



**SURFSIDE BEACH TOWN COUNCIL REGULAR MEETING Civic Center, 115 US Highway  
17 North, Surfside Beach, SC 29575 [www.surfsidebeach.org](http://www.surfsidebeach.org) - ☎ (843) 913-6111  
📠 (843) 238-5432**

**TOWN COUNCIL MEETING MINUTES  
Tuesday, January 25, 2022, • 6:30 pm.**

- 1. CALL TO ORDER** – Mayor Hellyer called the meeting to order at 6:30 pm. Mayor Hellyer, Councilmembers Drake, Holder, Kreklau, Kinken, Stamey and Mayor Pro Tempore Keating were in attendance. Others present were Town Administrator Shanahan, Deputy Administrator Woodruff, Town Attorney Crosby, and Town Clerk Medina.
- 2. INVOCATION AND PLEDGE OF ALLEGIANCE**
  - A. Invocation:** Franklin Ward, Timberlake Baptist Church, gave the invocation.
  - B. Pledge of Allegiance:** Mayor Hellyer led in the Pledge of Allegiance.
- 3. MOTIONS RELATING TO AGENDA:** Councilmember Kreklau made a motion to move Communications item 6(d) to 6(a) out of respect for Ms. Riodan's time, and remove Business item 8b., SAFER Grant, from the agenda due to Chief Clemon's unavailability. Councilmember Keating second. All voted in favor. **Motion carried.**
- 4. MINUTES APPROVAL, January 11, 2022, Regular meeting:** Councilmember Drake made a motion to approve the minutes. Councilmember Kinken second. All voted in favor. **Motion carried.**
- 5. PUBLIC COMMENTS – Agenda Items Only**
  - A. Kim Hutchins, 415 Cypress Drive.** I've been there for just a couple of years now. Ms. Hutchins spoke about a residence displaying a flag in front of their house that she found offensive. She also spoke about all the new homes being built and her concern over maintaining the appropriate distance between the structures. Ms. Hutchins stated that the houses should be in proportion to the property size. Some of these houses are quite large for the lots. This is causing a lot of trees to be removed. We have all kinds of wildlife here in Surfside Beach. Also, this promotes flooding.
  - B. Harry Kohlmann, 10th Avenue North.** Ten years ago, Harbor Lights decided to put up these decorative streetlights. It's not the standard in this town. They never asked permission to put them up. They are very nice, but it's not the standard. Those lights will be changed six times over by the time that's the standard in Surfside Beach. Why are we paying for what they did? It's not our responsibility. They planned it, they wanted it, and they should pay for it.
- 6. COMMUNICATIONS**
  - A. Karen Riodan, Myrtle Beach Chamber of Commerce.** Karen Riodan spoke about the many ways that the Chamber of Commerce is marketing Surfside Beach and the success of their initiatives. Ms. Riodan spoke about the content and management of the VisitSurfsideBeach.com webpage that shows a bit of an increase in 2021 over that of 2020. Ms. Riodan also presented the new marketing tools such as new videos, email marketing, beach house vacation give away,

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and “collateral” marketing of hard copy media. She indicated a marketing value to Surfside Beach of ~\$1.7M.

Councilmember Keating asked about who maintains the information for Visitsurfsidebeach.com. Mrs. Rioden stated that the MBACC updates the entire site, but the specific aspect of Surfside Beach has been done locally, and in coordination with MBACC. She stated that she didn’t know what the status is of that contractor. She also stated that she believes we have a Public Information Officer now that could perform this role.

Councilmember Drake stated that there is not much information on Surfside Beach visiting the Myrle Beach Visitor centers. Mrs. Rioden stated that the Chamber maintains only two centers. Most of them are managed and run by timeshare companies that will direct visitors to their properties and the areas in which they’re located.

**B. Finance Report** – Director King gave the finance report for both November and December.

Councilmember Keating asked if it is typical for us to wait until the end of the year to be processing the approved budget amendments, or should we be processing these ordinances as they're approved to have a more accurate accounting of where we are with our expenses? Director Kings stated she would have the budget amendment for the next meeting.

**C. Fire Department Monthly Report** –Deputy Chief Carter gave the Fire Department report.

Councilmember Keating asked, you mentioned the ongoing issues and working with the manufacturer for Rescue Engine 56. What's the nature of those issues? Deputy Fire Chief Carter stated they are mostly electrical, mechanical leaking and paint issues. They are working well with the manufacturer and the issues are covered by the apparatus warranty.

Councilmember Stamey asked if the manufacturer was working well with the town to rectify these issues. Deputy Chief Carter stated yes.

**D. Event Monthly Report** – Deputy Administrator Woodruff gave the event's report.

Councilmember Keating asked, you mentioned that there are a couple of events being researched, what are they?. Deputy Town Administrator Woodruff stated that a resident commented on having a sandcastle contest and is unsure of the other event.

**7. DISCUSSION (motions pertaining to discussion items permitted): None**

**8. BUSINESS**

**A. SECOND READING ORDINANCE 22-0944 – AUTHORIZING DECORATIVE STREETLIGHTS FOR PUBLIC ROADS IN HARBOR LIGHTS NEIGHBORHOOD.**

Councilmember Keating made a motion to accept second reading ordinance 22-0944, stipulating that the light fixtures installed in the Harbor Lights development are the same fixtures that the town is transitioning to when pursuing the underground utilities. Councilmember Drake second. There were no new points of discussion raised. Councilmembers Keating, Kreklau, Drake and

Mayor Heller voted in favor. Councilmember Stamey, Holder and Kinken voted against. **Motion carried.**

## **9. PUBLIC COMMENTS**

**A. Tom Dodge,** 5<sup>th</sup> Ave South. I want to thank the Fire Captain and the Chamber of Commerce for knowing our town's name. I called town hall yesterday, and the answering machine says, Thank you for calling Surfside. That ain't right. We're Surfside Beach. Our town is Surfside Beach, the Chamber of Commerce knows, and the people that live here should know that. I feel that people who are on town committees should be town residents. Somebody out of town has no vested interest in the town. They pay no taxes to the town. In my opinion, They should not be on committees.

## **10. TOWN COUNCIL DISCUSSION AND/OR COMMENTS**

**A. Councilmember Stamey,** I'd like to thank everyone for coming out and joining us tonight. Voicing your opinion what you think about the town. I enjoy hearing them. I think the town is going in a good direction. I think we have good people in our town administration - the fire department, the police department, and all the administration. We all are for this same thing; we all have the same goal. We may see different ways of getting there. There are some things that I disagree with, but that is the way it goes. God bless Surfside Beach.

**B. Councilmember Holder,** I'd like to thank you for coming out tonight. It has been a tough last few weeks with the cold. I want to thank the fire department for great work responding to Ocean Lakes' fire. This shows how important Mutual Aid is. A fire truck came from Aynor. That is pretty far. The next thing I want to say is, it's very interesting; I've been looking at YouTube on things about Surfside. They had our parade, and they showed the pier. I know a lot of people go to YouTube; when they're looking at an area, look at anything they can see you. Thank you tonight.

**C. Councilmember Keating,** I want to thank everyone for coming out and tuning in. I know Chief Clemons is listening in; we wish you well and hope you have a speedy recovery so that we can hear your presentation about the SAFER grant come Monday morning. I think we're, in general, moving in a very positive direction. I believe we are getting much more focused on some of the changes that we need to see within the Town's operations. We've got some very diligent department heads that are now marching their way through the ordinances that need to be changed and updated. We've had a great turnout in applications for our committees, and I'm happy to say that after the lengthy list of appointments the last time we met and a few more that I think we have to consider this evening, most of our committees are fully staffed. So hopefully, they can all embrace the mission of our Town and the vision of becoming the #1 family destination in South Carolina. Each committee need to start establishing some short and long-term goals to identify what they can do to help move our town forward; to improve our reputation and improve our standing. It's very good news that we heard from Ms. Roidan of the Myrtle Beach Chamber that we've recovered well from the pandemic and have a bright future. We're bringing our tourists back; we want to make sure we keep them. I think it time to have a focus, and the leadership of the council liaisons sending that message to our committees', is time

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to start thinking about objectives. We're starting into a new fiscal year in another couple of months. Director King will be busy orchestrating and keeping us in line to gather all the 2022 - 2023 Budget information. Now is a perfect time for our committees to band together, brainstorm, and come up with some ideas of additional goals, objectives, and tasks they would like to complete. I encourage all council liaisons to take an active role in the committees, at least to get them started on a path to setting those objectives. If that requires some funding from the town, now's the perfect time to be asking for it. It's not our job to lead the committees, but it is our job to provide some direction and some guidance when needed. I want to thank everyone for their congratulations. As you know, I am a first-time proud Grandma to my little Amelia Grace, who joined us on Saturday morning. I can't wait to make my trip to Pittsburgh actually to hold her in my very own arms. Thank you very much.

**D. Councilmember Kreklau,** Thank you to everyone who came out and everyone listening; I'd like to thank Larry for stepping up with short notice to give the Fire Chiefs report. He did a very good job. Have a good night.

**E. Councilmember Kinken,** I want to thank everybody for coming out. I do appreciate the reports we've got tonight. It's very helpful to us where we have the option of seeing it. Explanations work real well also. I happened to be in charge of the Parking Committee and agreed to have a non-resident on the committee. I don't have a problem with that. I'm sorry Tom does, but they spend money in this town too. They don't pay taxes - I understand that, but we're only getting at their thoughts. They can't sway one committee that is an advisory group. We don't make decisions; we don't change things. I don't mind hearing other people's opinions when working and spending money in our Town. I am the one that asked for it. She's also volunteered to step back and do something else, but I asked her to stay. I think it's important that people understand that this town is not supported just by our taxes, it's supported by people that come to this town and spend money. Yes, she lives in Deerfield, but they did come and spend money, and I would like their input. We had a conversation today that there's a long list of needs for this town, and we need to get it down on paper to start looking at what we can do. I suspect your council and staff will be very busy for the next month, trying to sort through everything. I hope you all have a great evening and we'll see you here in two weeks.

**F. Councilmember Drake,** I'd like to thank everybody for tuning in and coming out here tonight. And thank you, Larry, for stepping up and presenting the Fire Department report. It was informative, and also to everyone else who spoke. We'll be looking at the wants and needs of all departments as we go along. Remember, the needs are something that we have to fund 100%. But, again, thank you for tonight for coming out, and we'll see you next week. Thank you.

**G. Mayor Hellyer,** it's, like everybody says, we've got a lot to do, you. For the last couple of meetings, I've been saying that we still need to put together a pier committee. Mr. Kinken and I sat down and talked to the finance director today, and we decided that probably the best thing to do would be to get together and set up a schedule on what we're going to do figure out how we need to get it done and move forward. Our income has been good in the town, but you can't just spend it all without studying the possibilities, where it needs to go and the long-term effects.

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We will be working on that shortly. I know it's cold outside, but it has to get warmer soon. You guys take care of yourself. Have a good evening.

- 11. EXECUTIVE SESSION** - Motion to adjourn Regular Meeting and enter Executive Session pursuant to the Freedom of Information Act Section 30-4-70(a)(1), Discussion of appointments to Surfside Beach Committees.

Councilmember Keating made a motion to convene an executive session at 7:53 pm pursuant to the Freedom of Information Act, Section 30-4-70(a)(1) to discuss potential appointments to the remaining Surfside Beach Committee. Councilmember Holder second. All voted in favor. **Motion carried.**

Councilmember Keating made a motion to re-enter regular public session at 8:07 pm. Councilmember Holder second. All voted in favor. **Motion carried.**

- 12. Motions resulting from Executive Session. The council may take action on matters related to Executive Session.**

Councilmember Kinken made a motion to appoint Gary White and Travis Worthy to the Parking Committee. Councilmember Kreklau second. All voted in favor. **Motion carried.**

- 13. ADJOURNMENT** Councilmember Keating made a motion to adjourn at 8:09 pm. Councilmember Holder second. All voted in favor. **Motion carried.**

## Surfside Beach Town Council

\_\_\_\_\_  
Robert Hellyer, Mayor

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Cindy Keating, Mayor Pro Tempore

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Chris Stamey, Town Council

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LaVerne Kreklau, Town Council

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Michael Drake, Town Council

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William Kinken, Town Council

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Paul Holder, Town Council

Attest: \_\_\_\_\_  
Sheri L Medina, Town Clerk

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