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**ACCOMMODATIONS TAX ADVISORY COMMITTEE**  
**COUNCIL CHAMBERS**  
**115 US Highway 17 North ♦ Surfside Beach, SC 29575**  
**January 9, 2007 @ 4:00 p.m.**

1. **CALL TO ORDER** Chairman Servant called the meeting to order at 4:00 p.m. and welcomed those in attendance. Chairman Servant and committee members Dunn, Harrison, Arakas, Mathers and Loftus (arrived at 4:05 p.m.) were present. Committee member Lazaroff was absent. A quorum was present. Staff present: Administrator Bine; Clerk Herrmann; and Director King.

2. **MINUTES APPROVAL** Mr. Arakas moved to approve the July 13, 2006; September 28, 2006; October 10, 2006 and November 29, 2006 regular meeting minutes as submitted. Mr. Mathers seconded. **All members voted in favor. MOTION CARRIED.**

3. **OFFICER ELECTION.** Chairman Servant stated that he, personally, would like to stay on the A-Tax committee but would like to offer the position of Chairman to another committee member if anyone was interested. Committee members showed no interest in taking over this position at this time; Mr. Servant stated that he would remain Chairman for one additional year. Mr. Harrison volunteered to become the Vice-Chairman. Mr. Servant would be Chairman and Mr. Harrison would be Vice-Chairman. **All members voted in favor. MOTION CARRIED.**

4. **BUSINESS**  
**FY07-08 Proposed Budget.** Mr. Bine asked the A-Tax committee to amend the agenda. Mr. Bine stated that he would request to change Business Item 4C, which was initially to increase the beach-cleaning budget by \$20,000. The request would now be for \$50,000 and he would also like to request the addition of Item 4E "Beach Re-nourishment". Mr. Bine stated that the Army Corp of Engineers has committed 40 million dollars for re-nourishment and Surfside Beach's portion of that would be \$194,000. Mr. Bine stated that they needed this prior to the end of 2006 in hand so being that there was 800,000 dollars set aside for re-nourishment and it was only going to cost Surfside \$194,000, Council had authorized staff to make that expenditure, and Mr. Bine stated that he thought that it would be appropriate to give the A-Tax committee this information to consider affirming Council's action in this matter.

There was a question from Mr. Servant regarding the item C change and he asked if the request was for \$50,000 to be added for this fiscal year and then another \$50,00 for the following budget year and Mr. Bine confirmed that this \$50,000 would need to be put in the budget for next year and that the year end would be March 31st. Ms. King gave further information to help clear this up and stated that at the last meeting there was only \$20,000 budgeted for the beach cleaning and it is now closer to \$50,000. Ms. King asked the committee if they wanted to fund this for this current year in addition to next year. Ms. King stated that this proposal here is FY07-08 but the funds are also need FY06-07 and staff is asking if the committee is willing to pay for this past years clean-up. A motion to change and add agenda items was made by Mr. Arakas. Mr. Mathers seconded the motion. **All present voted in favor. MOTION CARRIED.** Mr. Servant went on to clarify the items on the agenda and what years budget they pertained to. It was confirmed that the beach rake, the Gator, advertising brochures and beach re-nourishment were all for 07-08 and the beach cleaning was for 06-07 and 07-08 with \$20,000 previously approved for 06-07 and they were now adding an additional \$30,000 for 06-07 and then changing 07-08 to \$50,000.

Mr. Bine asked if anyone from the A-Tax committee needed any further explanation on any of the items being presented. Mr. Servant stated that he would read through each item and if there were any questions on any of the business items they would then stop and ask. Item 4A: *The Beach Rake*. It was determined that the current beach rake experienced much use and was now in need of refurbishment. Item 4B: *Gator for Beach Patrol*. Mr. Servant confirmed that this Gator would be a new vehicle and it was asked about the payment of previous vehicles. Ms. King and Mr. Bine stated that both the beach patrol and police department use this. Item 4C: *Beach Cleaning*. There was further clarification made on this

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55 item. Mr. Servant wanted clarification that the money was available for these changes and Ms. King  
56 stated that it was. Item 4D: *Advertising Brochures*. Mr. Bine stated that the Myrtle Beach Chamber had  
57 decided to use a smaller insert brochure and requested that we have these made for them to include in  
58 this mailing. Mr. Bine stated that we had 300,000 of these printed for the Chamber to use in these  
59 mailings. Mr. Servant confirmed that the Chamber gave us the "Stay and Play" at no charge. It was  
60 confirmed, by Mr. Bine, that the Myrtle Beach Chamber would be doing this mailing at no additional  
61 charge. There was additional discussion regarding advertising and that the Town of Surfside Beach was  
62 being added as a link to the Myrtle Beach Chamber website. Mr. Servant questioned the benefit that we  
63 would get out of this mailing and Mr. Bine stated that the size was reduced to cut the postage costs and it  
64 would enable them to get more pieces in a mailing. Ms. Herrmann stated that the Chamber was going to  
65 do part of this mailing in-house and then the actual mailing would be contracted out. Ms. Herrmann  
66 stated that we still have approximately 300,000 of the tri-fold brochures in stock and will continue to use  
67 those until they run out. It was confirmed that those brochures would be updated prior to being reprinted.  
68 It was discussed that the committee would like to improve the Town website and possibly purchase a slot  
69 on MyrtleBeach.com to advertise the Town of Surfside Beach and this could be done for approximately  
70 \$10,000 per year. Mr. Servant stated that he has received more leads from MyrtleBeach.com than he  
71 has from the Chamber. Mr. Bine suggested that perhaps we should do some market studies to see  
72 where we need to spend our dollars but then we need to decide if it would be in our best interest to put  
73 the money towards a market study. Mr. Servant stated that the Internet is where the marketing is and the  
74 mailings are not what they used to be and are no longer effective. Mr. Servant suggested that we might  
75 want to utilize a staff member along with some members of the A-Tax committee to look into various ways  
76 to market Surfside Beach. He would like to see this group do some investigation to see what  
77 opportunities are out there for us. Mr. Servant stated that perhaps we could even hire an inexpensive  
78 advertising firm to come in and make some recommendations to us on how we can upgrade our website,  
79 provide links to the various businesses in town, and attract the out-of-town visitors. There was additional  
80 discussion regarding the updating of the Town website and the possibility of consulting with Lane Young  
81 who consulted for the MyrtleBeach.com website. Mr. Bine suggested that the Chairman of this  
82 committee, Mr. Servant, draft a memo to the Mayor and council with suggestions regarding the  
83 development and new direction of marketing the committee would like to go in. Item 4E: *Beach Re-*  
84 *Nourishment*. Mr. Bine stated that the beach re-nourishment cost of \$194,000 was our share of the cost  
85 of the 43 million dollars that it will cost to re-nourish the beach. Mr. Bine stated that the amount that has  
86 accumulated in this fund over the years was now 859,000 dollars. Ms. King stated that \$194,000 of this  
87 needs to be amended and approved to be dispensed this current year that we are in right now. Ms. King  
88 stated that \$45,000 is what we usually budget annually to use from this fund but when funds are left over  
89 at the end of any fiscal year then new projects are chosen to utilize these funds and then what is left from  
90 that money will be transferred into the beach re-nourishment. Ms. King stated that the \$194,000 would  
91 come out of the \$859,000. Mr. Bine stated that he would like the committee to authorize staff to submit  
92 the amount of \$450,000, which is being presented here, as the 07-08 budget to council once the 07-08  
93 budget is put together.

94 Item 4 A: *Beach Rake*. Mr. Harrison made a motion to approve this item. Mr. Loftus seconded.  
95 **All voted in favor. MOTION CARRIED.** Item 4B: *Gator Purchase*: Mr. Mathers made a motion to  
96 approve this item. Mr. Arakas seconded the motion. There was a question regarding the amount to  
97 approve on the agenda. It was listed for \$7,000 while the information received in the committee packets  
98 quoted it as being \$7,701.32 Mr. Loftus amended the motion to approve the Gator at an additional cost  
99 of \$701.32 bringing the total approval amount to \$7,701.32. Mr. Arakas seconded the amendment. **All**  
100 **voted in favor. MOTION CARRIED.** Item 4C: *Beach Cleaning amend 06-07 to increase by \$30,000*:  
101 Mr. Arakas made a motion to amend the 06-07 budget to add \$30,000 to Beach Cleaning. Mr. Harrison  
102 seconded the motion. It was explained that the \$30,000 would come from the surplus funds that are  
103 available in the 06-07 operating budget that are non-spent or non-committable. **All voted in favor.**  
104 **MOTION CARRIED.** It was decided that the additional \$50,000 for beach cleaning would be approved  
105 once the 06-07 budget was and Mr. Servant stated that they would hold off on this. Item 4D: *Advertising*  
106 *Brochures*: Ms King stated that these brochures are for 06-07 as well and can be done once entire  
107 budget is approved. Mr. Servant asked if this money has already been spent. Mr. Bine stated that  
108 300,000 brochures have already been printed. Ms. King stated that \$17,000 was appropriated to use  
109 towards brochures for 06-07 and they spent \$15,000 of this on the brochures. Item E: *Beach Re-*

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110 *Nourishment:* Ms. King stated that the amount the committee needed to approve was actually for  
111 \$194,040. Mr. Arakas made a motion for the payment of \$194,040 to be dispersed from the beach re-  
112 nourishment fund. Mr. Harrison seconded the motion. **All voted in favor. MOTION CARRIED.**

113  
114 Mr. Servant then went on to state that the 07-08 budget begins in March and the A-Tax revenue  
115 projected from South Carolina is \$415,000 plus interest, which is \$35,000, so the total revenue would be  
116 \$450,000. Mr. Servant then continued to list the expenditures that would amount to this figure. Mr.  
117 Servant state that the required expenditures are the 5 percent transferred to the general fund, advertising  
118 for Myrtle Beach Chamber \$25,000 and then 5 percent. Advertising for the Myrtle Beach Chamber, as  
119 set-forth in the law is \$115,000 so these total required expenditures amount to \$160,000. Public Safety  
120 Beach Patrol and Bike Patrol has a reoccurring expense, which has been previously approved. Vehicle  
121 for the beach had no entry. Gasoline, maintenance and supplies would be \$11,000. Mr. Servant asked  
122 Ms. King if the vehicle for the beach was included in the \$100,000 and Ms. King stated that there was no  
123 vehicle purchased this year and is not included in this line item. Bike Rally overtime is \$14,000, which  
124 gives the total for Public Safety to be \$125,000. Public Works, the beach and parks, beach cleaning,  
125 which would include the additional \$50,000; beach events \$15,000; maintain walkovers \$5,000; beach  
126 restroom maintenance \$6,000. Mr. Servant stated that the Accommodations Tax Committee has paid for  
127 the majority of the beach walkovers and the restrooms. There has been some grants received in years  
128 past but it was agreed by A-Tax to maintain these restrooms. Beach rake repair \$11,000; Gator clean-up  
129 \$7,701.32 (originally listed as \$7,000); Bike racks had no entry; total Public Works, Beach and Parks  
130 totaled \$94,000. The advertising brochures \$15,000, available for grants \$11,000, transference to beach  
131 re-nourishment \$45,000 so the total would then be \$71,000 for total expenditures of \$450,000. Mr. Bine  
132 stated that they would make the inter-related adjustments and adjust the grant amount to offset the odd  
133 amount that was listed in the Gator.

134 There was additional discussion regarding the extra brochures ordered and Mr. Bine stated that  
135 the brochures would be sent out in the Myrtle Beach Chamber mailings as they come up. Mr. Loftus  
136 suggested that we use some of these brochures in a place where they can be seen and the Dillon  
137 Welcome Center was suggested as an ideal location due to the high traffic. Mr. Loftus suggested that we  
138 try to use these brochures in any other way other than in mailings and then whatever remains, we can  
139 use in the mailings. Mr. Servant requested a discussion on the \$45,000 for beach re-nourishment and  
140 asked what staff's thoughts were on the future in beach re-nourishment and what kind of money it would  
141 take going forward. Mr. Bine stated that an appropriation of a surplus is a good practice as we all know,  
142 and even though the Town will get re-nourished beginning late Spring 2007 and be finished the Fall of  
143 2007, a storm could come in the middle of this project and, at that point, all of the re-nourishment  
144 completed goes back to where it began. Mr. Bine stated that if it takes as long to get federal involvement  
145 in re-nourishment as it did this time, about 4 years, then we would need to do something in the interim so  
146 money would need to be available to use. Mr. Bine stated that even a million dollars would not go far on  
147 the beaches of Surfside. Mr. Bine stated that all it would take is a large storm and it wouldn't even have  
148 to be a hurricane. Mr. Servant then went on to discuss the \$11,000 available for grants money. Ms. King  
149 stated that this money is to be used for anything additional that comes along or that we decide to do. Ms.  
150 King stated that the Beach events for \$15,000 include the 10K race, the beach music on Labor Day, the  
151 Kids Fair and other town recreation sponsored events like those. Items like the Guy Daniels event would  
152 come out of this available for grant money if they were to apply since it is not a town sponsored event.

153 Mr. Servant stated that he would like to improve the marketing for Surfside Beach and would like  
154 to suggest that we use some of the \$11,000 to get someone to possibly come in and work with staff this  
155 year to come up with a better plan to use some of our funds to try to improve our website and improve our  
156 internet presence. Mr. Servant would like to see the budget amended this year to include some money to  
157 get this process started. Mr. Bine stated that the \$15,000 could be redirected from brochures to another  
158 purpose plus whatever residuals there would be from available grants could be used for this purpose. Mr.  
159 Servant stated that he would like to amend the budget to take the \$11,000, which is available for grants,  
160 and place it under brochures and advertising and change the heading "available for grants" to "marketing  
161 development". It was then decided to change the number one item from \$15,000 to \$25,300 since some  
162 of it was for the Gator. Mr. Servant stated that the amount would just need to be balanced out with the  
163 Gator. A question came up regarding how the advertising for the Myrtle Beach Chamber was calculated.  
164 Ms. King stated that it is based on the formula of bringing in 415,000 and then was calculated out. Ms.

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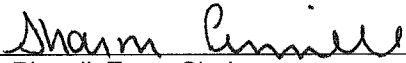
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165 King explained the calculation. Mr. Servant stated that we no longer had the billboard and asked what we  
166 get from the Chamber. Mr. Bine stated that they are currently doing the mass mailing which includes us.  
167 Mr. Servant stated that he believes that the Myrtle Beach Area Chamber of Commerce has the people  
168 who can help us market and if we contracted someone like Lane as a consultant to help us develop it and  
169 give us input, assuming that council approves it, then it may really benefit Surfside. Mr. Servant stated  
170 that perhaps the entire A-Tax committee could assist with this project since all members could benefit  
171 from it. Mr. Servant stated that he would be increasing the marketing budget from \$15,000 to \$25,000 by  
172 taking the difference out of the contingency, which will leave a remainder of contingency funds of \$9,000  
173 plus. The contingency money discussed was pertaining to the Chamber and Mr. Servant stated that we  
174 would need to request this back from the Chamber. Mr. Servant stated that the money would be going to  
175 the Chamber and then they would be returning it to us. Mr. Servant stated that he did not believe that we  
176 could just deduct it from the \$115,500 we are sending to the Chamber; we would need to request a  
177 reimbursement. Mr. Loftus stated that we could leave the \$15,000 in marketing and then we could spend  
178 up to \$25,000 and then request the Chamber to forward the \$10,000 to wherever we wanted them to. Mr.  
179 Bine stated that this was a good idea but he did not feel that we needed to incorporate into an action  
180 relating to the budget. Mr. Loftus stated that he agrees but what he was getting at was that we could still  
181 leave money in other events this way. Mr. Servant stated that he would like to go back and take  
182 brochures and advertising out and put it in as marketing so that the \$15,000 would go to marketing and  
183 we could leave the other \$11,000 in as contingency funds where it could be used in what ever capacity  
184 we needed it to be used. Mr. Loftus moved to approve the budget 07-08 as amended. Mr. Arakas  
185 seconded the motion. **All voted in favor. Budget was approved as amended.**  
186

187 **5. PUBLIC COMMENTS.** No public was present so there were no public comments. Mr. Bine  
188 stated that this would be his last meeting with this committee, since the council was getting ready to move  
189 on hiring a permanent Administrator, so he thanked the committee for their cooperation and acceptance  
190 of him during his interim here at Surfside Beach. Mr. Servant stated that he appreciated all the Mr. Bine  
191 has done and he realizes that it was not an easy situation for him to come in on a temporary basis and  
192 wished Mr. Bine the best in his future endeavors.  
193

194 **6. COMMITTEE COMMENTS** Mr. Servant stated that he would suggest that future meeting  
195 dates would be set as necessary but he would like to set a time that the committee would meet. Mr.  
196 Servant stated that 4:00 P.M. would be an agreeable time to meet going forward. There was some  
197 discussion as to when the beach re-nourishment would begin. Mr. Bine stated that he thought it would  
198 begin some time in November or December and it would be a ten or eleven month operation.  
199

200 **6. ADJOURNMENT** Chairman Servant adjourned the meeting at 5:04 p.m.  
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204 \_\_\_\_\_  
205 Sharon Pinnell, Town Clerk

206 Approved: August 29, 2007  
207

208 Clerk's Note: This document constitutes minutes of the meeting, which was audio taped. In accordance  
209 with FOIA, meeting notice and the agenda were faxed and/or emailed to local media and interested  
210 parties. A complete list is on file in the clerk's office. The agenda was posted on bulletin boards outside  
211 council chambers and in the town hall reception area. Meeting notice was also posted on the town  
212 marquee.  
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214