



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

## PIER COMMITTEE REGULAR MEETING

Monday, May 2, 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** – Approved by all members in attendance
4. **PUBLIC COMMENTS ON AGENDA ITEMS** - None
5. **DISCUSSION ITEMS**
  - a. **Surfside Beach Pier History**
    - SSB Historical Society presented their project idea on pursuing Surfside Beach Pier history signage on the pier
      - Pictures of every pier and information on duration and storm/event that damaged the pier (~ 4-5 previous versions of SSB pier)
      - If project proceeds, current thought is for a large single sign
      - Lead times ~ 1 year and relative cost unknown
        - ~ \$3k+ (total cost for previous 5 small signs)
        - Funding would need to come from other source
        - Preference would be to not have multiple signs
        - Possibility for digital/LED signage, but society had concerns over viewers not waiting for entire history to display on multiple screens on a digital sign
        - QR codes on signs is possible
    - Historical Society wants to know if Pier Committee would like them to proceed with the work on exploring history, gathering photos and working towards a comprehensive view to educate pier guests on the history of the site
      - Pier Committee unanimously voted to 1. Request the Historical Society to continue their work and 2. Include the recommendation in overall package of pier operational recommendations

**b. Pier Survey Results**

- Presentation projected to provide committee and public results of survey
- Summary:
  - 898 responses
    - a. 366 town residents
    - b. 532 non-residents
- Pier Features Desired (total responses)

Rank	Features	Total	Percent
1	Multiple dining and food options	600	23%
2	Family friendly atmosphere	554	21%
3	Live music and events	433	16%
4	Something unique & different from other piers	208	8%
5	Fishing focused	194	7%
6	Evening parties & nightlife	167	6%
7	Peaceful and quiet environment	163	6%
8	Bustling and energetic town hub	95	4%
9	Shopping & sightseeing	92	3%
10	Planned vendor & kiosk events	91	3%
11	Other	32	1%
		2,629	100%

- Pier Businesses Desired (total responses)

Rank	Features	Total	Percent
1	Restaurant	534	20%
2	Ice cream/frozen treats shop	507	19%
3	Bar & grill	469	18%
4	Coffee/tea/breakfast options	384	14%
5	Bait and tackle store	262	10%
6	Town merchandise & apparel	251	9%
7	Beachwear/beach shop	110	4%
8	Water sports/activities	85	3%
9	Flex space for rent: weddings, parties, etc.	45	2%
10	Other	22	1%
11	Snack bar	0	0%
		2669	100%

- Admission Fee Opinions:

	RESIDENT			NON RESIDENT ALL			
			Δ				
Under no circumstance should there be an admission fee to enter the pier for anyone	181	49%	14%	335	63%	516	58%
Anyone entering the pier should be charged an admission fee	4	1%	3%	23	4%	27	3%
There should only be an admission charge for those who do not pay town property taxes	84	23%	-17%	31	6%	115	13%
An admission charge for tourists should only be considered if necessary to cover construction and operating costs	74	20%	0%	109	20%	183	20%
Other	23	6%	0%	34	6%	57	6%
	366	100%		532	100%	898	100%

- Open Field Question on ideas to make the pier the best it can be:
  - 726 individual responses were provided to the committee
  - High frequency words for reviewed

## **6. BUSINESS**

### **a. Action Items Update**

- 40 Action items to-date
- 24 Complete
- 7 Deleted (due to overlap or relevance)
- 1 Partial Completion
- 2 Ongoing
- 6 Open items
  
- **Legal Responses** (embedded in action items update)
  - Review of outside council responses to committee action item questions on existing and future leases
    - Common area vagueness/ambiguity, exclusivity and related matters
    - Need commercial attorney moving forward

## **7. PUBLIC COMMENTS - None**

## **8. COMMITTEE COMMENTS**

- Inquiry made to see if Mayor and Administrator were staying until after executive session concluded

## **9. EXECUTIVE SESSION**

- Motions passed to enter executive session pursuant to SC Code Ann. 30-4-70: RFP response discussion

## **10. Adjournment**