

Surfside Beach Business Committee Meeting Minutes

Meeting Date 2/8/22 Time called to order 11:00 am

Committee members attending

Sammy Truett

Zach Baker

Phil Vassar

John Hutton

Lee Zulanch

Kevin FitzMaurice

Robin Partin

Rod Schilling

Town Council Members

Cindy Keating (Committee Liaison)

Chris Stamey

LaVerne Kreklau

William Shanahan (Town Administrator)

Was a quorum present? yes no

Discussion Items:

Cindy Keating gave a presentation on the Committee's place in the Town Vision.

- Input to Town Marketing Plan
- Simplification of Town Ordinance
- Highway 17 Development
- Web Page Update
- Improve Town Events

Discussion of the presentation followed.

Q) Phil Vassar: Does the Committee have any funds available for use in this Fiscal Year?

A) Cindy Keating: There may be funding available, but it is contingent on the reason for spending. The Chamber of Commerce has been contacted by the Town to arrange funding for a Business Alliance

Meeting to be held at Neal and Pam's Bar and Grill. Proposed time frame is for late March or early April of 2022. The Town is also meeting with the State of SC for assistance in evaluating and recommendations of our commercial areas.

Q) Kevin FitzMaurice: Is the Town Council going to submit Ordinances that they would like the Committee to review, or is the Committee charged with reviewing Ordinances on its own?

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A) Cindy Keating: Both. Committee may be requested to review and submit items, but some ordinances have to be created in a way that conforms to State regulations and laws.

Q) Kevin FitzMaurice: The Businesses in the E-District have created the name “Pier Village” to use as a marketing tool for the area. They are to be recognized for their initiative in organizing to help get recognition for the area, and moving the Town forward.

A) Zach Baker: The businesses have recognized the value of name branding in marketing (I.E. Market Commons). The businesses are planning on signage to promote that, and hope that the Town will cooperate. Can this branding be extended to the businesses on Surfside Drive, such as Pier Village West? Robin Partin volunteered to poll the businesses in that area, since her business is located there.

Q) Robin Partin: Is it possible for the Town to schedule events on the West End of Town? Most events are centered on the East end of Surfside Drive, or Ocean Boulevard.

A) Discussion followed, without any resolution

Q) Rod Schilling: Are the Town Parking requirements being enforced on new businesses that open? An example was given of a new business that may be in violation of the rules.

A) Cindy Keating: Rules are still in place, but will have to check on enforcement.

Q) Rod Shilling: Town needs to have a plan to upgrade the appearance of businesses on Surfside Drive.

A) Sammy Truett: The Façade Grant is available, and a sign-up sheet will be mailed to all business owners with the business license renewal this year. Discussion followed on the need and challenges of contacting absentee landlords, and notifying them of the need to upgrade.

Q) Kevin FitzMaurice: There is a need to update the Town Requirements to start a business in Surfside. Robin Partin related her problems with multiple permits needed, many without any information available about requirements. Rod Schilling discussed using SBA and SCORE as assets he used to start his business.

A) Cindy Keating: This is something the Committee could bring to the Town Council as a goal for the Committee to achieve. Sammy Truett stated we need to contact SCORE to do a presentation, perhaps in conjunction with the Business Alliance Meeting at Neal and Pam’s

Q) Phil Vassar: The Committee needs to set the agenda and try to get input from businesses concerning the Alliance Meeting.

Motion to: Adjourn

By Phil Vassar

Second Zach Baker

In favor All

Against

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Meeting adjourned at 11:10 am

Submitted by Kevin FitzMaurice

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