districts as home occupations. This section of the  
206 ordinance was added when Surfside Beach was a sleepy little town with a few hundred residents. It is no  
207 longer appropriate for today's Surfside Beach. Article 3, Districts and Use Regulations Division 2, R1 Low  
208 Density Residential Districts, Section 17-306 Intent, states, 'The intent of the provisions of this division is  
209 to (1) Provide quite livable, low density single-family neighborhoods. It is impossible to have quite, livable  
210 neighborhood promised in Section 17-306 while allowing a business venture in R1 such as beauty or  
211 barber shop. The traffic count on the 300 block of 7th Avenue South since the establishment of a beauty  
212 shop has increased over one thousand percent for the hours of 8:30 a.m. to 5:00 p.m. Monday through

213 Saturday. In addition to the increased noise and littering there's a safety concern due to the increased  
214 flow of traffic for both the children who live on the street, as well as the children who visit the park and  
215 the clubhouse at the end of street. Adding to the safety concern is the parking situation, and in one of  
216 the pictures you can see a large SUV that's hanging over the street, and impeding the flow of traffic.  
217 Large SUVs and trucks often block a portion of the roadway. Item 4, Section A of the decision paper  
218 drafted by Debra Herrmann states that the town's infrastructure has inadequate off street parking in both  
219 the commercial and residential districts. That's adding to the problem with these home businesses. If  
220 each of the occupants of the house has a personal care business license and served three to four clients  
221 an hour, what would distinguish my R1 street from the central business district on Surfside Drive? I'm  
222 imploring you to eliminate Section 17-396.4 and all other ordinances that allow for home business in R1  
223 in which the clients travel into our quiet, peaceful neighborhoods without granting grandfathered status  
224 to the current businesses. At the last Council meeting you passed Ordinance [Number] 17-0847, which  
225 limited the number of yard sales per home, per year, which restored peace and quiet and increased the  
226 safety in residential neighborhoods. I am only asking that you grant the same peace and quiet for some  
227 other neighborhoods by eliminating business enterprises such as beauty and barber shops in R1.  
228

229 Ms. Patricia Magliette, Harbor Lights Drive: Okay, so where are we asking a reasonable question.  
230 What is the business people in Myrtle Beach doing for us? I just want to remind you real quick, well, Mr.  
231 Johnson, and [Mr.] Pellegrino, and [Mr. Stevens], and [Mr.] Ott, they knew that [my husband, former  
232 Councilmember Magliette] had tried to do things with the business world. To clarify, he went to each  
233 business in town, because he was shocked when he first came here that we have a brochure that listed  
234 every single business that was eateries, that was stores, supermarkets, even laundromats that we had no  
235 brochure that listed everything for our vacationers, and also for use of our town people. There was no  
236 brochure that had each and every business located listed from the north side of town clear down to 16th  
237 Avenue South. So, he went door-to-door with all the businesses and laundromats and supermarkets and I  
238 think some of you know that, and when he got those brochures and made them up, he handed every  
239 single one of them out. I did look in all of his belongings, and didn't find any of them. One of the places  
240 that was most popular was the Old Country Ice Cream. They constantly had people coming in taking  
241 those brochures and using them as a guideline of what we have to offer for services in Surfside. When  
242 they ran out and asked me for more, I couldn't give them any, cause [Mr. Magliette] was gone, and they  
243 were used up. My shock is that for Mr. Johnson and [Mr.] Pellegrino and everybody else, why didn't  
244 anybody, even the mayor, take one of these brochures and keep them, and why were they discontinued  
245 just because my husband died. Okay so were saying what is Myrtle Beach Chamber of Commerce doing  
246 for us, but if we had that brochure and we shoved it at 'em and kept pushing that at 'em that would give  
247 them a clear base with phone numbers, business addresses, and everything that they can feed into and  
248 use to push our businesses. It's just such a shame that [my husband] walked so many miles and worked  
249 so hard to protect together for our town, and not a single one of you a copy and used his work ongoing  
250 to throw at the Chamber of Commerce. They could've used it. You could've made them use that. Now  
251 that he's gone and the brochures are all gone, not a single one of you thought to go out there make up  
252 another brochure with all that valuable information on it. I'm still tearing my house apart. Believe me, if I  
253 find one, I will bring it to you. But I mean that's something that you're all smart people and you can do.  
254 If you want your town of Surfside to shine, if you want the Chamber of Commerce to do things for you,  
255 throw some information at 'em. Blast them, bombard them with information, and they'll have to do  
256 something for you. That was a valuable set of information, and now it's gone, and now it's gone. But my  
257 sadness is that nobody picked up on it and continued to do it, and if you did something like that, it would  
258 help your cause to be better for the businessmen, and also we need to concentrate, as someone said, the  
259 businesses that come to our households, because some we can improve the way we treat businesses, as  
260 well as improve what the Chamber does for us. Thank you and I appreciate Surfside Beach. It is a good  
261 town.  
262

#### 263 **10. TOWN COUNCIL COMMENTS**

264  
265 Mr. Ott: I had read. I have read the contract for the lifeguards and it does include them moving

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266 those chairs. It's written right in there. It's easy English and we need to talk to the chief of lifeguards and  
267 get them back into the program, and get the people back in the program that he has working for him.  
268 The most important thing to do out there is to watch the people in the ocean, save lives, and the last  
269 thing is to sell water, ice, and chairs and umbrellas. It's pretty simple with that. The parking ordinance, it  
270 started out to be very simple. Just logical; piece of paper with some words on it, and it got difficult.  
271 Somehow, somehow everything started being added to it, and it doesn't need to have things added. It  
272 needs to be as simple as possible. It was just something that that people could refer to to say I can park  
273 here while I'm doing business, and I'm not bothering anybody, and I'm not stopping any fire equipment  
274 or police equipment or ambulances. If I abide by the set directions, and that's all it's supposed to be. A  
275 lot of other things got thrown in there. I appreciate everybody's comments, and I did walk around with  
276 Mr. Magliette and get a lot of those menus and stuff and taken from the libraries and dropping them off  
277 at real estate offices, and everything. We thought, and when I say we, I mean Mr. Magliette, too, believe  
278 that somewhere along the line the business committee would've picked up on that. It's not council's job  
279 to do that. [Mr. Magliette] organized it; put it together and maybe the business people would've picked  
280 up on that and helped themselves with that. That's what they do. They market themselves, too. I would;  
281 I'm still surprised that today we still don't have anything in those, those TV loops. Nobody's and it's, it's  
282 businesses helping themselves. The council doesn't market businesses. That's one thing we don't do, but  
283 we could suggest things. We can't go out and market their business for them. They need to be more  
284 aggressive. And I, and I did speak to the chairman at that time about looking at that loop. Get some of  
285 these businesses that are in this town on that loop, not just the, the rest, all the restaurants in Myrtle  
286 Beach. We have rarely [sic] great businesses in really, really good restaurants here. Send those people to  
287 our places, and that's the way you do it by talking about yourself. Again, thank you for all coming out  
288 and I like to hear all your comments. Thank you.

289  
290 Mr. Johnson: I really don't have any additional comments. Thank you for coming out. God bless  
291 you and we will see you next time.

292  
293 Mr. Pellegrino: Thanks for coming tonight. Just couple of comments. The parking ordinance. I  
294 agree with Ms. Mabry's comments; it's a lot of overregulation in that. I don't know. To me, I still and I  
295 said this last time we talk about this, I don't fully understand the issue. I understand that they park in the  
296 road. I understand that they're doing work, and that's why they're parked in the road. But, the, normally  
297 roads they park in, just, I mean it's not like the thoroughfares, and have a ton traffic. So anyways, we  
298 will work through that one and get that one right. As far as the business flyers, Mr. Magliette did do a lot  
299 of work on that. I do remember that. As for, you asked a good question, Ms. Magliette, why we didn't  
300 follow up on it, and I don't know. For my part, I just didn't follow-up. I don't really have an excuse, but,  
301 but to me, that I don't know; I'm sure we can find one. I know have files my house, but I haven't looked  
302 for it. But if we can that would be; that is a good suggestion to get that updated, and see if the Chamber  
303 can meet with them, if they can distribute that for us. That would be a good tool we can use. So I, I will  
304 follow up on that. I really don't have an excuse why I didn't follow-up over the past year. So, but I thank  
305 you for bringing it up, and putting that back on the table, though. Other than that, thank you very much  
306 for coming. Have a great night.

307  
308 Ms. Samples: Ms. Magliette, I appreciate your words, and the town, we all go to town hall.  
309 There are maps that we have of the town that lists all of our restaurants, and businesses, correct? We  
310 still have that? We had like 200,000 of them at one time. Ms. Fellner said not all of the businesses are  
311 there, but where they do appear is instead of a brochure, we went to visit the visitSurfsideBeach.com  
312 site, which the Chamber created for us with the listings of all our businesses; their addresses and their  
313 phone numbers. Ms. Samples: Who updates that? Ms. Fellner said the Chamber does. We send the  
314 information from business licensing to the chamber each month. Ms. Samples: Thank you, very much.  
315 Ms. Cook, I really appreciate your comments, and, and as Mr. Ott brought up in our last meeting, a lot of  
316 our ordinances are archaic and need to be reevaluated. I think that's one of them. I think having a  
317 business in R1 just creates parking issues and safety issues. And that's something that needs to be  
318 evaluated sooner than later. So I am, I am in support of that 100-percent. Ms. Mabry, I appreciate your

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319 comments, as well, and I agree with you. That's why we deferred the ordinance tonight, because it does  
320 have issues. It was designed to protect, actually, I believe. The reason why this ordinance came up is to  
321 protect those people who are doing work in our community who have no place to park their vehicles  
322 when they're doing work or when they're unloading or loading. So the ordinance is designed to protect  
323 them so they don't get chewed away or ticketed. But it still has a lot of concerns and issues, and your  
324 comments are certainly, certainly appreciated. Ms. Bradley, thank you for coming and sharing with us  
325 about the movie that's gonna be taking place on the 25<sup>th</sup>. As much as we talk about living in this lovely  
326 community on the beach, we have to protect it, and I think the more that you can advocate, the more  
327 that we can inform, the better for all of us. So I hope you get a lot of people who attend. I do. Mr.  
328 Power, your insights are appreciated and important. I like hearing what you have to say about your  
329 experience with the lifeguards. We've had some issues of late, and I saw the administrator shaking her  
330 head up and down that she's gonna have conversations with our beach services people, I think sooner  
331 than later. So I appreciate the fact that you care enough to take the time to come to our meetings and  
332 share with us your thoughts and recommendations. Thank you all for coming out. I hope you have a  
333 great evening.

334  
335 Mr. Stevens: I'm gonna go down each of these comments that were by citizens. Mr. Power, of I  
336 worked as a lifeguard in North Myrtle Beach in the 1970s, and one of the things we always did is, is put  
337 the lifeguard stand right out front; in front of everybody; in front of the umbrellas. Why? Because we  
338 could see a people; we could see if somebody needed help, and we'd all see if somebody wanted to rent  
339 an umbrella. They, we were, we were, we were out there in front, and I agree with you a hundred  
340 percent that's the way it should be. Those, those lifeguards need to be where they can see up and down  
341 the beach. They can see from one lifeguard stand to the next lifeguard stand, so if two lifeguards need to  
342 go out and save somebody they're there and public safety is important. They also need to be able to  
343 contact the police department, our beach service that drives up and down the beach. So that's very  
344 important, and to be sitting way back, and like you said, seconds count. It could be the difference  
345 between saving a life or losing a life. Ms. [Bradley], [Comedian] Jeff Foxworthy said something the other  
346 day; I read it the other day. He said why do they [sic] want to ban the plastic bags. They won't ban  
347 plastic bottles. It makes sense what you're saying. Ms. Mabry, I agree with you. We should let the people  
348 come in and do their jobs. There's a lot of retired people here. It's common sense. Leave the people  
349 alone. Let 'em do their work. They're not gonna; if somebody's out there all day long that [sic] there's a  
350 problem, but one hour. The guys going out cutting the grass. He's landscaping. He's putting mulch down,  
351 it might take him more than one hour. And by the way, if I'm correct, when you were on council the town  
352 took over the streets in Harbor Lights, so we're responsible, right? So why should Harbor Lights be  
353 treated any differently from the rest of the town? We're the same town. The law should be equally and  
354 fairly applied to everybody throughout the town. Ms. Cook, understand about what you're talking about  
355 and I rode by there a couple times. When you're running a business in the R1 and R2 or R3 and you start  
356 having major traffic and you're in retail traffic and you're coming in and out; now I ran a business out of  
357 my house. But, people called me on the phone, and I went to them. I didn't have traffic other than my  
358 suppliers di deliver stuff. So, I agree with you a hundred percent on that. What you're saying. If you've  
359 got too much traffic in R1 area, R2, wherever it might be, I guarantee there are some sections, if you put  
360 that business in that subdivision or that street there'd be everybody and his brother hollering and  
361 screaming about it. Ms. Magliette, we dropped the ball. I agree with it. [Mr. Magliette] did a heckuva [sic]  
362 job. Where are the brochures? People like to pick up a brochure. I know we have a mobile app and I  
363 tried to demonstrate that and I was chastised for it. Brought it up to the business people, and I was  
364 chastised for it. But we need to pick this back up. We need. I don't see any brochures touting the  
365 businesses of Surfside Beach nowhere. It they're anywhere around, I don't know where they are. So we  
366 need to go back to those brochures. We had a welcome center and it was killed. Why? Because those six  
367 or seven people were coming in and picking up Mega Monster Coupon Books. Shouldn't've never [sic]  
368 been done. We should've kept that welcome center and welcome the people in town to go shop at our  
369 businesses. Why should we as a Council in a government support our businesses? That provides us  
370 revenue. That pays our bills. It's common sense. If we don't support our businesses, this, we might as  
371 well just go home and go to bed and forget about it. That's our duty to support the business community,

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372 whether it's [Mr. Zulanch] at Benjamin's Bagels or whether it's the people at the Sundowner, whether it's  
373 the River City Café. Piggly Wiggly, whatever business it might be. We need to support our business  
374 people. That's why the business committee was started. Maybe it hadn't done a good enough job, but we  
375 need to do that, and I agree with you hundred thousand percent. Thank you for coming out. A lot of  
376 great people in here and we had a lot of great comments. Thank you for coming out and have a good  
377 week.  
378

379 Mayor Childs: Ms. Mabry, that was an excellent presentation, and I hope council really thinks  
380 about what you said, and really considers it. And Mr. Pellegrino, I agree with him. It's overregulation.  
381 We're gonna regulate ourselves right out of the business here. Ms. Samples had basically the same thing.  
382 Mr. Stevens, you know, the issue is common sense. I hope that council before, and if we bring that  
383 second reading up, really thinks about it. I don't know, I think that it's overkill, overregulation and like  
384 you say, we were here 50 years. What did they do for the first 50 years? I hope council will really  
385 reconsider. I just want to remind everybody we have the show tomorrow. Hopefully, the weather will be  
386 good this time, and hopefully everybody can make it out.  
387

388 **11. ADJOURNMENT.** Mr. Johnson moved to adjourn the meeting at 7:22 p.m. Ms.  
389 Samples second. All voted in favor. **MOTION CARRIED.**  
390

391 Prepared and submitted by Debra E. Herrmann, CMC, Town Clerk  
392

393 Approved: July 24, 2017  
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395

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Robert F. Childs, III, Mayor

Attest: \_\_\_\_\_

Debra E. Herrmann, CMC, Town Clerk

401 Clerk's Note: This document constitutes summary minutes of the meeting that was digitally recorded,  
402 and not intended to be a complete transcript. Appointments to hear recordings may be made with the  
403 town clerk; a free copy of the audio will be given to you provided you bring a new, unopened flash drive.  
404 In accordance with FOIA §30-4-80(A) and (E), meeting notice and the agenda were distributed to local  
405 media and interested parties via the town's email subscription list. The agenda was posted on the entry  
406 door at Town Council Chambers. Meeting notice was also posted on the town website at [www.Surfside](http://www.SurfsideBeach.org)  
407 [Beach.org](http://www.SurfsideBeach.org) and the marquee.