



**ACCOMMODATIONS ADVISORY TAX COMMITTEE MEETING  
TOWN COUNCIL CHAMBERS  
MARCH 9, 2016 ♦ 4:30 P.M.**

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1. **CALL TO ORDER.**

Chairman Harrison called the meeting to order at 4:32 p.m. Chairman Harrison, and members Chandler, Harbin, Lane-Laveglia, Martin, Servant and Truett were in attendance. A quorum was present. Others present: Town Administrator Fellner, Town Clerk Herrmann, Finance Director King, Police Chief Keziah, Public Works Director Adair, and Events Supervisor Ellis.

2. **ELECTION OF OFFICERS.**

**A. Chairman.** Ms. Harbin nominated Mr. Harrison as chairman for the 2016 calendar year. Mr. Truett second. Ms. Martin nominated Mr. Chandler as chairman. Mr. Chandler respectfully declined. There were no other nominations. All voted in favor to elect Mr. Harrison chairman. **MOTION CARRIED.**

**B. Vice Chairman.** Mr. Chandler nominated Mr. Truett as vice chairman for the 2016 calendar year. Mr. Servant second. All voted in favor. **MOTION CARRIED.**

3. **MINUTES APPROVAL.** Mr. Servant moved to approve the minutes of the March 25, 2015 meeting as presented. Ms. Lane-Laveglia second. All voted in favor. **MOTION CARRIED.**

4. **MYRTLE BEACH CHAMBER OF COMMERCE UPDATE.** South Strand Chamber Representative Faye Creel and Executive Vice President of Membership Diana Greene.

Ms. Creel said the VisitSurfsideBeach.com website was up and running. It is constantly being improved. Ms. Greene gave a PowerPoint presentation that showed how the Chamber works together to market the town through good national public relations. A copy of the presentation is on file.

Ms. Fellner asked for the number of links made from the town's new mobile app to the chamber's Surfside Beach page. Ms. Greene would provide that information.

5. **BUSINESS** – Town of Surfside Beach Report and Funding Requests for FY2016-2017, Administrator Fellner.

Ms. Fellner presented the report and funding requests in a PowerPoint presentation, a copy of which is on file.

**FY2014-2015 Audited Ending Balance equals \$91,397.** Mr. Servant moved to recommend to Town Council the transfer of the available balance of \$91,397 from Fiscal Year 2014-2015 accommodations taxes to the capital projects fund for beach renourishment. Ms. Lane-Laveglia second. All voted in favor. **MOTION CARRIED.**

**A-Tax Financial Summary as of January 31, 2016.** Cash on Hand equals \$151,931, but there are budgeted expenditures that have not yet been paid. After transferring the 14-15 \$91,397, the estimated balance is \$60,534.

**Statement of Revenues & Expenditures as of January 31, 2016.** This chart shows the fund positions as of this date. We received \$438,281 so far this year. The State of South Carolina is holding the balance for the Proviso for the May Bike Event, and we expect to have \$55,320 available for beach renourishment, if needed, this fall. Staff recommends waiting before allocating these monies as the amount may be needed for beach renourishment. The early renourishment date will create tight cash flow; property tax revenue usually does not being to arrive until later in the fall. Staff was directed to hold off buying any large capital items until after

56 renourishment is complete and property tax payments arrive. Mr. Servant asked if the \$55,320 would cover the  
57 town's liability for beach renourishment as it relates to accommodations taxes. Ms. Fellner yes, as it relates to  
58 accommodations taxes.  
59

60 **Projected Revenues.** The net is \$341,250, but the Department of Revenue is holding \$50,000 for the  
61 Proviso, which the town will get back, which totaled together is \$391,250. Everyone is hoping this will be a great  
62 year. Ms. Harbin asked how much Bike Fest cost the town, and if there were excess funds what happened to  
63 them. Ms. Fellner said the cost was \$94,488; the State withheld about \$117, and the chamber had to be paid its  
64 portion from the balance.  
65

66 **How to Fund Shortage for Beach Renourishment.** Ms. Fellner explained that the town will temporarily  
67 use funds from the General Fund to resolve cash flow issues. The General Fund will be made whole after the  
68 August check and Proviso funds are received from the State.  
69

70 **Requested Funding FY2016-2017** (see presentation for breakdown):  
71

72	Police	\$ 183,050
73	Public Works	\$ 103,250
74	Special Events	\$ 88,850
75	Historical Signage	\$ 10,000
76	Social Media Consultant	\$ 6,400
77	Guy Daniels Grant	\$ 6,500
78		

79 Ms. Martin said the Georgetown waterfront has heated/air conditioned restrooms. She asked if the town's  
80 bathrooms could be upgraded, because she thought the existing bathrooms were an embarrassment to the town.  
81 Mr. Adair understood Ms. Martin's comments. The bathrooms are very rudimentary. About two years ago, North  
82 Myrtle Beach installed heated/air conditioned bathrooms that were ADA compliant. The cost was about \$150,000  
83 each. In addition to cost, flood plain regulations would require that the pier bathroom be located farther away  
84 from the beach and closer to Ocean Boulevard.  
85

86 Ms. Becky Large presented some statistics about the town's website use. Mr. Servant believed that a  
87 ".org" address would never generate the number of visits that a ".com" would. Ms. Large said her job as  
88 consultant would be to help generate interest in the town's site and bring national visitors to Surfside Beach. Ms.  
89 Fellner's major concern was having residents and people around here who are interested in Surfside Beach to be  
90 able to get on the website and have it be a functioning governmental site. There are separate pages for visitors  
91 who can click on the mobile app button and go directly to [www.visitsurfsidebeach.com](http://www.visitsurfsidebeach.com). Ms. Fellner said there  
92 were three people who haphazardly answer questions on Facebook, and the town needs someone to manage its  
93 social media. Mr. Servant believed defined goals should be set. Mr. Truett said social media was an important  
94 tool in today's market. Mr. Chandler thought this was great, because he could not find out what was being done  
95 on Surfside Drive for three days.  
96

97 Mr. Truett pointed out that the Guy Daniels grant request was \$6,500, but on the presentation it only had  
98 \$6,000. He was curious as to which one was correct. Ms. Fellner said last year they asked for \$6,000, but they  
99 were awarded \$5,000.  
100

101 Ms. Martin found on the Guy Daniels website that it gave five \$1,000 scholarships to area Horry County  
102 students. Mr. Chandler said nine scholarships were granted. Ms. Martin thought that was admirable, but did not  
103 believe the scholarships fell under the uses for accommodations tax money. She also learned that entry fees  
104 were charged for the event, they have corporate sponsors up to \$3,000 each; they sell advertising, and they  
105 conduct raffles for items donated by merchants. The surf-off has been going for 15 years, so her point was this  
106 organization has lots of funding sources. Ms. Martin did not think the town needed to be supporting it any longer.  
107 It was well established and there were many other things that could be done with those funds that might actually  
108 promote tourism and bring visitors to Surfside Beach. She did not think this event brought in many out of town  
109 visitors. The town's surf does not really draw people from other areas. It's better than nothing, but if you live any  
110 place else where they have surf [sic;] people will not come here from California to complete in this surf-off. Ms.

111 Martin said it really is time to cut the cord and stop financing this. There are many other things that we can better  
112 spend the money on than this.

113  
114 Mr. Chandler, who serves on the Guy Daniels committee, said there were people coming from three  
115 states to participate in the event. Everyone who enters receives a trophy; 125 kids from all over come. The event  
116 features exercises; right at \$10,000 in scholarships are awarded for Horry and Georgetown County school kids.  
117 Another scholarship was just started for Coastal Carolina University. In his opinion, it was worthwhile. The  
118 foundation also furnishes a year-round live web camera so people can see the surf conditions. Mr. Chandler said  
119 since he serves on the board, the decision would be at the pleasure of the accommodations tax committee, as he  
120 would recuse from the vote.

121  
122 Ms. Harbin said people come through their office who are here for the surf-off. They rented condos so  
123 they could attend and participate in the event. Channel Marker seems to be a popular place, because it is right at  
124 the event location. People love to sit on the balcony and watch.

125  
126 Ms. Fellner said staff was considering an art/culture event this year and planned to include art and culture  
127 in with some other events. Ms. Martin has met with her about this. No accommodations tax money will be used.  
128 Reports will be presented at the next meeting. If the events are successful, funds may be requested next year for  
129 art and culture events.

130  
131 Mr. Servant suggested approving all items together unless anyone had a specific item they would like  
132 separated. Ms. Martin asked to separate the Guy Daniels grant request.

133  
134 Mr. Servant moved that all funding requests, except the Guy Daniels grant request, be approved. Ms.  
135 Martin second. All voted in favor. **MOTION CARRIED.**

136  
137 Mr. Servant moved to approve \$6,500 for the Guy Daniels grant request. Ms. Lane-Laveglia second.  
138 Ms. Harbin asked for confirmation that the grant would be \$6,500. Mr. Servant said the \$6,000 amount in the  
139 presentation was a scrivener's error. Ms. Martin reiterated that this was probably a great event, and there are  
140 many good things it supports. However, she believed the event had been around long enough that it should be  
141 self-supporting. She did not believe it was an appropriate item for the town to spend money on when there were  
142 so many other needs. Chairman Harrison, and Members Harbin, Lane-Laveglia, Servant, and Truett voted in  
143 favor. Member Martin voted against. Member Chandler recused. **MOTION CARRIED.**

144  
145 Mr. Servant said the town has had an on-going problem with trash collection on Ocean Boulevard, which  
146 was discussed at several council meetings. Town staff presented several recommendations related to the trash  
147 pickup. Thank you to Mayor Samples, Councilmember Childs, Administrator Fellner, Director Adair, and County  
148 Council District 5 Representative Servant who met with the Solid Waste Authority this week where decisions were  
149 made that should help resolve the issues. There is the possibility that a deficit of \$9- to \$10 thousand will occur.  
150 He asked Ms. Fellner if she would address that.

151  
152 Ms. Fellner said there is not enough money in accommodations revenue to take care of that this particular  
153 year. The deficit, if any this year, will be taken out of the sanitation fund, because sanitation revenue would not  
154 normally be used for beach renourishment. A request may be presented next year to partially fund summer  
155 pickup on Ocean Boulevard. Mr. Servant thanked those involved again saying they avoided a big increase for the  
156 tourism area. Everyone did a really good job.

157  
158 **6. PUBLIC COMMENTS.**

159  
160 Mr. Ron Ott, 7<sup>th</sup> Avenue North. I know you're in a hurry, so I'll do this quickly. I don't know if the beach  
161 renourishment money is in a locked fund, but I would like to see that \$100,000, \$100,000 go into a locked fund  
162 that I can't put my hands in, and take, borrow anything out of it, and let it stay there until we use it. Next thing,  
163 social media, you have an Apple phone, you keep going to the right, you're gonna see Seri's Suggestions, and in  
164 there they say diner, bars, shopping, gas. I never see anybody from here in there, and every Apple phone does

165 that. Oh, I forgot what I was gonna say. There was another thing I should like (\*\*) an example. Thank you for  
166 your time.

167  
168 **7. COMMITTEE COMMENTS**

169  
170 Mr. Truett asked if the beach renourishment money was in a designated fund. Ms. Fellner said yes, it is  
171 in the capital projects fund as a separate line item. You cannot use money in that line item for any other purpose.  
172 Mr. Truett said it was designated for beach renourishment.

173  
174 Ms. Fellner asked the committee members to let her know if they had any ideas that they would like to  
175 see Incorporated into the presentation next year, and how they felt the presentation went this year. Mr. Servant  
176 said 101 was great; he looked forward to 102 next year. Chairman Harrison said it was a very good job. Thank  
177 you very much.

178  
179 Ms. Lane-Laveglia said primitive though they may be, there have been several occasions I have been  
180 very thankful for those public bathrooms. *(Laughter.)*

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182 **8. ADJOURNMENT.**

183  
184 Chairman Harrison declared the meeting adjourned at 5:48 p.m.

185  
186 Prepared and submitted by

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189 Approved: February 16, 2017

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190 Debra Eaddy Herrmann, CMC, Town Clerk

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191  
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193 Randy Harrison, Chairman – Lodging Member

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195 James S. Truett, Vice Chair, Committee Member

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196 Cecil Chandler, Culture/Arts Member

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198 Carolyn Harbin, Committee Member

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199 Melodye Lane-Laveglia, Committee Member

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201 Katherine Martin, Committee Member

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202 E. J. "Mil" Servant, Lodging Member

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204 Clerk's Note: This document constitutes summary minutes of the meeting that was digitally recorded. Contact the  
205 town clerk for appointments to hear audio; bring a flash drive to obtain a recording copy. In accordance with  
206 FOIA, meeting notice and the agenda were distributed to local media and interested parties. The agenda was  
207 posted on the entry door at Town Council Chambers. Meeting notice was also posted on the Town marquee.