



Town of Surfside Beach
210 US Hwy. 17 South, Surfside Beach, SC 29575
(843)913-6111

PIER COMMITTEE REGULAR MEETING

Monday, March 21, 2022, 6:00 PM

1. **CALL TO ORDER** - Chairman Krouse called the meeting to order at 6:00pm. Present: Rob Krouse, Tabitha Mull, Alex Samsel, John Hiatt, Dusty McCracken
2. **PLEDGE OF ALLEGIANCE** - Recited
3. **MINUTES APPROVAL** - None, first meeting since election of officers – No official minutes
4. **PUBLIC COMMENTS ON AGENDA ITEMS** - None
5. **DISCUSSION ITEMS**
 - a. **Committee Introductions**
 - Each committee member shared brief background information and interest in joining the pier committee
 - b. **Meeting Cadence**
 - Announcement that committee will meet every other Monday starting 3/21 (not bi-monthly); initially scheduled for 6 months durations
 - c. **Pier Visit Review**
 - Shared impression of site visit: impactful and valuable to see environment of design and buildings; Committee was provided information on facets of pier and seeing the site firsthand was helpful understanding the space and potential
 - d. **Definitions of Purpose and Scope**
 - Council's scope definition shared
 - Discussion on broad purpose vs detailed scope
 - Importance of town feedback to help shape goals and determine
 - leases vs town owned
 - town goals vs financials
 - Goals and scope will be refined as we inject feedback, financials and options into the discussion
6. **BUSINESS**
 - a. **Potential Legal Issues**
 - Town Administrator spoke with sole, current leasee about other businesses and no verbal concern expressed

- Remaining concerns over the need for formal legal review and ongoing support
 - Subletting; competing businesses, quiet enjoyment, future lease support
 - Vote for requesting Council to have the Administrator hire and keep a commercial property attorney on retainer passed unanimously

b. Communications

- Email – need a common committee email address
 - Need protocol for replying; “gatekeeper” approach
- Survey – options include push/pull approaches; existing town tool called
 - Sign at pier site or other mechanism to collect feedback
- Mail Chimp – previously used to blast information
 - limited to one blast/day
 - Limitation is opt-in only email addresses
- Pier page – unknown status of pier/committee page to provide updates/information/timeline
 - CIO needs to be administrator
 - FAQ to follow as we progress
- Forum – existing workshops are quarterly and may not align with timing of decisions
 - Email, committee meeting, surveys can serve as a “forum”
 - Need to better promote time and location of committee meetings
- Action Item - Partner with CIO to gain email address, Committee web page, Survey options; FB post and Mail Chimp to blast need for town input for April 4 meeting

c. RFP Awareness & Early Interest

- Unknown at this date; Administrator shared (earlier) that there is significant interest but RFP details and quantity will not be known until submission deadline of 4/9

d. RFP Submission Review Process & Metrics Development

- Metrics development makes after town feedback and list of goals/priorities
- Potential for a points-based system

e. Charleston Area (Folly Beach and Mt Pleasant) Pier Research

- Tentative date of 4/14 set
- Action Item - Request from administrator contacts, financial or any other information that can be shared with the committee prior to Folly and Mt Pleasant visit

7. PUBLIC COMMENTS - None

8. COMMITTEE COMMENTS - None

9. Adjournment