



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

PIER COMMITTEE REGULAR MEETING

Monday, April 4, 2022, 6:00 PM

1. **CALL TO ORDER** - Chairman Krouse called the meeting to order at 6:00pm. Present: Rob Krouse, Alex Samsel, John Hiatt, Dusty McCracken
2. **PLEDGE OF ALLEGIANCE** - Recited
3. **MINUTES APPROVAL** – Approved by all members in attendance
4. **PUBLIC COMMENTS ON AGENDA ITEMS** - None
5. **DISCUSSION ITEMS**
 - a. **Purpose and Scope Development**
 - Largely hinges on RFP responses
 - Pausing to see responses first will aid balancing financials with actual business ideas and potential
 - b. **RFP Metrics Consideration & Development**
 - Metrics go hand in hand with Scope above
 - General agreement to wait for RFP responses
 - High level considerations
 - Family friendly
 - Day and Evening / Child and adult entertainment considerations
 - Public feedback needed
 - Seeking novel thoughts to make this pier unique
 - Does town have capability to run business/es?
 - Rhetoric of a few single RFP responses to lease all space
 - Positives and negative
 - Committee needs understanding of when/how we receive RFP responses
 - c. **Pier Parking Considerations**
 - Clarity needed on pier parking
 - Parking committee vs Pier committee “ownership”
 - Parking committee has not yet worked on pier parking
 - Pier parking separate from all other parking due to Pier Fund
 - Distinct accounting of pier parking revenue
 - Mayor to verify
 - RFP responses may include requests for parking as part of lease
 - Committee needs to understand how to respond to those requests

- Public works may be able to get a grant
 - Unknown is grant is being explored
 - Unknown who will do it, who will pay for it
 - Unknown architect, design, timeframe
- d. Potential Interfaces with Parking and Business Committee**
 - Not yet successfully engaged with Business Committee
 - Limited Parking Committee interaction referenced above

6. BUSINESS

- a. AV Equipment for Meetings**
 - CIO – traditionally committees do not have AV recordings
 - Council uses Go-To Meeting
 - Follow up needed on if/who this committee records meeting
- b. Commercial Property Attorney Retainer**
 - Determined in previous meeting to make request to council
 - Committee did not formally take the vote to administrator or council
 - Committee voted again to have a formal recommendation for retaining attorney
 - Expectation is to have the recommendation on council meeting agenda
- c. Communications**
 - Committee email account created:
 - Need process for distribution and reply
 - Interim approach is hand delivery by CIO
 - Town Hall LED sign, website and Facebook to promote committee meetings
- d. FAQs & Potential for Committee Page on Town Website**
 - Website allows committee page to add text/images
 - Survey by Google forms
 - Solicit survey responses on website and Facebook
 - Draft survey to be created by committee
 - Potential to leverage existing mail chimp email addresses for survey
- e. Charleston Area (Folly Beach & Mt Pleasant) Pier Visit Plan**
 - 4/14 trip on track and times determined
 - Committee must obtain financial information from pier visits as previously obtained data is considered confidential

7. PUBLIC COMMENTS

- Parking will be a huge part of the pier. It should not put secondary. How far are people willing to walk and how much are people willing to pay? Those answers are critical.
- What will the pier fee be? It used to be a dollar.
- Will the parking lot be paid independently and who is determining ownership of the whole pier parking lot?
- Will the old Surfside Beach Fishing Pier sign stay? If not, it should be preserved in some fashion.

8. COMMITTEE COMMENTS - None

9. Adjournment