What’s Happening in Our Town?

This has been a great year for the Town of Surfside Beach and staff. We had more tourists and visitors than expected. Even with reduced funding from the state this year the Town of Surfside Beach has been able to move forward with the projects approved by the Town Council.

What is becoming apparent to the residents and tourists is that Surfside Beach is more attractive, better maintained and offers a variety of special events. In the past Surfside Beach was in the shadows of Myrtle Beach. Today, we are attempting to focus attention on Surfside Beach as a preferred destination within the greater Grand Strand.

One item I am particularly proud of is the results of the Town Audit. The audit praised the professionalism of our Finance Department and it’s Director, Kim Hursey. Surfside is one that received glowing

(Continued on page 8)

Town Proactive in Fighting Germs

The Town is always concerned about employee health and well being. Our annual employee health fair is scheduled for October 23, 2009, employees will be given the opportunity for a flu shot and/or the “Swine Flu” or H1N1 vaccine.

In addition, we are going to be placing hand sanitizer in every Town owned office and building. If using hand sanitizer saves just one week’s overtime to cover a Police officer out with the Swine Flu, it could save the Town, on average, $730.00. For a little over a $100 investment in sanitizer, this is money well spent.

Here are a few facts and procedures regarding the newly installed hand sanitizer stations at the entrances to our Town buildings.

➤ We ask all visitors and employees who enter to please take a few seconds to disinfect their hands.

➤ One pump will dispense a sufficient amount of product.

➤ The product will evaporate as you rub your hands together. (A towel is not necessary to wipe dry.)

(Continued on page 7)
From the Police Chief

Webster’s Dictionary defines perception as: the act or faculty of apprehending by means of the senses or of the mind. Reality is defined as: resemblance to what is real, factual, truth, or actual. The societal perception of law enforcement officers is that they spend all day riding around writing speeding tickets and eating donuts. Simply put, nothing could be further from the truth. The reality is that today’s law enforcement officers must be physically strong and more specifically mentally tough and prepared to handle challenging events which at times will thrust them into life or death, fight or flight situations magnifying their propensity for their own survival or in the protection of yours. As I type these words I have vivid images, forever embedded in my mind of four of my law enforcement brethren who were viciously murdered while providing protection to those they served right here in Horry and Georgetown Counties.

- Major Spencer Guerry-Georgetown Police Department-1994
- Pfc. Dennis Lyden-Horry County Police Department-2000
- Lieutenant Randy Gerald-Horry County Sheriff’s Office-2001
- Pfc. Joe McGarry-Myrtle Beach Police Department-2002

The images of their blood soaking into the asphalt as they lay there lifeless are inescapable and forever a reminder of the need to train, educate, and prepare our officers for the inevitable high stress multifaceted situations that they will be thrust into instantaneously.

There are a multitude of various humanistic issues related to police work such as but not limited to: physical training, psychological training, mental preparation, verbal judo, interpersonal characteristic training, response to resistance training, domestic violence, firearms training, firearms defense, ground defense, knife defense, emergency vehicle operations training, ethics, integrity, professionalism, diversity training, officer misconduct, supervisory training, management training, street survival training, legal training (all the laws; criminal, traffic, and drugs), high stress performance training etc......... Within the confines of this particular article I will be concentrating simply on one topic, and the various associated issues within this arena. Officer Performance in High Stress Situations is a component of law enforcement that all officers will find themselves dealing with many times over.

Officer Performance in High Stress Situations—Officer Safety is of the upmost importance for law enforcement executives. Research and training provides a look into the science behind innovative tactics that ensure officers stay safe on the

(Continued on page 3)
streets. Police Officers have recounted on numerous occasions that when they are thrust into situations where life is threatened and death is possible at any moment, every second is vivified. These situations create experiences that range from hyperclarity to the perceived slowing down of time. The ability of Police officers to function and perform under little or no stress conditions is what scientists refer to as "equilibrium" and is important. It is equally, if not more important, to understand the ability of Officers to think, act, and react in those "moments of terror" when stakes are high and threats to life and limb are imminent.

The scientific term often used to describe high stress situations is "nonequilibrium". Nonequilibrium is a state in which Police Officers find themselves more than most. When faced with a high-stress situation, most people are unsurprised when their hearts start pounding or their palms get sweaty.

However, most would probably be surprised to discover that they might find it difficult to form coherent sentences or even to speak at all when under stress. They may even be offended to know that science shows that their thought patterns under stress likely resemble a reptile’s more than human’s. This nonequilibrium state can be best described as “emergency or crisis conditions that occur suddenly and often unexpectedly, in which officer’s must make critical decisions under extreme stress, and the consequences of poor performance are immediate and catastrophic”. The Public Safety arena is often scrutinized by the public based on their decisions without taking into consideration the dynamics of the event.

Police Officers operate under conditions that are anything other than normal or stable. Their responses in these high-stress nonequilibrium situations can affect their ability to effectively operate technology they have at their disposal everyday. These nonequilibrium situations encountered by Police Officers are volatile, uncertain, complex, and ambiguous and unfold at a rapid pace, causing severe physical and cognitive stress, including emotional arousal. In these nonequilibrium conditions, particularly due to time stress, action is more important than deliberation, responding is to be prioritized over consideration, and deciding takes precedence over planning. On the other hand, if Officers had no time stress, with all the time in the world at their disposal, they would have the luxury to deliberate endlessly, consider all viable modes of action, and choose the best and meticulously planned out action to obtain the best outcome.

The impact of stress on the human body during high-stress situations can cause the loss of ability in some portions of the brain. Many high-stress

(Continued on page 10)
**IT’S FLU SEASON**

As that time of year approaches, that nasty germ known as the flu will ultimately make its appearance and as evidenced in early 2009, we now have the H1N1 Flu more commonly known as the “Swine Flu”. While we may think the flu is a natural part of life, it doesn’t have to be if precautions are taken. Most of these common sense precautions are easy and take only a moment of your time.

The Centers for Disease Control (CDC) in Atlanta offers the following information for our protection: Take these everyday steps to protect your health:

- Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.
- Wash your hands often with soap and water, especially after you cough or sneeze.
- Alcohol-based cleaners are also effective.
- Avoid touching your eyes, nose or mouth. Germs spread this way.
- Try to avoid close contact with sick people.
- Avoid crowds and large gatherings that bring you into close contact with others.
- If you are sick with flu-like illness, CDC recommends that you stay home for at least 24 hours after your fever is gone except to get medical care or for other necessities. (Your fever should be gone without the use of a fever-reducing medicine.) Keep away from others as much as possible to keep from making others sick.

Follow public health advice regarding school closures, avoiding crowds and other social distancing measures.

Be prepared in case you get sick and need to stay home for a week or so; a supply of over-the-counter medicines, alcohol-based rubs, tissues and other related items could be useful and help avoid the need to make trips out in public while you are sick and contagious. The best way to avoid spreading the flu germ through coughing or sneezing is to keep away from others as much as possible. Cover your mouth and nose with a tissue when coughing or sneezing. Put your used tissue in the waste basket. Then, clean your hands, and do so every time you cough or sneeze.

The influenza virus can survive and remain on objects such as desks, counters, books and doorknobs and can infect a person for 2 to 8 hours after being deposited on the surface. Germs can spread when a person touches something that is contaminated with germs and then touches his or her eyes, nose, or mouth. Droplets from a cough or sneeze of an infected person move through the air.

The influenza virus is destroyed by heat (167-
IT'S FLU SEASON

(Continued from page 4)

212°F [75-100°C]). In addition, several chemical germicides, including chlorine, hydrogen peroxide, detergents (soap), iodophors (iodine-based antiseptics), and alcohols are effective against human influenza viruses if used in proper concentration for a sufficient length of time. For example, wipes or gels with alcohol in them can be used to clean hands. The gels should be rubbed into hands until they are dry.

If you or someone in your home is ill with the flu it is important to keep surfaces (especially bedside tables, surfaces in the bathroom, kitchen counters and toys for children) clean by wiping them down with a household disinfectant according to directions on the product label. Linens, eating utensils, and dishes belonging to those who are sick do not need to be cleaned separately, but importantly these items should not be shared without washing thoroughly first. Linens (such as bed sheets and towels) should be washed by using household laundry soap and tumbled dry on a hot setting. Individuals should avoid “hugging” laundry prior to washing it to prevent contaminating themselves. Individuals should wash their hands with soap and water or alcohol-based hand rub immediately after handling dirty laundry. Eating utensils should be washed either in a dishwasher or by hand with water and soap.

For additional information about the Seasonal Flu or the H1N1 Swine Flu visit the CDC website at cdc.gov

Business License Reminder

Just a reminder! Business Licenses were due by June 1, 2009. Through the month of July, 2,670 accounts have renewed for 2009 producing almost $640,000 in revenue for the Town, that’s the equivalent of over 12 mils of property tax. That amount is 7.7% less than last year, but we did anticipate the decline due to the economy. If you have not renewed your business license for 2009 please contact our office, 913-6342 or email businesslicense@surfsidebeach.org.

You can check our website to review recent changes made to the Business License Ordinance, the revised ordinance will allow the Town to pursue outstanding accounts either through the South Carolina Setoff Debt collection program or by placing a lien against the property. Another change applies a penalty to all businesses found operating in town without a current business license. All businesses, including rental properties, must obtain an annual business license. Please contact the business license office at 843-913-6342 with any questions.

By Jan Lewis

By Sharon Leahey

“Germs can spread when a person touches something that is contaminated with germs and then touches his or her eyes, nose, or mouth.

“The influenza virus can survive and remain on objects such as desks, counters, books and doorknobs and can infect a person for 2 to 8 hours after being deposited on the surface.”
Kudos to the Dream Team

By Debbie Ellis

"The last team from Horry County to participate in the World Series was Conway in 1969. Surfside Beach is the first team from Horry County ever to win this event."

Congratulations to the Recreation Department’s Dixie Youth (ages 11-12) All Star team, 2009 World Series Champions.

The team also took home the Sportsmanship Award, a feat accomplished by no other team in the 54-year history of Dixie Youth Baseball. The last team from Horry County to participate in the World Series was Conway in 1969. Surfside Beach is the first team from Horry County ever to win this event. These 12 young men and 3 coaches represented the Town of Surfside Beach with pride, class and dignity ... great job guys!

CONGRATULATIONS
Meet Sharon Leahey

By Kim Hursey

Mrs. Leahey started with the Town in July of 2004 as a business license inspector. In 2007 she passed the SC Business license officials Accreditation in Business Licensing exam and earned her ABL designation. The following year she completed all program requirements for her Masters in Business Licensing which is the highest achievement awarded to professionals in SC business licensing.

Since she started along with the help of a 2nd full time business license inspector added in 2007, the number of business license rental accounts has grown by 27% and business license revenue overall has increased almost $200,000. More rentals bring hospitality and accommodations taxes as well, Hospitality has increased 21% and Local Accommodations has increased 45%.

Our business license department completed a full audit of every in-town business this past June during renewals. We have 1,524 rental accounts and 506 in town businesses.

Mrs. Leahey is truly an asset to the Town please join me in congratulating Sharon on completing her 5 years of service.

“Mrs. Leahey has completed all program requirements for her Masters in Business Licensing which is the highest achievement awarded to professionals in SC business licensing.”

Town Proactive in Fighting Germs

(Continued from page 1)

➢ This has been proven effective in eliminating the spread of "contact type" diseases.
➢ The total cost is $140.00 and $6.25 for every future refill as they are needed.

To prevent the spread of germs, the Town has recently installed hand sanitizer stations at the entrances to all of our Town buildings.
What’s Happening in Our Town?

(Continued from page 1)

accolades for anticipating the extent of the economic downturn and budgeting accordingly. The Council was also praised for their efforts to ensure the Town had sufficient funds on hand for emergencies and carried almost no debt. This allows for flexibility in the budget that few municipalities enjoy.

It appears that the new fire station will be completed on time at the end of January 2010. This will be an attractive as well as needed addition to the Town. Repairs on the Surfside Beach Pier will continue as will the crossovers to the beach this fall and winter. In addition, the Town Council will review the parking plan and decide which parts of it to implement. This will provide more parking in some areas and limit parking in others. The Council also approved a transportation plan this month and Town staff will start the paving portion of it this fall and winter. You can go to our web site to view the plan and see when and if your street will be paved. This is a document that can be changed so please email Sharon Pinnell spin-nell@surfsidebeach.org or Micki Fellner mfell-nner@surfsidebeach.org with your comments.

What a year for the Parks and Recreation Department. The Town is ever so proud of our Dixie League baseball team, 2009 World Series Champions. What an accomplishment! Their time, dedication and outstanding effort have brought significant media attention to our Town with a focus on the positive aspects of a municipality dedicated to family ideals. Well done!

More than 2,000 attended the July 4th Celebration held in the pier parking lot this year where Steve Fairchild and friends entertained the crowd. Later, over 50,000 lined the beach, streets, and balconies to watch the spectacular fireworks display which was hailed by many as “the best we’ve ever seen”.

On a personal note, during these past two months, I have found out just how hard it is to parent a critically ill child. This has been an experience I hope no other parent has to endure. I greatly appreciate everyone’s prayers and concern with regard to my daughter’s precarious health issues. I am proud to be able to serve in such a caring community.

By Ed Booth

This year the Parks, Recreation and Events Committee recommended a number of new events which were, subsequently, approved by the Town Council. The events that will be added to our yearly calendar are the: Independence Day Show and Fireworks, Ocean Expo, Bicycle Rodeo, BBQ - Bluegrass Festival, Art in the Park - Taste of the Town and the Memorial Day weekend Car and Truck Show. I look forward to seeing you at all of our upcoming events.
Meet Ty Taylor

By Micki Fellner

town with regard to the pier, the lakes, the beach, the swashes, the parks, the town vehicles and more,” says Mr. Booth. “He has to schedule and oversee all the maintenance of Town property and also coordinate many of the services we offer to the public. It’s a big job,” explained the Administrator.

Out on the streets for many hours during the day, he communicates via radio and PDA. Throughout the summer months his PDA was set to receive messages 24/7 from the Parkeon modems installed within the Town set to monitor the parking pay stations. It relayed messages to his PDA if they were down, needed emptying or were experiencing an array of other issues. “It’s all about trying to deliver a higher level of service, faster,” says Mr. Taylor. “With new technology we can often address problems as they happen and not have to wait for someone to report an issue to our office hours or even days later.”

“Ty Taylor is responsible for the direct supervision of 22 Town employees and has four Division Supervisors (Streets, Sanitation, Grounds and Fleet Maintenance) that report directly to him.”

Many residents of Surfside Beach may already know our Director of Public Works, Ty Taylor. Mr. Taylor has been with the Town since April of 2008 and came to Surfside from Ayden, NC where he was employed as the Superintendent of Public Works for almost 9 years.

His busy day in Surfside starts at 6 AM and although his shift is scheduled to end at 3 PM, it is rare that his workday finishes on time. He is responsible for the direct supervision of 22 Town employees and has four Division Supervisors (Streets, Sanitation, Grounds and Fleet Maintenance) that report directly to him. Mr. Taylor is supervised by and takes direction from the Town Administrator, Ed Booth.

“Ty is responsible for keeping me abreast of all the projects and day to day workings in the
From the Police Chief

(Continued from page 3)

situations lead to so-called regressive behavior, where the two higher level types of brain activity are almost completely incapacitated. This causes humans to respond primitively—much like reptiles. To compensate for the loss of high level brain activity during high stress situations, individuals automatically cut off as much information as possible and process the most relevant information, if they can get it.

"More than ever in today’s environment we simply cannot take for granted the dire necessity to train and educate our officers in relation to high-stress situational awareness."

More than ever in today’s environment we simply cannot take for granted the dire necessity to train and educate our officers in relation to high-stress situational awareness. It is paramount for Police Officers involved in critical incidents to understand how they process information and that individuals will prioritize input during the incident at different speeds and points of focus based on their training, previous life’s experience, and the degree to which they are experienced with such events. It is vital that officers understand the dynamics behind survival skills to include: physical, psychological, and legal survival.

We have minimally discussed issues specifically related to high-stress situations and the effects it has on Police Officers while engaging in their duties. Clearly, members of the general public can in no way fully engage themselves in the high stress situations experienced daily by law enforcement professionals. It is, therefore, important that we as a community take the time to understand that the societal perception of law enforcement officers in no way reflects the reality in which they operate, function, and live. Next time you see a police officer on the street, please realize they do much more than write speeding tickets and eat donuts. They are the foundation of protection within the borders of our towns, counties, and states that keep us safe at night and are willing to subject themselves to high stress situations, injury, and death if need be for the protection of others. They are the formal representation of what every citizen’s duty is to do what is right and to treat people with dignity and respect.
A Summer to Remember

Garth entertained thousands...

The sky was ablaze...

Nibil’s was jam-packed...

The crowd was jazzed...

The “Ugotta Regatta” had alotta boats...

Schedule of Upcoming Events

September 2009
• 9/26 - Skyhounds Disc Contest - Frisbee catching canines compete - 10:00 a.m. at Huckabee Complex

October 2009
• 10/3 - Surfside Beach Family Festival - 10:00 a.m. - 4:00 p.m. on Surfside Drive

November 2009
• 11/11 - Veteran’s Day Service - 2:00 p.m. at Veteran’s Memorial on Surfside Drive

December 2009
• 12/3/09 - Christmas Tree Lighting - Thursday - 7:00 p.m. - Town Hall
• 12/12/09 - Christmas Parade - Saturday - 2:00 p.m. - Ocean Blvd.
• 12/19/09 - Breakfast with Santa - Saturday - 9:00 - 10:30 a.m. - Ryan’s Steakhouse
Town of Surfside Beach
115 Highway 17 North
Surfside Beach, SC 29575-6034
Phone: 843-913-6111
Fax: 843-238-5432
E-mail: town@surfsidebeach.org

Golf Cart Laws
- Operator must have a valid driver's license in their possession at all times
- Operation is permitted only during daylight hours
- Operator must have proof of insurance in their possession at all times
- Golf carts must be registered with the Surfside Beach Police Department

Surfside Beach Town Council Contact Info

Council meetings are held the 2nd and 4th Tuesdays of each month at 6:30 PM in Council Chambers. The public is invited to attend.

K. Allen Deaton, Mayor
Term: 05/13/2008 to 05/08/2012
Phone: 843-222-2652 or 843-913-6330
Email: AllenDeaton@surfsidebeach.org

James S. Truett, Mayor Pro Tem
Term: 05/09/2006 to 05/11/2010
Email: SammyTruett@surfsidebeach.org

Vicki Blair, Town Council
Term: 05/13/2008 to 05/08/2012
Email: VickiBlair@surfsidebeach.org

Bob Childs, Town Council
Term: 05/13/2008 to 05/08/2012
Email: BobChilds@surfsidebeach.org

Mark L. Johnson, Town Council
Term: 05/13/2008 to 05/08/2012
Email: MarkJohnson@surfsidebeach.org

Joseph P. Martin, Town Council
Term: 05/09/2006 to 05/11/2010
Email: JoeMartin@surfsidebeach.org

Douglas F. Samples, Town Council
Term: 05/09/2006 to 05/11/2010
Email: DougSamples@surfsidebeach.org