



# Inside SURFSIDE



surfsidebeach.org

**Town Council Members**

- Allen Deaton, Mayor
- Bob Childs, Mayor Pro Tem
- Vicki Blair, Member
- Ann Dodge, Member
- Mark Johnson, Member
- Douglas Samples, Member
- Rod Smith, Member

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## The “Small Agency Curse” Can be a Blessing in Disguise

By: Mike Frederick

I’ve been lucky enough to have a long and varied career in law enforcement to date, and the organizations in which I’ve served prior to arriving in Surfside Beach have ranged in size from the US Army in the 1980’s (about 750,000 soldiers at the time), a federal agency of more than 15,000 members,

and two local law enforcement agencies (50 and 185 members, respectively). Exposure to these different organizational environments taught me that no particular size is the best; each has advantages and disadvantages. My contention is that here in Surfside Beach, we’ve turned the disadvantages

into positives.

A prevailing myth in law enforcement circles says that bigger is always better, but I would say that sentiment is just that- a myth. There are certain things that a small agency will never be able to do, but the advantages inherent to

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## Jan Lewis

Over the past 20 years, Jan Lewis’ duties have varied. She began her employment with the Town as Secretary Receptionist. Duties included PBX with multi-line service, secretarial duties to the Town Administrator and Mayor, personnel records for 73 employees and specific responsibilities to other departments. Jan was then promoted to

Executive Secretary wherein she became assistant to both the Town Administrator and Assistant Administrator. While becoming Executive Assistant to the Administrator she was able to be influential in hiring a clerk for the Public Works department. Jan’s duties then included all grant writing, (her efforts guaranteed approximately 4.12 million dol-

lars worth of grants for the Town). Until recently, Jan also handled Risk Management and acted as the Insurance Official responsible for all insurances to include TORT, Liability, Auto and Inland Marine. In the event of an emergency, Jan was also responsible for Federal Emergency Management

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SBPD staffs a total of 36 employees, only 21 of whom are full time, licensed police officers.

*“There are certain things that a small agency will never be able to do, but the advantages inherent to a smaller organization often outweigh any disadvantages.”*



SBPD's location in the Myrtle Beach area- our position subjects us to the high traffic counts through the US 17 corridor.

## The “Small Agency Curse” Can be a Blessing in Disguise

By: Mike Frederick

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a smaller organization often outweigh any disadvantages. The Surfside Beach Police Department (SBPD) is a great example of this concept.

SBPD staffs a total of 36 employees, only 21 of whom are full time, licensed police officers. We must, therefore, contend with all of the issues attendant to the management of a smaller agency. Here are some interesting side notes in regard to relative size ~ 90 percent of all law enforcement agencies in the US staff fewer than 50 sworn officers, and half field 10 or fewer officers. Nationally, 90 percent of law enforcement agencies serve populations of 25,000 or less. This means that for approximately half of each calendar year, SBPD falls into the top 10 percent nationally in regard to service population.

Larger agencies enjoy the most obvious advantage in that they possess the ability to throw more per-

sonnel at a problem without unduly straining their scheduling and overtime budgets. These groups also enjoy recruiting advantages, in that potential applicants may be lured by plentiful promotions, assignments in specialized positions or units, or higher pay. Disadvantages exist for these agencies, however- their larger size often comes tied to hidebound levels of bureaucracy and significantly higher levels of service demand. Larger agencies almost always cover much more extensive areas, which hinders their ability to impact crime rates at the local, micro level.

Agencies like SBPD face certain disadvantages as well, albeit different ones. The built-in limitations of size and scope will obviously likewise limit promotional opportunities and the ability of officers to work within specialized units not normally found in such organizations. This somewhat constrains recruiting and often results in

what HR professionals refer to as “churn,” or repeated turnover at the entry level as officers hire on, work for a few years, and move on to a larger agency. Nationally, police officer turnover rates have been as high as 20 percent, but have now dropped to below 15 percent. Since shifts contain fewer officers, this level of turnover represents a heavy burden on smaller agencies (depending upon the background of the applicant, it takes between six and eighteen weeks to hire, equip, train, and field a new officer within SBPD).

Add to this underlying situation SBPD's location in the Myrtle Beach area- our position subjects us to the high traffic counts through the US 17 corridor in addition to spillover crimes from the densely populated areas just outside of our jurisdiction on three sides. Further, our seasonal population increase creates a population density which, for at least four or

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## Dixie Junior Boys



Our Surfside Beach Dixie Junior Boys (age 13) consisted of 7 players from last year's Dixie Youth Majors World Series Champions. Due to lack of 13 year old teams in the area, Surfside Beach Dixie Junior Boys automatically advanced to the state tournament in Sumter, South Carolina where they went undefeated and emerged state champions and continued to Dothan, Ala-

bama for the Dixie Junior Boys World Series and with 5 wins and 1 loss they defeated Mississippi in the final game and became - 2010 DIXIE JUNIOR BOYS WORLD SERIES CHAMPIONS!!!!

Our Surfside Beach Dixie Youth Majors (ages 11-12) consisted of only 2 players from last year's World Series team. They won their Sub-District and District tournament and ad-

## Jan Lewis

(Continued from page 1)

Agency (FEMA) reporting and processing, Emergency Operations Center (EOC) member and hurricane tracking. Aside from her regular duties, in the past, she coordi-

nated the Town Christmas Parade, the Mayor's reception, the Annual Tree Lighting, and the Annual Surfside Beach Public Hurricane Conference that received a Local Government Award at the National level. Jan's

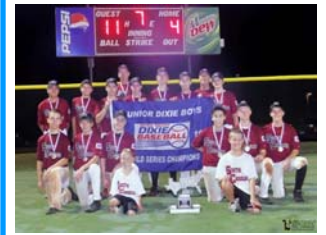
By Debbie Ellis

vanced to the state tournament in Clemson, South Carolina and became back to back state champions. They also won back to back sportsmanship trophies - no team in the 54 year history of Dixie Baseball had won the state tournament and the sportsmanship trophy until Surfside Beach accomplished it last year and they repeated the accomplishment this year. With the championship win in Clemson, they advanced to the Dixie Youth Majors World Series in Gonzales, Louisiana to defend their title. While, they did not repeat as World Series champions, they did bring home the sportsmanship trophy - another back to back accomplishment.



last position at Surfside was as the Emergency Manager performing those duties that include the re-writing of the Town's Emergency Plan, Emergency Operations Center Advisor and over-

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**They won the Dixie Junior Boys World Series and with 5 wins and 1 loss they defeated Mississippi in the final game.**

*"No team in the 54 year history of Dixie Baseball had won the state tournament and the sportsmanship trophy until Surfside Beach accomplished it last year, and they repeated the accomplishment this year."*

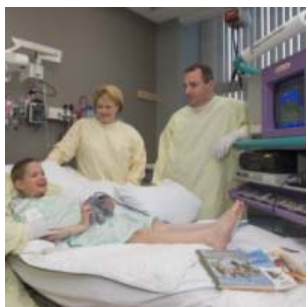


**Mayor Deaton congratulates Jan Lewis on her retirement after 21 years of loyal service with Surfside Beach.**



The drop off point for the ACBC trailer is on Poplar Dr. between the Fire Department and Surfside Drive.

*“South Carolina firefighters and other area volunteers organize the collection of aluminum cans for recycling which directly benefits MUSC’s pediatric burn center.”*



The funds from this effort go towards pediatric burn treatment costs as well as the purchase of necessary medicines, dressings, garments and assistance for the families.

## Aluminum Cans for Children

By Chief Robert C. Packard

Have you ever thought about tossing an aluminum can into a recycling bin and what may happen to that can after you do? If you toss that can in Surfside Beach or other areas within Horry County as well as the State of South Carolina there is a good possibility that it will be picked up by a member of a local Fire department and recycled through Waccamaw Metal Recycling then the funds are sent directly to the Medical University of South Carolina (MUSC) for use by the Aluminum Cans for Burned Children (ACBC) fund. Each can earns about a penny for ACBC and every can counts.

Established in 1986 the ACBC program has worked closely with South Carolina firefighters and other area volunteers in organizing the collection of aluminum cans for recycling which directly benefits MUSC, South Carolina’s pediatric burn center and the average of nearly 150 children who have suffered major or minor burns.

A portion of the funds from this effort go towards pediatric burn treatment costs as well as the purchase of necessary medicines, dressings, garments and assistance for the families as related to lodging, meals and transportation costs.

In 1997 the ACBC helped to establish the MUSC Children’s Hospital Burn Treatment Room. This room contains a burn tank and sterile area for the doctors and nurses to perform changes to dressings and administer to the special needs of the patient without the additional stress and discomfort they already suffer from their injuries.

ACBC also provides support by sponsoring workshops for the healthcare providers as well as parents and educators involved in the treatment and rehabilitation of a burned child. The program also sponsors statewide fire safety and burn prevention education for elementary students to include mobile fire safety houses and preschool

awareness programs that assist these children in identifying fire and burn hazards and escape from fires.

Camp Can Do was established in 1997 and has been an avenue for learning, fun and development not only for the children but also for the firefighters, Pediatric Burn Team and the Children’s Hospital. This is an extremely important venture not only for the children but for the local fire departments. Education is essential in preparing our children for the hazards that they will deal with throughout their lives and this is one way that we can accomplish one of those goals.

Please help us to continue this worthwhile venture by recycling your aluminum cans. The drop off point for the ACBC trailer is on Poplar Dr. between the Fire Department and Surfside Drive. Businesses that wish to recycle aluminum cans may receive a plastic lined can box by contacting the Fire Department at 913-6369.

## South Strand Helping Hand



By Susan Alexander

Along with the assistance of Utility bills, food and daily necessities our volunteers and staff offer compassion, emotional support, hugs and prayers. South Strand Helping Hand is always in need of non-perishable foods, paper products, toiletries and diapers. This local community source has helped families during very difficult times. All donations can be dropped off M-F 9am-2pm, or they can arrange pick up if any organization has a food drive.

South Strand Helping Hand (SSHH) is located at 812 Popular Dr S. in Surfside Beach. It is open 9am-2pm Monday-Friday. Susan Alexander is the Director and works with many volunteers to get the job done. Presently SSHH is assisting approximately 400 to 500 people a month. They assist with utility bills,

food and also pass on other important information. Due to the economy Helping Hand is seeing more new people in need of help, some are clients that have never had to visit a place like Helping Hand before. Some are low income community members.

South Strand Helping Hand thanks you for your interest in this worthy cause.



South Strand Helping Hand is always in need of non-perishable goods.

### South Strand Helping Hands most needed

- items:
- Soups
  - Grits
  - Peanut Butter
  - Cereal
  - Canned meats
  - Canned vegetables
  - Pasta
  - Mac and cheese
  - Baby food
  - Diapers

## The “Small Agency Curse” Can be a Blessing in Disguise

By: Mike Frederick

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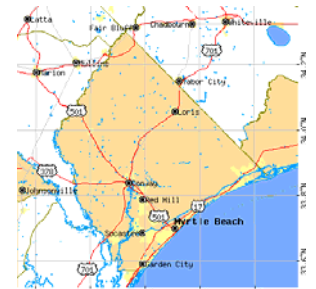
five months annually, puts us on a par with much larger jurisdictions. Our off-peak population density compares to much larger agencies here in Horry and Georgetown Counties. When

our seasonal population peak arrives (30-42,000 depending upon which estimate you buy) our population density is the third or fourth highest in the state.

Therein lies the dilemma—many folks tend to compare police agencies by

the most obvious outward indicators of relative “size,” such as simple population, number of officers, etc. when in fact we must factor in call for service volume, traffic counts, population swell, and most importantly, population density. So

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When our seasonal population peak arrives our population density is the third or fourth highest in the state.

## Horry County Assessment Facts:

- The last County-wide reassessment, completed during calendar year 2005, assigned values as of December 31, 2003.
- This year's reassessment, being completed during calendar year 2010, will assign values as of December 31, 2008.
- If you have not already received an assessment notice, it will be mailed along with your Real Property tax bill on October 1, 2010.
- Upon receipt of assessment notice, a taxpayer has 90 days to appeal the assigned values.



Most of the time when a citizen calls for us during a critical or dangerous incident a uniformed officer arrives in less than three minutes.

## It's Rollback Time

By Kim Hursey

The SC Code of Laws provides for equalization and stabilization of property value assessments; so every five year's each county has the responsibility to appraise and equalize those properties under its jurisdiction and each local government has the responsibility of calculating a "rollback millage". State law requires governments to roll back millage rates when total valuations

increase through reassessments so they do not collect more property tax revenue than in the previous tax year.

In the year in which a reassessment program is implemented, the **rollback millage**, as calculated must be used in lieu of the previous year's millage rate. Rollback millage is calculated by dividing the prior year property tax revenues

by the adjusted total assessed value applicable in the year the values derived from a countywide equalization and reassessment program are implemented. This amount of assessed value must be adjusted by deducting assessments added for property or improvements not previously taxed, for new construction, and for renovation of existing structures.

Rollback Millage Calculation	
Total Prior Year Tax Revenue for Rollback Calculation	\$2,369,587
Total Net Assessment	\$59,471,999
Divided by	
Rollback Millage	0.04
Old Millage	0.044
Rollback Adjustment	-0.004

## The "Small Agency Curse" Can be a Blessing in Disguise

By: Mike Frederick

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biologically speaking, these are the factors which elevate crime and risk factors.

So, is all this to say that SBPD suffers from crippling disadvantages? Absolutely not. Like many agencies which face seasonal population swell, SBPD mitigates this prob-

lem by scheduling most vacations and training during off-peak months (whenever possible). In the off-peak months (generally NOV through MAR), we also conduct as much of our state-mandated in-service training as is practicable while we allow the much higher rate of paid-time-off (PTO) use. SBPD also utilizes three part-time offi-

cers, primarily in the summer months.

It's once the underlying, size-related problems are addressed that SBPD's real advantages begin to emerge. We enjoy an incredible advantage over larger agencies in that due to our smaller geographic size, SBPD maintains response times that

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## The “Small Agency Curse” Can be a Blessing in Disguise

By: Mike Frederick

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are often measured in seconds for high priority calls. Most of the time when a citizen calls for us during a critical or dangerous incident (assaults, serious vehicle accidents, etc.), a uniformed officer arrives in less than three minutes. Even non-emergency responses seldom require more than five to seven minutes. In larger jurisdictions these wait times can exceed 20-30 minutes.

SBPD’s size and compact jurisdiction also create a sense of community not common to larger agencies. Our officers get to know the folks on their beats, and even some repeat visitors from out of state have been known to request certain officers with whom they have become acquainted.

Although we are always

### Jan Lewis

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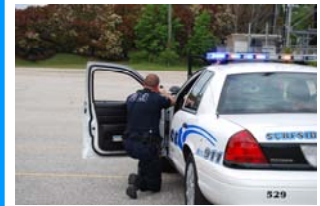
seeing emergency training for Town Council, De-

partment Heads and Employees. The Town would like to thank Jan Lewis for her 21 years of careful not to compete with the private sector, SBPD officers are able to provide services that larger, more widely distributed police agencies cannot match. I have watched as SBPD officers hung shower curtains for an elderly citizen at one o’clock in the morning, changed flat tires, unlocked car doors, and assisted with everything from plumbing problems to loose animals. Many of our large-agency brethren view these activities with disdain and mockery, but we wear them like a badge of honor. Don’t misunderstand my point here; we still catch a very high ratio of our burglary, assault, and theft suspects. Our patrol officers are empowered to conduct follow-up investigations, and often close serious cases which may not even be assigned at a larger agency.

service. We’re going to miss you girl!

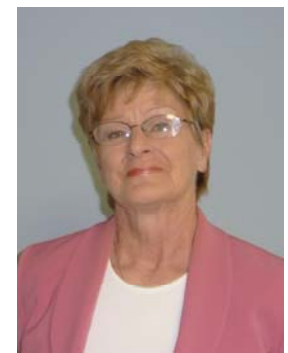
Law enforcement executives have a term used to describe specialized single-purpose agencies, or small organizations (like SBPD) which are able to provide this level of service- a “boutique agency.” The term is most often used in the pejorative sense, but I routinely describe us in that manner as a compliment. I believe that our size and capabilities here at SBPD serve as another amenity within the community- our response times, coverage level, and flexibility result in extremely low violent crime rates and good closure rates on other crimes. If that makes us a boutique agency, that’s okay- it’s by design. We intend to remain a boutique agency as long as that term is defined by extremely high levels of service to the community.

service. We’re going to miss you girl!



Law enforcement executives have a term used to describe specialized single-purpose agencies (like SBPD) which are able to provide this level of service- a “boutique agency.”

*“Our patrol officers are empowered to conduct follow-up investigations, and often close serious cases which may not even be assigned at a larger agency.”*



Jan’s last position at Surfside was as the Emergency Manager performing those duties including the rewriting of the Town’s Emergency Operations.

# Inside SURFSIDE

Volume 8, Issue 1



## TOWN OF SURFSIDE BEACH

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Web: [surfsidebeach.org](http://surfsidebeach.org)

## Golf Cart Laws



- Operator must have a valid driver's license in their possession at all times
- Operation is permitted only during daylight hours
- Operator must have proof of insurance in their possession at all times
- Golf carts must be registered with the Surfside Beach Police Department

## Surfside Beach Town Council Contact Info

Council meetings are held the 2nd and 4th Tuesdays of each month at 6:30 PM in Council Chambers. The public is invited to attend.



**K. Allen Deaton, Mayor**  
Term: 05/13/2008 to 05/08/2012  
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