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ACCOMMODATIONS TAX ADVISORY COMMITTEE
HELD AT SURFSIDE REALTY OFFICE
213 South Ocean Boulevard ♦ Surfside Beach, SC 29575
October 3, 2007 @ 3:40 p.m.

1. **CALL TO ORDER** Chairman Servant called the meeting to order at 3:40 p.m. and welcomed those in attendance. Chairman Servant and committee members Dunn, Harrison, and Loftus were present. Committee members Lazaroff, Arakas and Mathers were 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. Loftus moved to approve the August 29, 2007 regular meeting minutes as submitted. Mr. Harrison seconded. **All members present voted in favor.**
MOTION CARRIED.

3. **BUSINESS 2008/2009 BUDGET** Mr. Booth stated that Council would be meeting to discuss next year's budget on October 25th and 26th so he would like to clarify the items for next year's A-Tax budget at this meeting so that he can go over these items with Council at their budget meeting.

Mr. Booth reported to the committee that beach renourishment is estimated to begin between October 20th and November 1st, depending on weather; it will start at Surfside Pier, head south and it would then turn around and continue from Surfside Pier heading north. Mr. Booth reported that they would be completing approximately 800 feet a day so there should be very little impact on rentals; the police will supply the security. Mr. Booth stated that one of the issues that may delay the start of this project would be the sea turtles; if there are a certain amount of turtle eggs not hatched yet, they will stop the project until these eggs are hatched. Mr. Booth stated that this is a 29 million dollar project and should increase our beach space, which will be good for tourism. Mr. Booth stated that the new beach cleaning equipment will keep our beaches clean and this is how he sees marketing our beaches, as the pristine family friendly beach.

Public Safety: Director Christenson presented two items he was requesting to add to this year's budget, which he was asked to bring back with pricing proposals; the four wheelers and the camera surveillance system. Mr. Christenson stated that the proposals came from Redline Motor Sports in Myrtle Beach; Florence Honda and Honda of Wilmington, which included Honda Foreman's with 500 cc's, four wheel drive and manual shift. Mr. Christenson stated that Redline Motor Sports was the only company that would accept a trade in allowance for the current 2 four wheelers that we have. Mr. Christenson stated that with the trade in allowance their price comes in under \$5,000. Mr. Christenson stated that the camera system would need to go out to bid. Our technical consultant, David Hostettler, has put together a package of what we would need to get the kind of system we would want; this also includes what would be needed to install it and maintain it. Mr. Christenson stated that he has included an estimate of 22,350 dollars, which includes 9 cameras; four stations with two cameras and one with one camera with 180-degree coverage. Mr. Christenson stated that he believes that these cameras will deter a lot of crime, especially once word gets out that Surfside Beach has surveillance cameras installed. Mr. Christenson stated that the extra speed trailer had already been approved and it has been ordered. Mr. Servant asked if anyone had any question regarding the proposed items presented.

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49 Mr. Harrison asked if the money is already there for these items and Mr. Booth stated that A-Tax
50 still has money coming in and as it comes we can release it to pay for these items. It was
51 confirmed that the 2nd quarter funds, April, May and June, had been received and they were
52 expecting the 3rd quarter by the end of October or early November. Mr. Booth stated that there
53 had been many reports of break-ins on Ocean Boulevard and they will be posting surveillance
54 signs to help deter vandalism and theft. Director Christenson stated that the cameras would be
55 hidden and they would be difficult to detect and vandalize. Director Christenson stressed that
56 this will help to make our town safe and the Myrtle Beach Chamber could advertise Surfside
57 Beach as a fun and safe vacation destination.

58 Mr. Servant stated that the two proposals with the pole system coming in at \$22,350 and then
59 the Redline Motor Sports recommendation comes in at \$9,600 for both four wheelers; each
60 would be purchased individually; they would come out at approximately \$4,800 each. Director
61 Christenson stated that the pole camera system would need to go out for bid but it would more
62 than likely come in close to the estimate from South Coast Networks. It was approximated that
63 the monthly Internet operating costs would be approximately 60 to 120 dollars per month plus
64 electrician costs. Mr. Harrison made a motion that subject to the funds coming in as per
65 projected and on schedule that the pole camera system plus electrician costs and package for the
66 two four-wheelers from Redline Motor Sports be approved as presented. Mr. Loftus seconded.

67 **All present voted in favor. MOTION CARRIED.**

68 **2008-2009 Budget year-Public Safety:** Director Christenson stated that he had originally
69 requested to increase his department's overtime capacity by \$15,400. \$9,000 of it was to address
70 placing an officer on the beach 3 hours per night, seven nights per week for roughly 6 months
71 out of the year to address our fireworks complaints. Director Christenson stated that
72 approximately \$6,400 was requested for overtime during the motorcycle related events. Director
73 Christenson stated that he has had more time to analyze these costs and has discussed this with
74 Mr. Booth and Ms. Hursey and what they have collectively come up with was to recommend
75 hiring an additional beach patrol officer. Director Christenson stated that they have reduced the
76 budget from last year in the area of supplies, etc. and when you add this to the overtime salaries
77 what you will get for a minimum added cost is another officer, all year, to be used in an evening
78 capacity. The salaries would be increased by \$27,688, salary special by \$901, overtime was
79 deducted by \$4,000, unemployment increased to \$914, retirement increased \$1,530 and health
80 insurance went up \$2,816. Director Christenson stated that in operating expenses, uniforms went
81 up from \$1,000 to \$1,500, the travel and training increased from \$1,000 to \$1,500, operation of
82 motor vehicles remained the same, \$1,000 was added to fuel and motor fluids, \$500 in
83 communications was removed, \$6,060 was deducted from repairs and maintenance since they
84 will be getting brand new four-wheelers, materials and supplies increased by \$290 to \$9,500
85 which would be for 2 brand new radios for the beach patrol officers and it would equip the new
86 officer with a taser and firearm; the balance would be used for other supplies needed throughout
87 the year. The \$2,310 was removed from furniture, fixture and equipment in A-Tax fundings.
88 Director Christenson stated that the largest negatives were for \$4,000 the overtime, \$6,060 for
89 repairs and maintenance and \$2,310 for furniture, fixtures and equipment, which amounts to
90 approximately \$12,000 deducted from last year's budget. It was confirmed with Chairman
91 Servant that the proposed amount in salaries alone was \$92,469, which includes the 3rd officer
92 mentioned. Mr. Harrison asked if there was a warranty on the four-wheelers and Mr.
93 Christenson stated that being they are used on the beach by the water it nullifies any warranty but
94 Redline Motor Sports has agreed to lease two \$10,000 jet skis to Surfside for \$1 each as a special
95 promotion. Mr. Christenson stated that he will be recommending that the four-wheelers get

96 traded out every year or every other year, this will ensure that we get the best trade in value and
97 should eliminate repair costs; having the four-wheelers on the beach they tend to get rusted out
98 quicker if you keep them too long. Mr. Loftus made a motion to approve the recommendation of
99 \$148, 269 for Public Safety. Mr. Harrison seconded the motion. **All members present voted in**
100 **favor. MOTION CARRIED.**

101 Mr. Servant stated that there is non-departmental transfer to general funds with no
102 discussion. It was confirmed that the printing and advertising total of \$141,000 is the amount,
103 which is to be paid to the Chamber. Mr. Servant stated that he believes that it will benefit the
104 Town of Surfside to get the major players involved in the accommodations business and town
105 officials and staff to meet with the Representative of the Myrtle Beach Chamber and discuss
106 guidelines desired. Mr. Servant stated that he would like to see a tourist friendly website. Mr.
107 Booth stated that he has attempted on three different occasions to set up a meeting with the
108 Myrtle Beach Chamber and has held back all funds until he meets with them. Mr. Servant stated
109 that he would arrange the meeting. Mr. Booth stated that he would like to see some sort of
110 contract agreement and Mr. Servant stated that the Chamber should have provided Surfside with
111 an annual report that breaks down all of their expenditures. There was additional discussion as
112 to the redevelopment of Business 17 and Surfside Drive and the assistance they would need in
113 promotion from a Chamber. Mr. Booth stated that he would like to see more upscale stores and
114 restaurants on Business 17. Mr. Loftus wanted to clarify to Mr. Booth that neither North Myrtle
115 Beach, Myrtle Beach nor Surfside have a Chamber of Commerce; North Myrtle Beach and
116 Myrtle Beach have a CBB (convention of businesses bureau/Visitor's Center). Mr. Loftus stated
117 that he feels that there is need for a Chamber, which would focus on business issues.

118 Mr. Servant stated that promotions and special events request is \$14,000 and asked if there
119 were any comments from staff on this request. Mr. Booth stated that this is for promotion,
120 brochures and marketing. There was discussion regarding the Chamber developing a better
121 brochure for us. Mr. Harrison made a motion to approve the \$14,000. Ms. Dunn seconded the
122 motion. **All members present voted in favor. MOTION CARRIED.**

123 **Public Works:** Director Kirk reported that salaries have been cut by \$1,000, FICA has gone
124 down, retirement has gone up due to rate change in salaries, contractual services, which was
125 clarified is for inter-departmental services, has been decreased; Public Works has been able to do
126 a better job cleaning the beach with less man hours. Director Kirk stated that utilities have
127 increased due to water meters that need to be put in at the new beach accesses. Director Kirk
128 stated that they have three beach accesses left to put in; they have \$20,000, which they will put
129 towards those accesses. Mr. Booth stated that there are many retirees in town that he thinks
130 would adopt an access to help keep up with flowers and plantings. Director Kirk stated that they
131 are requesting two new dumpsters for the beach trash pickup; a quote was included. Mr. Kirk
132 stated that these are nyloplast, which should outlast anything of steel that we currently have. Mr.
133 Kirk stated that the steel dumpsters usually last only 4 or 5 years and these new ones will last
134 twice as long. Mr. Kirk stated that he is also requesting a new tractor, to be used with the beach
135 rakes, which will cost of \$42,000; the total requested by Public works is \$117,731. Mr. Loftus
136 moved to approve the request for \$117,731. Mr. Harrison seconded the motion. **All members**
137 **present voted in favor. MOTION CARRIED.** Mr. Loftus stated that he noticed that the
138 revenues for 2007-2008 exceed the expenditures by \$45,000 and needed explanation. Ms.
139 Hursey stated that this was anticipated to go to beach renourishment this year. It was determined
140 that historically, the budget takes overages and applies it to beach renourishment. Mr. Servant
141 inquired about the Pier proposal. Mr. Booth stated that it is in negotiation at this time and still

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142 needs to be addressed. There was some additional discussion regarding revenue avenues that the
143 Pier has.

144 **Recreation Department:** Director Kirk stated that salaries and overtime for the beach
145 bathrooms and events have been requested; this has previously been absorbed through the
146 department funds but they would like to request it through A-Tax since they are beach related
147 items. Director Kirk stated that tourist events have gone up to \$2,500; repairs and maintenance
148 has been dropped down to \$3,000; rest room supplies has gone up. Mr. Loftus inquired as to
149 how the restrooms were allowed to be as they were without being raised as now requested. Mr.
150 Kirk stated that these have been up for a while and they were approved at that time. Mr. Booth
151 stated that they want to go after A-Tax money from the County to help out with the installation
152 of the new restrooms since Horry County residents are also using these. Mr. Loftus stated that
153 he would like to be notified when this meeting will be so that he can attend as well. The total
154 asking to be approved for Recreation Department was \$34,557. Mr. Loftus moved to accept the
155 request for \$34,557. Mr. Harrison seconded the motion. **All members present voted in favor.**
156 **MOTION CARRIED.**

157 There was an application presented for Guy Daniels Surf Off requesting A-Tax funds for their
158 event to be held August, 2008. After some discussion it was decided that it would be added to
159 the agenda to be reviewed and considered at the next meeting.

160 Mr. Servant commended staff for their presentations to the Committee. There were no public
161 comments and no other business to discuss.

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163 **B. ADJOURNMENT**

164 Mr. Loftus moved to adjourn the meeting at 4:40 P.M. Ms. Dunn seconded the motion.
165 **All voted in favor. MOTION CARRIED.**

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Sharon Pinnell, Town Clerk

Approved: Feb. 21, 2008

Clerk's Note: This document constitutes minutes of the meeting, which was audio taped. In accordance with FOIA, meeting 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 office. The agenda was posted on bulletin boards outside council chambers and in the town hall reception area. Meeting notice was also posted on the town marquee.