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ACCOMMODATIONS TAX ADVISORY COMMITTEE
HELD AT SURFSIDE REALTY OFFICE
213 South Ocean Boulevard ♦ Surfside Beach, SC 29575
August 29, 2007 @ 3:35 p.m.

1. **CALL TO ORDER** Chairman Servant called the meeting to order at 3:30 p.m. and welcomed those in attendance. Chairman Servant and committee members Dunn, Harrison, Arakas, Mathers and Loftus were present. Committee member Lazaroff was absent. A quorum was present. Staff present: Administrator Booth; Clerk Pinnell; Public Safety Director, Christenson; Captain Miller; Finance Treasurer, Hursey; and Public Works Director Kirk.

2. **MINUTES APPROVAL** Mr. Arakas moved to approve the January 9, 2007 regular meeting minutes as submitted. Mr. Mathers seconded. **All members voted in favor. MOTION CARRIED.**

3. **BUSINESS**

A. **FY 06-07 Financial Report.** Ms. Hursey presented the report, which is on file. Ms. Hursey stated that the total fund balance is \$799,171. Ms. Hursey stated that the Statement of Revenue and Expenditures outlines the revenue brought in and all the expenses paid out last year. Ms. Hursey stated that we were expecting revenue expenditures to be \$212,000 but we came in at only \$122,477, which was better than anticipated. Mr. Servant asked what Ms. Hursey attributes to, regarding the income side, the increase in budgeted versus actual accommodations tax. Ms. Hursey stated that we do not control what actually comes in and we just recently received an additional amount from the State, which was more than we had anticipated and the interest accrued is due to the favorable rates. Mr. Booth stated that overall, we are generating more accommodation taxes in this area, due to the increase of tourists. Mr. Servant stated that this was a sizeable increase and stated that it could not be due to just the increase in tourists and questioned how the State did their calculations. Mr. Servant confirmed a few items on the statement of revenues and expenditures with Ms. Hursey. It was confirmed that the additional money taken in from the accommodations tax period covered the over budget on the printing and advertising, and that the beach restrooms and walkovers were undergoing a lot of work. There were no additional questions or comments on this agenda item

B. **FY 07-08 Budget Report and Financial Report.** Ms. Hursey presented the balance sheet as of July 31, 2007 and reported that this year, to date, there is a positive fund balance. Ms. Hursey also presented the statement of revenue and expenditures for the four-month period ending July 31, 2007 and stated that \$35,000 has been spent for beach patrol, salaries and benefits and have already purchased the gator. There was discussion regarding the increase in the A-Tax money received and it relating to the State calculations and the additional tourists seen in Town.

41 C. Mr. Harrison made a motion to add Surfside Rotary 10K to the agenda. Mr. Mathers
42 seconded the motion. **All voted in favor. MOTION CARRIED.**

43 **i. Grant Applications**

44 **a. Expansion Horry County Adult Day Center**

45 No representative for this request was present. Mr. Servant stated that due to the
46 limited funds in A-Tax and being that this project is outside the scope of the Town of
47 Surfside Beach he would suggest that this grant request be denied. It was the
48 committee's opinion that this request did not meet the criteria set forth in the South
49 Carolina Accommodation tax laws. Mr. Arakas made a motion to deny the request
50 for this grant. Ms. Dunn seconded the motion. **All voted in favor. MOTION**
51 **CARRIED.**

52 **b. Myrtle Beach Showcase Advertising**

53 No representative for this request was present. It was the committee's opinion that
54 this entity is a full profit entity, which is limited under the accommodations tax law
55 and would not qualify. Mr. Harrison made a motion to deny this request. Mr.
56 Mathers seconded the motion. **All voted in favor. MOTION CARRIED.**

57 **c. Surfside Area Rotary Club 10K (added to the agenda)**

58 Mr. Steve Ouverson, representative for the Surfside Area Rotary 10k run, was present
59 to make the request for funding of \$5,000 for advertising. Mr. Ouverson stated that
60 funds were originally received from A-Tax for their 1st and 2nd years for the event,
61 which assisted them to grow. Mr. Ouverson stated that this is their 4th annual run and
62 each previous years event has been successful. Mr. Ouverson stated that Surfside
63 Rotary is a charitable organization synonymous with Surfside Beach and they raise
64 money for local charities and often give back to the Town Recreation Department by
65 funding various projects. Mr. Ouverson stated that they have added a 5k run this
66 year, which they believe will double the number of runners and are requesting the A-
67 Tax funds to increase the advertising and promotion for this event. Mr. Ouverson
68 stated that this run is always scheduled two weeks prior to the Myrtle Beach
69 marathon; stating that their run serves as a practice run for the marathon. There were
70 questions from the committee regarding out of town participants and number of
71 participants and where funds go. It was reported that 90 percent of funds go to either
72 Surfside Beach Recreation Department or charities within Surfside Beach.

73

74 **ii. Proposed Projects – Committee Recommendations & Town Events**

75 **Purchase of Property**

76 Mr. Booth reported to the committee that the Myrtle Beach Chamber is a good strong
77 Chamber but they promote Myrtle Beach and he would like to see more representation
78 for the South Strand. Mr. Booth reported that there is currently a South Strand Chamber
79 that has just started and they are currently putting together their board at this time and he
80 would like to see Surfside Beach join this Chamber stating that he feels that it will benefit
81 Surfside more than the Myrtle Beach Chamber has.

82 Mr. Booth stated that Council is looking at purchasing a particular property with the
83 Purchase of Property Reserve Fund. Mr. Booth stated that he had gone to the State to
84 confirm that this purchase would meet the State requirements. Mr. Booth stated that he is
85 not at liberty to discuss the property at this time. It was confirmed that Council is
86 looking at the beach re-nourishment fund for this purchase. Mr. Booth stated that the
87 beach is being re-nourished in November and this should last, unless there is a major

88 hurricane, for the next 7 or 8 years. Mr. Booth stated that we could use this reserve
89 money and then build the reserve back up within the next several years.

90 There was discussion from the committee regarding the new South Strand Chamber
91 on how our contribution covers very little of what promoting an area actually costs;
92 advertising is very expensive. Mr. Booth stated that the number of businesses that join
93 would need to absorb a lot of these costs; it wouldn't just be Surfside Beach. Mr. Servant
94 stated that many businesses don't have the money to absorb the costs it will take to
95 advertise. There was additional discussion regarding the new South Strand Chamber and
96 other Chambers and the disadvantages of fractioning money contributions into various
97 Chambers. Mr. Loftus suggested that it might be beneficial for Surfside Beach to meet
98 with Myrtle Beach Chamber and see how they can modify their marketing to include
99 more of Surfside Beach. There was additional discussion and debate between Mr. Loftus,
100 Mr. Servant and Mr. Booth as to which Chamber would benefit Surfside more. Mr.
101 Booth stated that he does not believe that we are getting what we need to get from the
102 Myrtle Beach Chamber.

103
104 **Police Fire Protection**

105 Mr. Christenson stated that since he is fairly new to the position, he met with Ms.
106 Hursey to get better acclimated with the A-Tax budget and what his department has and
107 what they may need to add. Mr. Christenson stated that there would be a small increase
108 in salaries and an increase to the overtime due to the many complaint calls regarding
109 fireworks this summer. Mr. Christenson stated that he has taken a proactive position and
110 has placed officers on patrol in an overtime capacity to address this issue; calls and
111 reports of fireworks had significantly decreased. Mr. Christenson stated that he would be
112 using this overtime from April 15th through September 15th, which would amount to
113 approximately \$9,000. Mr. Christenson stated that he also wanted to add overtime for his
114 officers for the two Harley Bike Weeks; they would be posted at Beer 30 and the
115 Sundown, which are popular biker spots; they had reports of brawls at Beer 30 this past
116 Bike Week and the Sundown is open until sun up. There was discussion regarding
117 Jammin' Leather during these events and Mr. Christenson stated that this is next to Beer
118 30 and the overtime officers could cover both. The request presented included two
119 overtime officers but Mr. Christenson stated that he would like to increase it to four
120 officers; the overtime amount was changed from \$26,200 to \$29,400; this increased the
121 original overtime budget from \$14,000 to \$29,400. Mr. Christenson requested an
122 increase in the uniform budget from \$1,000 to \$1,500 based on the fact that uniforms cost
123 more and that they wear out faster patrolling in the hot summer months. Mr. Christenson
124 stated that he is requesting an additional \$1,000 in gasoline; the price of gas has increased
125 and patrolling the area has increased. Mr. Christenson stated that they are requesting the
126 furniture, fixtures and equipment to increase from \$2,310 to \$5,000. Mr. Christenson
127 stated that the new items they are looking to fund from A-Tax are a speed trailer for
128 Ocean Boulevard for the safety of pedestrians at the beach and a pole camera system to
129 digitally record; this will allow monitoring of the tourist season home break-ins and car
130 break-ins and assist in the apprehension of these perpetrators. If a report is made, the
131 police department can go back and view the tape to witness the action; once the word gets
132 out that Surfside Beach has video surveillance this will deter criminal acts as well. Mr.
133 Christenson stated that this would be a pilot program for Horry County. There was
134 discussion as to where these would be set up, whether they would be stationary or

135 moveable and how signage could deter up to 90% of criminal activity. Mr. Christenson
136 stated that some of the cameras could record at a 180 or 360-degree area.

137 **Public Works**

138 Mr. Kirk stated that the salaries would increase a small amount due to recent pay
139 increases. Mr. Kirk stated that he would be requesting 50% for a garbage collection
140 vehicle, which would be approximately \$100,000; refurbishing of the beach accesses,
141 which includes new shower towers and pavers, which would total approximately
142 \$25,000; 50% of a beach cleaner which is able to dig deep and pick up items like
143 cigarette butts; the demo would cost \$39,000.

144 Mr. Booth stated that he would like to introduce music in the park Sundays during the
145 summer months and still needs to investigate this avenue regarding cost of bands and cost
146 of a stage set up and would like support from the committee.

147 Mr. Servant stated that \$47,000 of the A-Tax fund has not been dedicated, assuming
148 the \$415,000; the committee can assume another \$70,000 coming in giving \$110,000 of
149 available funds uncommitted. Mr. Servant stated that he has broken these requests down
150 to eight items.

151 **10K Run \$5,000**

152 Mr. Servant stated that the request is for \$5,000 and A-Tax did fund them in their
153 initial year \$3,000. Mr. Servant stated that, historically, A-tax has funded the start of a
154 program to get it going but would not fund subsequent requests. There were additional
155 comments regarding the expansion of a program could be considered a new event. There
156 was additional discussion regarding the Rotary's success regarding this event and how
157 many participants are actually from out of town. Mr. Arakas made a motion to decline
158 this request. Ms. Dunn seconded the motion, **All voted in favor with exception of Mr.**
159 **Loftus who stated that he would like to agree to approve a lesser amount than**
160 **requested. MOTION CARRIED.**

161 **Public Safety overtime \$29,400, uniforms \$1,500, gas \$1,500, and furniture**
162 **fixtures and equipment \$5,000 totaling \$37,400**

163 It was verified that these requests are for separate budget years. Mr. Booth stated that
164 there would be another A-tax meeting prior to the council budget meeting which is
165 scheduled for the end of October 2007. It was suggested to wait for the next A-Tax
166 meeting to discuss these items. Mr. Christenson stated that they currently have a rusted
167 out 4 wheeler and they are looking to purchase 2 new four wheelers to use during the
168 beach re-nourishment and for the winter patrol for this year. Mr. Servant stated that this
169 would also be discussed at the next A-Tax meeting.

170 **Speed Trailer \$4,950**

171 There was discussion regarding the need for this trailer and Mr. Christenson stated
172 that they currently have one speed trailer that they use around Town but there is a need
173 for one to be used on Ocean Boulevard; it would be used in this area 90 percent of the
174 time and it would be tourist related. Mr. Loftus made a motion to approve the speed
175 trailer. Mr. Arakas seconded the motion, **All voted in favor. MOTION CARRIED.**

176 **Pole Cameras \$12,000**

177 Mr. Christenson stated that this would be good advertising for Surfside Beach with it
178 being the pilot community in Horry County. Ms. Dunn stated that she has had personal
179 experiences where she thinks that this is a great idea. There was additional discussion on
180 the feeling of safety in town, increase in crime and the possibility of the pole cameras

181 being set up the Spring of 2008 and the cost. It was suggested that a firm price be
182 brought back to the committee and then the committee would vote.

183 **Collection vehicle 50% is \$100,000**

184 It was discussed between Mr. Booth and the committee that this should be funded 100
185 percent in the sanitation budget. There was no further discussion on this item.

186 **Street end/beach improvements \$25,000**

187 Mr. Servant stated that the shower towers look great and that he would like a schedule
188 on how many can be done a year and what the cost would be and would like to just
189 incorporate it into the budget. Mr. Booth stated that if this was funded they could be
190 completed by the end of the year. Mr. Booth stated that the Town is also in need of
191 constructing another bathroom at the beach that will be brought up at another time. Mr.
192 Booth stated that \$25,000 would cover all the costs of the street end beach improvements.
193 Mr. Harrison moved to fund \$25,000 for the street end beach improvements. Mr. Loftus
194 seconded the motion. **All voted in favor. MOTION CARRIED.**

195 **Beach cleaner \$39,000**

196 Mr. Booth stated that this item may not be necessary if the smoking ban goes through
197 as voted upon. There was discussion as to the need for this beach cleaner and the status
198 of the use of our current rake. Mr. Booth stated that, knowing the budget, 50 percent
199 could be funded by the Town and 50 percent by A-Tax. There was additional discussion
200 as to the great job this beach cleaner does. It was decided that this would be discussed at
201 the next meeting.

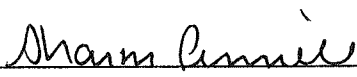
202 **Music in the Park**

203 Mr. Booth stated that he thinks that this would be a great experience for out tourists
204 and would give them the incentive to come back. It was decided that this item would be
205 discussed at the next meeting.

206 The next A-Tax meeting was set tentatively for September 26, 2007 at 3:30PM with
207 the location to be determined.

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209 **C. ADJOURNMENT**

210 Mr. Arakas moved to adjourn the meeting at 5:10 P.M. Mr. Loftus seconded the motion.
211 **All voted in favor. MOTION CARRIED.**

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216 Sharon Pinnell, Town Clerk

217 Approved: 10/3/07

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