

Business Committee Agenda  
2/8/2022, 10am, Dick M. Johnson Civic Center

Vision: The Town of Surfside Beach is the #1 Family destination in South Carolina.

1. Call to Order (Sammy Truett)
2. Pledge of Allegiance
3. Prior Meeting Minutes Approval
4. Communication
  - a. New member/council liaison introduction – Chairman Truett
  - b. Committee activities overview
    - i. Pending recommendations to Town Council
    - ii. Open initiatives
    - iii. Program managed/lead by the committee
5. Business
  - a. Committee Redesign – Council Alignment – Council Liaison Keating
    - i. Mission/Purpose
    - ii. Setting short- and long- term goals
    - iii. SMART criteria objectives
  - b. Setting the committee direction - All
  - c. New business items
6. Public Comments
7. Committee Member Comments
8. Adjournment

# BUSINESS COMMITTEE

What can the Business Committee do to help achieve the Town’s Vision of being the #1 Family Destination in South Carolina?

1. Mission/Purpose

Existing Statement: To improve communication with and to make recommendations to Town Council to implement necessary regulations consistent with the business community’s interests, and also cultivate a business friendly environment to help new and existing businesses succeed and prosper within the Town of Surfside Beach.

2. Membership/Qualifications

a. Existing Statement: The committee shall consist of nine (9) members comprised of a majority of current or former resident business owners and a minority of non-resident business owners, who shall be in good standing with all town ordinances representing retail, service, hospitality, and/or trades; and one non-voting councilmember whom shall serve in an advisory capacity.

b. Current Members/Terms

Sammy Truett (Chairman)	1/12/2021 – 1/12/2025
Kevin Fitz Maurice	1/28/2020 – 1/28/2024
John Hutton	1/28/2020 – 1/28/2024
John Gilchrist	1/12/2021 – 1/12/2025
Phil Vasser	Expires 11/14/2021
Lee Zulanch	Expired
Zach Baker	1/11/2022 – 1/22/2026
Rod Schilling	1/11/2022 – 1/22/2026
Robin Parton	1/11/2022 – 1/22/2026

3. Programs

a. Autism Friendly Travel Destination – What is the role of the Business Committee?

b. Façade Grant Program

Existing Statement: The Design Overlay Improvement Grant was created to encourage private investment in improving older properties within the Design Overlay District (hereinafter referred to as “the district,” which included the C1 and C2 commercial areas located mostly along Highway 17 Business). The grant assists with the cost associated with exterior improvements of buildings and landscaping, and can significantly reduce costs by as much as fifty (50%) percent up for awards up to five thousand (\$5,000) dollars for building improvements. Landscaping improvement grants may be up to two thousand (\$2,000) dollars. Grant applications are accepted at any time. Any property owner, tenant, or business within the district may apply for a Design Overlay Improvement Grant subject to the requirements set out on the application. Incomplete applications will not be considered.

Process and application being revised.

Marketing/Communication Plan

c. Other Programs

Town Businesses Alliance

Commercial Process Training/Counsel

Small Business Programs (SBA, SCORE, etc)

Social Events

Informative mailer program

4. Proposals to Town Council

a. Open recommendations

b. Implementation in process

c. New ideas