



**SURFSIDE BEACH TOWN COUNCIL VISION WORKSHOP  
TOWN COUNCIL CHAMBERS  
115 US HIGHWAY 17 NORTH, SURFSIDE BEACH, SC  
FEBRUARY 22, 2018 AT 9:00 A.M.**

**CALL TO ORDER.** Mayor Childs called the workshop to order at 9:00 a.m. Mayor Childs, Mayor Pro Tempore Ott, and Councilmembers Courtney, Johnson, Pellegrino, Samples and Stevens were in attendance. A quorum was present. Others present: Interim Administrator Duckett; Town Clerk Herrmann; Finance Director King; Fire Captain Williams; Planning, Building & Zoning Director Morris; Police Chief Hofmann; Public Works Director Adair, and Supervisor Ellis.

Town Council discussed the workshop package, a copy of which is on file.

**General Discussion:**

Ms. Samples the vision meetings originally were about Town Council's vision for the town's future, but the workshops have morphed into department directors presenting needs and wants. If the vision has changed or the intent of the workshop has changed, I think we need to have that discussion to ensure we all know the intent.

Mr. Ott said the directors know everything going in our town, so listening to them first and getting a concept and then coming to what's the vision from council that they hear from the people of Surfside.

Mr. Stevens said visioning is a combination of both. Elected officials, and staff have visions. Working together creates a cohesive unit. We need to hear staff's recommendations and incorporate them into our ideas so we have the best outcome.

Mr. Pellegrino said certainly council needs to look at the town's vision. I think departmental requests are short-term vision for needs. I hope we do discuss 5- or 10-year ideas for the town.

Mr. Johnson said I think it is a combination of the two. Honestly, although this is a vision workshop, I think we have some issues ahead of us to which we must give major consideration, specifically the expense to rebuild the pier.

Ms. Samples asked if budget items were being approved today. Mr. Duckett explained that this is a workshop. Staff is seeking consensus to include items in the upcoming budget that will be approved before July 1, 2018.

Ms. Samples wanted the events program to grow becoming bigger and better. Residents and visitors get so much pleasure from them.

Town Council will have another meeting to discuss budget items prior to the May 17<sup>th</sup> workshop.

**INFORMATION AND/OR MORE INFORMATION REQUIRED:**

*Section 1 – Veterans Memorial Wall*

- How many spaces are available on the 20-foot wall

*Section 2 – Finance*

- Local Government Investment Pool (LGIP) through State Treasurers Office to transfer beach renourishment and disaster recovery funds to earn higher interest 1.35%:0.20%
  1. How is it insured
  2. Which municipalities participate

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- 56 • Probably need sanitation fee increase FY19-20 budget year as Solid Waste Authority is increasing  
57 its rate again in that FY
- 58 • Human Resource – consider hiring consultant to review all job positions and pay scales. Last done  
59 2006, cost was ~\$25,000, plus travel. Mr. Duckett doesn't believe it's needed right away; the full  
60 time administrator should be tasked with this decision
- 61 • Committee Funding Requests – get itemized budget from each committee (in the past the  
62 administrator approved committee expenses)
- 63 • Identify funds to put crosswalks and pedestrian crossing signs on Ocean Boulevard  
64

65 *Section 3 – Accommodations (A-Tax) Committee.* Allowable uses are for tourism related activities, out-of-  
66 market advertising; public safety on the beach, and other tasks or items not normally provided by the town.  
67

- 68 • Unallocated Funds for FY2017-2018  
69 1. Fire Department 6-wheel ATV \$30,000 defer until a unit from Midway Fire Department  
70 is brought for councilmembers to inspect
- 71 2. Pier Enterprise Fund – Catastrophic Restoration \$50,000 – confirm allowable by a-tax;  
72 hold funds temporarily in a-tax until decision made about the pier
- 73 • Funding Recommendations for FY2018-2019  
74 1. Historical Signage \$10,000 - how many signs, why so expensive. Dr. Ben Burroughs  
75 from Coastal Carolina University asked that funds be set aside to buy three or four  
76 historical signage about four years ago to put signs at the Ark Plantation Property. It was  
77 approved by Town Council and has been carried forward for three years in anticipation of  
78 the sign delivery. The State Historical Committee is reviewing them now. Show itemized  
79 statements to council when received.
- 80 2. Social Media Consultant, \$18,000 – funding tripled in three years; why is this needed  
81 when we already pay over \$175,000 to Chamber of Commerce. The consultant does two  
82 Facebook pages and other media for the town; promotes events, and buys ads on  
83 Facebook to increase the town's presence. She does not work for the Chamber, but she  
84 does assist the Chamber with its [visitsurfsidebeach.com](http://visitsurfsidebeach.com) page. The goal is to push people  
85 to the town's website and social media pages. The amount was increased because she is  
86 doing more things like adding all businesses with a town business license on the website  
87 and creating links to their respective websites. She also created a [visitsurfsidebeach.com](http://visitsurfsidebeach.com)  
88 Facebook page to promote town events.  
89

90 *Section 4 – Fire*  
91

- 92 • Fire Hydrants updated should be completed by 2020 if the current plan is followed; Grand Strand  
93 Water & Sewer Authority (GSWSA) has \$68,000 for current hydrant/waterline project. For FY18-  
94 19 the request is to pay GSWSA \$37,000 which is two month's of GSWSA franchise fee which  
95 equalizes payment among all the residents. Every two years \$68,000 is sent to GSWSA for the  
96 next phase. Funds are held in capital projects.
- 97 • Purchase 2018 Tahoe 4x4 SUV, \$52,000, currently the chief has a 2011 Ford F150 pickup truck  
98 that seats four; fire marshal uses a 2007 truck. Firemen attend classes together and it would  
99 provide safe transport and allow five or six firefighters to travel together in a marked vehicle.  
100 Currently we borrow a car from the police department or town hall, but sometimes there aren't any  
101 town vehicles available, and personal cars are used for which mileage is paid. Alternate vehicles  
102 styles like a van and rental vehicles were discussed. The purchase of this vehicle was not  
103 supported. Council was asked to wait until the chief's comments could be heard during the budget  
104 process before a decision was made.
- 105 • Replace 1994 Fire Engine, \$610,000 from capital improvements; this truck no longer qualifies for  
106 ISO points after 2019. Current trade-in value is about \$30,000. The anticipate drop in ISO rating is  
107 from a 1 to a 4. Lease on the tower truck is \$67,000 and there is two more years left on the lease.  
108 This fire truck can be funded from capital replacement funds into which 3 mils per year are  
109 reserved for large equipment purchases. Funds are available, if council chooses to buy the truck.  
110 Determine fire department priorities for spending funds; get a copy of the replacement schedule

111 for large equipment; call locations may determine whether the truck is needed, and how will the  
112 ISO level impact the town. The next oldest fire engine is a 2000 model that is scheduled for  
113 replacement in 2025. Our department couldn't respond to a recent in-town fire, because there were  
114 not enough firemen to operate the equipment. Three volunteers equal one career fireman. Either  
115 the truck or staffing would maintain the ISO 1 rating.

- 116 • Proposed Grants Applications
- 117 1. Staffing for Adequate Fire & Emergency Grants (SAFER), propose to apply for grant to hire  
118 six new firefighters to provide two more on each shift to meet NFPA (National Fire Protection  
119 Standards) Cost: Year 1-\$125,000; Year 2-\$150,000; Year 3-\$390,000, which is the total cost  
120 for the six employees if the town wanted to keep the employees on staff. This additional staff  
121 would keep the ISO 1 rating. Some support for pursuing grant; but would eventually require a  
122 tax increase or some other revenue source to be sustainable, particularly when factoring in the  
123 police salary proposal. If council approves applying for this grant and then does not accept it,  
124 it would be very, very hard to ever be awarded another grant.
- 125 2. Assistance to Firefighters Grant (AFG) to replace Self-Contained Breathing Apparatus  
126 (SCBA). Cost to town \$12,877; total equipment cost is \$270,426. One member said pursue  
127 this grant. If the grant is not obtained, the SCBA gear could be gradually replaced. Some new  
128 SCBA gear would come with a new fire truck.

129  
130 *Recess: 10:39 a.m. to 10:55 a.m.*

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132 *Section 5 – Planning, Building & Zoning*

- 133 • Adobe Professional/Bluebeam software – already in place, asking for one new user license at a cost of  
134 \$500. This software allowed email transmissions of plans, corrections, etc.; eventually add police and fire  
135 to software
- 136 • Façade matching grant – business committee supports and recommended design overlay improvement  
137 grant \$25,000 for FY18-19 for exterior improvements up to \$15,000 or \$2,000 for landscaping only. Be  
138 sure guidelines are in place and followed. Applications will be approved by a panel; receipts would be  
139 required for improvements. Suggested \$5,000 limit on grants to impact more businesses. Council will  
140 discuss further.
- 141 • GIS (Geographic Information System) – already in place. Suggested combining part-time code enforcement  
142 position from PBZ and part-time business license inspector position from Finance, if they are both are  
143 budgeted, to a hire full time employee. The code enforcement officer could inspect for business licenses.  
144 This would provide a full time GIS technician and allow code enforcement to properly perform inspections.  
145 GIS could work for all departments; identifying rental properties; developing flood response plan;  
146 identifying high crime areas, etc. There are multiple software additions to the GIS system that could  
147 provide immediate access to property information. Hiring a staff member will be discussed during budget  
148 process.

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151 *Section 6 Police*

- 152 • A-Tax Recommendations, \$197,600, beach patrol, Bike Week Proviso
- 153 • Unallocated Funds for FY2017-2018 – Police 2 Bobcats 4-wheel drive \$20,000, bring to February 27  
154 regular Town Council meeting for approval
- 155 • Pay Adjustment and pay scales for police officers to stay competitive in the market. Support for the  
156 proposal to increase retention. Administrator may propose 3% cost of living increase for all employees  
157 except police staff, if a pay adjustment is approved by Town Council, which will reduce the cost not quite  
158 50%. Even though 30% is the federal standard between minimum and maximum salaries, concern was  
159 expressed with the spread between minimum to maximum salaries, as it was stated that 70% of the officers  
160 lost were not due to pay or going to another police department. The current spread in salaries is about 42%.  
161 Increases are necessary, but there will be challenges in the budget to fund this. The police situation came  
162 about because of the 10% increase given by the City of Myrtle Beach. Fire staff will have to be evaluated in  
163 the near future as Horry County is considering an adjustment to its firefighters pay. The police chief made  
164 hard decisions to keep costs within reason, and to offer a realistic proposal. Council needs to discuss other  
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166 revenue sources or it will be a big tax increase. The police department is the most expensive department in  
167 town. There is massive insurance costs, and benefits to consider. Currently, there is a 13 month wait to get  
168 an officer into the South Carolina Criminal Justice Academy. South Carolina Code allows officers to work  
169 up to one year without certification, but the Municipal Association of South Carolina advises against doing  
170 to because of the associated risks. Officers must be full time prior to academy registration. Other  
171 compensatory benefits were discussed, but they all have costs. The expense of hiring new officers was  
172 discussed.

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174 *Lunch Recess 12:05 p.m. to 1:00 p.m.*  
175

- 176 • Police Pay adjustment, continued. If the town can bring more businesses in after the Highway 17  
177 improvements are completed, that will raise revenue. Garbage pickup, police, and fire responses are  
178 critical to the town's citizens. The town's pay scale needs to be on par with area agencies.
- 179 • Police Department Bonus FY17-18. A one-time bonus of \$2,500 for Class 1 certified officers, and  
180 \$1,500 bonus for Class 2 officers and full time civilian employees was presented. Council concurred  
181 to bring the matter to the February 27<sup>th</sup> regular meeting for consideration. Staff loyalty was discussed  
182 and the real cost to the town was in moral. Council concurred to have all department directors  
183 determine whether there were funds for all employees to receive a bonus.
- 184 • Accreditation. Final accreditation is expected during FY18-19.
- 185 • Computer-Aided Dispatch (CAD), Phase II In-car Integration, \$30,135 for software, plus \$300 per  
186 month support from Hospitality Fund. In-car Mobile Data Terminals were funded this budget year  
187 and is working well. This phase will give officers real-time access to call information while they are  
188 in the field, including addresses, warnings indicators for officer safety, i.e. special needs occupant,  
189 etc. Most importantly, it integrates Department of Motor Vehicles and National Crime Information  
190 Center in one platform without a third party vendor to get as much information to the officer as  
191 quickly as possible. This capability currently exists, but it is through a third party vendor for which  
192 there was no software purchase. The new software would create a historical data base for stops by  
193 town officers. The question was raised whether this is a 'want' or a 'need.'
- 194 • Capital Items – 2 police vehicles \$40,000 each. Two vehicles are in poor condition with 15%  
195 remaining life; both vehicles were driven on the beach and by July 1 will have a little over 80,000  
196 miles. SUVs are desired because they are able to travel on the beach, and have more room to mount  
197 electronic and safety equipment. Hospitality funds can be used for the purchase, but council was  
198 reminded that pier reconstruction was coming up. Resale value is unknown; \$15,000 to \$18,000 is  
199 the usual amount for sales. If these two vehicles remain in service, the maintenance cost would make  
200 the motor vehicles operation budget upside down. This year both cars have had major repairs, \$6,000  
201 and \$7,000, respectively. Anytime you skip replacing police vehicles in year four you will buy six  
202 vehicles instead of two. Eight years is about the longest a police vehicle will last. Last year was a two  
203 car year, but only one was purchased. Bring the proposal for discussion at the budget.
- 204 • Police Annex Expansion, \$75,000 Hospitality Fund. Hold off police annex expansion. Chief  
205 concurred as there are more important expenditures.

206  
207 *Section 7 – Public Works*  
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209 • Capital Equipment

210 General Fund - \$ 228,000

- 211 1. Grounds Pickup Truck, \$25,000 (deferred two years)
- 212 2. Grounds Gator, \$11,000 (deferred one year)
- 213 3. Street Tractor, \$25,000 (light duty 2 wheel drive for mowing)
- 214 4. Street Backhoe, \$70,000 (alternate every other purchase with A-Tax Fund)
- 215 5. Streets Versaboom, \$85,000 (Arm, counterweight, etc. for extended cutting)
- 216 6. Street Mower, \$12,000

217  
218 Sanitation Fund - \$150,000

- 219 7. Sanitation Knuckleboom Truck , \$150,000
- 220

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221 Sanitation funds took about a \$45,000 hit last year because of the Solid Waste Authority Fees, because  
222 of the hurricane reimbursements from FEMA, the fund position is secure. These purchases can be  
223 made without a sanitation fee increase. In FY19-20, the Solid Waste Authority plans to raise its fees  
224 again to \$44 per ton and that will require sanitation rate increase.

- 225 • Capital Items – 3<sup>rd</sup> Avenue South Promenade currently have \$100,000 SCPRT Grant, and CTC Grant  
226 \$225,000; need about \$125,000 to pave the alley way behind the businesses and do underground wiring in  
227 the area. Santee Cooper will reimburse 85% of the underground wiring cost. The town owns the alley way.  
228 Engineering is reimbursable. Council needs to ensure what costs are reimbursable, and what the franchise  
229 fee will pay. Concern was expressed over the time taken to start this project; business owners were  
230 complaining. Surveying and geo-tech work will begin this fiscal year; recommended letting bids in  
231 September and doing work during the off season. Recommend that the town pay for the conversion hookup  
232 boxes, because it is reimbursable under the franchise agreement, to ensure a consistent look throughout the  
233 area. This project will not affect the Highway 17 underground wiring project.
- 234 • Paving, \$250,000 to pave 1.6 miles of roads (to be determined); reimbursable from County Transportation  
235 Committee Funds (CTC) upon receipt of invoices
- 236 • Highway 17 Grand Strand Area Transportation Study Highway 17 Improvement Project

237 1. Mast Arms \$115,000 (approved by Town Council)

238 2. Underground Wiring \$1.5 million, reimbursable by Santee Cooper franchise fund, includes  
239 engineering of \$73,400 (Horry County may contribute \$20,000)

240 The cost to the town will be 20% of the total cost, so the town's share is about \$111,000 after  
241 reimbursement. Is it possible to get sidewalks on Highway 17? The project has been in process for over ten  
242 years in the long-range plan. The budget was almost doubled because of construction costs, but the scope  
243 will not be changed. Curbs were requested for the medians, and the Department of Transportation said  
244 there was no money for curbs or a sidewalk. In the future, funds might be available to install a sidewalk or  
245 bike path. Once the project begins, staff will ask if the ditch at Valentino's between 2<sup>nd</sup> Avenue North and  
246 5<sup>th</sup> Avenue North can be piped. It may cost, but the amount should be nominal.

- 247 • Stormwater Utility Fee – revisit \$64/year utility fee to fund large stormwater projects; could raise  
248 \$435,000/year. Currently 2 mils of the tax millage are designated for stormwater project that is about  
249 \$120,000 a year, which barely covers operating cost. A grant was received for the Myrtle Swash culvert  
250 bridge, but the grant process is competitive and there is no guarantee a future grant request would be  
251 approved. Infrastructure ages and storms hit the town there will always be stormwater projects. It is the  
252 town's responsibility to maintain its infrastructure. Council authorized the study to determine what could be  
253 charged, but deferred any other action. If the utility fee was adopted, the tax millage could reduce by the 2  
254 mils that are designated for stormwater. The last time this was discussed, staff was told to seek grants. Staff  
255 continues searching grants, but some don't apply to Surfside Beach. The town's rapid development, general  
256 infrastructure condition (retrofitting old pipes, and future projects), and potential for flooding were  
257 discussed. Town Council should have a serious discussion about a stormwater fee, and perhaps have a  
258 referendum during the 2020 General Election. Hospitality funds are used for stormwater projects whenever  
259 there is a shortage. Allocating two mils is not enough. The next phase of the north side drainage project will  
260 cost between \$700,000 and \$1 million. It cannot be started until funding is identified. A bathymetric study  
261 was recently performed on the town lakes. After the study is analyzed, a discussion will be held about lake  
262 dredging to increase lake capacity. The last dredging project cost about \$1 million for five lakes. Horry  
263 County would participate 70:30 for the Elizabeth Lake and Dogwood Lake dredging. This is all funded  
264 with stormwater money. Horry County has the same DHEC requirements as the town. Post development  
265 discharge cannot exceed the pre-development discharge. County officials are contacted regularly to ensure  
266 they comply with the guidelines. Stormwater plans are required now for all construction.

267

268 **Live-Streaming and/or Video Taping Town Council Meetings.** The first year will cost \$25,000, and a staff  
269 member will have to be hired to film, because nobody on staff has that ability. The cost will multiply times four (4)  
270 every year after to keep up with technology and equipment. More research and workshops can be held, if council  
271 desires.

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274 *Note: Concurrences begin on page 6.*

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277 **CONCURRENCES:**

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Section 1 – Veterans Memorial Wall

- Existing brick owners have names transferred to the wall without a fee
- Add \$10,000 to existing \$10,000 for a total of \$20,000 for a 20-foot wall; improve and maintain memorial

Section 2 – Finance

- Transfer beach renourishment and disaster recovery reserve funds to LGIP
- Transfer \$400,000 from undesignated fund balance to disaster reserve fund balance; review ordinance in 2020, because of upcoming pier expenses no changes now; super majority of council can appropriate funds if needed
- Repeal Indigent Defense Fund, Section 2-187, a contract is in place with Attorney Yates for indigent defense at a cost of \$8,000/year

Section 3 – Accommodations (A-Tax) Committee

- Unallocated Funds for FY2017-2018 – Police 2 Bobcats 4-wheel drive \$20,000, bring to February 27 regular Town Council meeting for approval
- Funding Recommendations for FY2018-2019 – details will be discussed during May budget meeting
  1. Historical Signage \$ 10,000
  2. Social Media Consultant \$ 18,000
  3. Guy Daniels Surfoff \$ 6,500
  4. 1.5 Beach Patrol Officers, etc. \$197,600
  5. Bike Event Proviso \$ 50,000
  6. Public Works, Beach Cleaning, etc. \$ 54,000
  7. Special Events – Promotional Ads \$ 62,750  
Tourism Brochure
  8. Beach Renourishment \$ 75,000

Section 4 – Fire

- Install six new hydrants and upgrade water lines, \$37,000

Section 5 – Planning, Building & Zoning

- Adobe Professional/Bluebeam software, one additional license \$500

Section 6 – Police

- Police Department Bonus FY17-18. A one-time bonus of \$2,500 for Class 1 certified officers, and \$1,500 bonus for Class 2 officers and full time civilian employees was presented. Council concurred to bring the matter to the February 27<sup>th</sup> regular meeting for consideration, and that all other department directors should determine whether funds were available for bonuses for all staff.

**TOWN COUNCIL VISION DISCUSSION**

Ms. Samples said thank you for attending. Her priorities are:

1. Economic development – tax incentives for new businesses and declining business license rates. The town can grow through its businesses and council needs to discuss how to encourage new business. We need to offer declining rates.
2. Meetings need to be more accessible. I am an advocate for videotaping our meetings and showing them on YouTube or on the town website. I don't think it is as complicated as we think; it can be simple. I still want more discussion about this.
3. Planner. Does the town need to hire a planner to work with our businesses? The "Open for Business" brochure is probably one of the most impressive ones I've ever seen. I wonder if it is used effectively.

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- 331 4. Light Industrial District. What happened to this district? It went to planning commission, but it hasn't  
332 come forward. That district will improve our business.  
333 5. Entertainment District and the Overlay District. These two have taken forever to get these done.  
334 6. Stop Signs and Public Safety on our Roads. We need to have a conversation about where stop signs  
335 need to be and who can ask to get them installed. This will be added to the next agenda discussion.  
336 7. Biodegradable Doggie Bags on the Beach. The bags in the parks are biodegradable. The ones on the  
337 beach are not, but staff is going to convert them.  
338

339 Mr. Johnson said for the record, "Until the pier is discussed, my monetary wish list is on hold."  
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341 Mr. Courtney thanked everyone for attending and staff for doing a good job. He agreed with many of the  
342 issues mentioned by Ms. Samples. His priorities are:  
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- 344 1. Ocean Boulevard Crosswalks. Funds should be budgeted, because a \$37 sign should not have to be  
345 approved by council, and the existing crosswalks and signs should be maintained. Staff will install  
346 signs at every intersection, if council so desires, but the cost would be over staff's spending threshold  
347 and it would create sign clutter along the boulevard.  
348 2. Traffic Enforcement & Traffic Calming Devices. These need to be evaluated, because there are many  
349 areas in town where there are problems. The police chief should be able to decide where devices are  
350 needed.  
351 3. Businesses. We've been saying for two years that we need to do everything possible to get businesses  
352 in town. It is the only relief we will get as far as taxes go, and keeping the town going.  
353 4. Overlay District. This has been pushed for a while now. How long will it take to get it done?  
354 Hopefully, planning and zoning can follow through.  
355 5. Capital Projects. In 2016 there were \$7.5 million in capital projects that needed to be done. We've only  
356 started one. That leaves a lot of projects for which grant money needs to be found. These projects are  
357 going to sneak up on us and it's going to come back and haunt us.  
358

359 Mayor Childs said thank you for attending. His priorities are:  
360

- 361 1. Crosswalks on the Boulevard. I'm not in favor of pedestrian signs at every intersection. I agree that the  
362 crosswalks should be painted, even if a few were done yearly. The crosswalk markings is a good  
363 deterrent for most drivers.  
364 2. Stormwater Projects. We have to finish the stormwater project. The infrastructure has to be kept up.  
365 There are streets where there is no drainage and the citizens are up in arms when their property floods.  
366

367 Mr. Pellegrino thanked everyone for attending, and said this was the highest attendance we've ever had for  
368 a vision workshop. He appreciates their interest in our town. His priorities are:  
369

- 370 1. Capital Projects. We discussed the backlog of capital projects. It is council's responsibility to move  
371 those projects forward. I think we're spoiled, because staff keeps finding grants and we get things free.  
372 Waiting until we get a grant is good, but if we want to move forward funds will have to allocated,  
373 which will be difficult with the pier and other issues coming up.  
374 2. Fire and Police Pay. We discussed these issues and need to address them. These are big expenses that  
375 we need to figure out how to fund if we move forward.  
376 3. Stormwater Utility Fee. I agree we need to finish the stormwater project. There are still pockets in  
377 town that have problems. The fee is \$64. The average person pays \$400 a year in taxes. That's a 16%  
378 tax increase. I'm almost in favor of a referendum to hear the voters' opinion on the utility fee. That is a  
379 steep fee for people on a fixed income.  
380 4. Declining Business License Rates. We need to focus on revenue. We've talked about declining  
381 business license rates months ago and agreed that we want to move forward, because many area  
382 municipalities have declining rates. Add this to the next regular meeting agenda for discussion.  
383 5. Permitting Process. There are a lot of steps a new business has to follow before getting a permit,  
384 including CRS and FEMA, but there's got to be an easier way. I'm sure Director Morris can help with  
385 that.

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- 386 6. Entertainment District. The planning commission is reviewing the entertainment district ordinance.  
387 That district could create some major revenue over the next few years.  
388 7. County Area Fire Responses. If we respond to calls in Horry County, we should be paid. I've talked to  
389 several officials including Mr. Tyler Servant, the County Administrator and the County Fire Chief, but  
390 nothing has come of the discussions. We need to pursue payment from county fire calls.  
391 8. Services. We want to improve our services, but it's for the same customer base. We can't keep  
392 spending more money on services when you have the same number of tax payers.  
393 9. Annexation. This was considered recently for the businesses along Highway 17 Business to increase  
394 the town's tax base, which would substantially increase the town's revenue, as much as quadrupled.  
395 We as a council can't seem to agree on moving down that path. It's either annexation or a tax increase.  
396 I'd rather pursue annexation. We already handle the county fire calls, so why not have them pay taxes?  
397

398 Mr. Ott thanked everyone for attending, and said staff did a great job putting the information together. We  
399 need to continue working together and we can do things. His priorities are:  
400

- 401 1. Stormwater Project. The second of the stormwater project that hasn't been completed for 12 years  
402 really needs to be done.  
403 2. Traffic Calming Devices. Do we really need them? It would be good if the school buses could be  
404 stopped from racing up and down 5<sup>th</sup> Avenue North.  
405 3. Business Incentives. Can we plan some kind of incentive to bring in large businesses? We could only  
406 offer Trader Joe's \$114 off taxes as an incentive to come to town. They said no, thank you. They  
407 wanted the property, but we couldn't offer them incentives.  
408 4. Police and Fire Departments. We've got to keep our police and fire departments. We can't live without  
409 them.  
410

411 Mr. Stevens thanked everyone for attending, and asked them to call if they had any ideas. His priorities are:  
412

- 413 1. Pier and Entertainment District. The pier and the entertainment district are the two most important  
414 issues. If we are going to grow other revenues, the pier has to be built. I prefer concrete because it will  
415 outlast my lifetime. The entertainment district has to be adopted, because we need a destination. The  
416 entertainment district ordinance needs a little tweaking.  
417 2. Family Arcade. If a family arcade is opened on the pier, maybe the town should run it. Use a kiosk that  
418 dispenses tokens when money is deposited, and have the money collected daily.  
419 3. Rooftop Restaurants. I think this would be a great asset for the town.  
420 4. Highway 17 Improvements. Highway 17 is going to be repaved.  
421 5. Business Incentives. We have an opportunity to provide incentives for businesses to come into town. It  
422 was a joke to offer Trader Joe's \$114 off its taxes. Big business can come here, but we have to be pro-  
423 business. A major corporation has not come to town in the last 40- to 50-years, other than a CVS Drug  
424 Store or similar business.  
425 6. Stormwater. I already pay Georgetown County \$52 for a utility fee. It wouldn't bother me to pay the  
426 town if it would benefit our stormwater projects. I don't really like this type fee, because it is just  
427 another tax on the citizen, but I'm already paying it without getting any benefit.  
428 7. Long Range Planning. We need to quit looking two or three months or a year down the road. We need  
429 to start looking 15-, 20-years down the road to look how we can benefit this town. Once I'm gone, I  
430 want the town to still be running and going fast.  
431 8. Public Safety. We have to keep our police and fire protection and our garbage pickup. Those are the  
432 three most important things in town.  
433 9. Revenue. We have to have revenue. If we don't raise revenue through businesses or other ways, then  
434 we have no alternative and sooner or later will won't be able to pay our bills. Creating a destination at  
435 the pier can help, and hopefully, we can come up with more ideas.  
436 10. Annexation. I don't have any problem with annexing commercial property.  
437

438 Mayor Childs declared the workshop adjourned at 2:55 p.m.  
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Town Council Vision Workshop  
February 22, 2018

Prepared and submitted by

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Debra E. Herrmann, CMC, Town Clerk

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VOTE:

Yes

No

**SURFSIDE BEACH TOWN COUNCIL**

\_\_\_\_\_  
Robert F. Childs, III, Mayor

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Ron Ott, Mayor Pro Tempore

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Timothy T. Courtney, Town Council

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Mark L. Johnson, Town Council

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David L. Pellegrino, Town Council

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Julie M. Samples, Town Council

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Randle M. Stevens, Town Council

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