Bob Hellyer, Putting Residents First is Good for Surfside Beach. Serving on the Surfside Beach Planning Commission has given me an opportunity to get to know the positive civic involvement among my Surfside Beach neighbors. Through what can only be described as a difficult season in our town, I have come to know and love many of the 3,000 residents that make Surfside Beach America’s family beach. Their quality of life must come first. I spent nine years as a deputy sheriff, and 19 years with the Supreme Court of Virginia, Office of the Executive Secretary, as a Magistrate, Chief Magistrate and Magistrate Regional Supervisor. I have encountered many difficult situations. My background has been dedicated to public service specializing in strategic planning, finance and media relations. I have 39 years of management administration and I pride myself in treating all people with equity. If elected, I will cooperate and collaborate with our colleagues in a productive, courteous, and ethical manner. Furthering the objectives and promote the high standards of the residents.

David Pellegrino, My Surfside Beach journey began in 2004 when my wife, who was born and raised on the SC coast, and I were searching for a coastal vacation home. She convinced me that coastal living, even part-time, was the only way to live. Surfside Beach sold itself. We fell in love on our first visit. Surfside Beach was a green oasis with a wide, beautiful beach and a family friendly atmosphere. We instantly knew it was the perfect location. In 2011, we purchased a small business in Myrtle Beach America’s family beach. Their quality of life must come first. I spent nine years as a deputy sheriff, and 19 years with the Supreme Court of Virginia, Office of the Executive Secretary, as a Magistrate, Chief Magistrate and Magistrate Regional Supervisor. I have encountered many difficult situations. My background has been dedicated to public service specializing in strategic planning, finance and media relations. I have 39 years of management administration and I pride myself in treating all people with equity. If elected, I will cooperate and collaborate with our colleagues in a productive, courteous, and ethical manner. Furthering the objectives and promote the high standards of the residents.

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Surfside Beach Directory

Any Emergency—Dial 9-1-1 (Fire, Police, Rescue)
Town Hall Main Number 843.913.6111
Town Hall Fax 843.238.5432
Town Administrator 843.913.6111
Town Clerk 843.913.6333
Events, Recreation, Civic Center 843.650.9548
Finance Department 843.913.6111
Fire Department (non-emergency) 843.913.6369
Municipal Court 843.913.6337
Planning, Building & Zoning 843.913.6341
Police Department (non-emergency) 843.913.6368
Public Works 843.913.6360

Town Hall: 115 US Highway 17 North
Civic Center: 829 Pine Drive North
Dog Parks: 1st Avenue North & Willow Drive
Fire Department: 810 1st Avenue North
Floral Clubhouse: 617 Lakeside Drive
Huckabee Complex: 499 Spanish Oak Drive
Martin Field: 6th Avenue South & Dogwood Drive
Memorial Park: 400 Surfside Drive (formerly Passive Park)
Pier: Ocean Boulevard at the end of Surfside Drive
Planning Building & Zoning: 829 Pine Drive North
Police Department: 811 Pine Drive North

Candidates for Mayor

Bob Hellyer
David Pellegrino
Julie Samples

Filing for the November 5, 2019 regular election was held from August 23rd until September 6th. During that time, the following individuals filed Statements of Candidacy. Note: Candidates are always alphabetized by surname; each candidate submitted a statement for publication.

The election will be on November 5, 2019. Polls will be open from 7:00 a.m. to 7:00 p.m. Electors are required by SC Code to present a valid photo identification to vote. Visit https://www.scvotes.org for more information or to register to vote. October 4, 2019 is the last day to register to be eligible to cast a ballot on November 5th.
been all three. I am a small business owner in both Surfside Beach and Myrtle Beach. I am familiar with the needs of our businesses. Financing and managing budgets are my top priorities; skills I have developed in the corporate world, operating a small business and my 6 years on town council help me make good decisions. I am eager and ready to continue giving back to great our town as mayor.

**Julie Samples.** I have lived in town for 29 years. I’m a businesswoman; former Town Councilmember, and have served on many town committees and focus groups. My husband and I raised our daughter here and have served our community through public service and volunteer work. The town’s best assets, in my opinion, are its people who make our town the place it is. They are passionate, participate in its well being and care about its future. And, of course, the beach; maintaining our quality of life, small-town atmosphere, and the level of services we have come to expect, including public safety, are our most important jobs along with rebuilding the pier. The town should be mindful of its spending and maintain our family values. Personally, I don’t see any big changes, but I expect honesty; open government; living within our means, and communication through discussion, debate and arriving at reasonable resolutions to problems without any drama!

**Town Council Candidates**

**Jenn Cribb.** I’m a proud South Carolinian, born and raised. I have been a resident and homeowner in the Town of Surfside Beach for over 20 years. I’m a South Carolina Licensed Real Estate Broker Realtor with 24 years experience; 19 of those years with a well respected 57 year old local company, Surfside Realty. I love this town and I want to contribute to its future! We live in such an amazing place. In my opinion, we have the cleanest, most beautiful beach and ocean in the Southeast. I want to play an active role to preserve and protect it! I also want to be a part of making the decisions that are in the best interest of our tax payers, in turn making our town an even better place to live, work, and play now and into the future. Speaking of work, I want to cut as much red tape for small business owners as possible panning an easier, better way toward their success while maintaining our small town appeal. Improved communication between the council and the town residents is also very important. I offer a positive attitude toward positive changes in our town. I plan to use this mantra every day to do my best for our Town. It is an honor to be a resident and homeowner here. If elected, I will work tirelessly to be able to make educated decisions as a councilmember for the Town of Surfside Beach!

![Jenn Cribb](image)

**Michael Drake.** I am a resident who is focused on leadership. My civic service includes eight years (2 terms) on the Calhoun County School Board on which I served as Chairman. I am a graduate of Brookland-Cayce High School. I was the body shop director for Love Automotive Group, Dodgeland of Columbia, SC, and after being a lifelong poultry farmer, my wife of 32 years and I chose to retire. With our 9 year old daughter in mind, we were attracted to Surfside Beach because of the great schools. During our initial search, however, it was the neighbors who inspired us move to Surfside. In the Summer of 2019 over barbeques, beach days, and backyard fences, several members of our community encouraged us to run for Town Council on behalf of the residents of Surfside Beach. My personal creed is that this nation, under God, shall have a new birth of freedom and maintain low taxes.

![Michael Drake](image)

**Paul Holder.** My home was just outside of Winston Salem, North Carolina. I am married, but do not have any children. I earned a Bachelor’s Degree from Piedmont Bible College. Throughout my career in sales, management, I represented professional hair color companies like Clairol Professional & Wella Professional. I believe my experienced in sales, personnel, team building, data management, budgets and maximizing productivity will serve the town well. In my opinion, we need to maintain the great services we offer for our residents with police, fire and public works. Rebuilding the pier with a managed budget and improving communications between Town Council and residents is essential to open government. I have over 40 years of knowledge and experience with Fortune 100 corporations. I also have the time to share and help Surfside Beach grow, prosper and maintain low taxes.

![Paul Holder](image)

**Jenn Cribb.** I am a proud South Carolinian, born and raised. I have been a resident and homeowner in the Town of Surfside Beach for over 20 years. I’m a South Carolina Licensed Real Estate Broker Realtor with 24 years experience; 19 of those years with a well respected 57 year old local company, Surfside Realty. I love this town and I want to contribute to its future! We live in such an amazing place. In my opinion, we have the cleanest, most beautiful beach and ocean in the Southeast. I want to play an active role to preserve and protect it! I also want to be a part of making the decisions that are in the best interest of our tax payers, in turn making our town an even better place to live, work, and play now and into the future. Speaking of work, I want to cut as much red tape for small business owners as possible panning an easier, better way toward their success while maintaining our small town appeal. Improved communication between the council and the town residents is also very important. I offer a positive attitude toward positive changes in our town. I plan to use this mantra every day to do my best for our Town. It is an honor to be a resident and homeowner here. If elected, I will work tirelessly to be able to make educated decisions as a councilmember for the Town of Surfside Beach!

**Town Council Meetings**

Town Council meets the 4th Tuesday monthly, except in December at 6:00 p.m. The remaining 2019 meeting dates are:

- **September 24**
- **October 22**
- **November 26**
- **December 10**

The newly elected Mayor and three Town Councilmembers will be inaugurated at the December meeting.

The public is invited to attend all meetings and events.

**Town Council adopted Ordinance 819-0892 adopted May 14, 2019 which changed the town’s regular council meetings to once a month. Some people are concerned that this might slow business too much or limit the public’s ability to speak. The Municipal Association of South Carolina reports there are 269 municipalities in South Carolina. Of those, 242 have one monthly meeting; 27 have two meetings. Comparing the town with 15 other municipalities of similar population, 13 had one meeting a month; two had two meetings a month. Statistics show that 36% meet at 7:00 p.m.; 30% at 6:00 p.m., 16% at 6:30 p.m. and others meet from 10 a.m. to 8:00 p.m.; 45% of meetings are held on Tuesday; 43% on Monday, the rest are held on Wednesday or Thursday. The mayor or four councilmembers may call special meetings when necessary. See Chapter 2 of the Town Code of Ordinances available at https://library.municode.com/sc/surfside_beach/codes or email townclerk@surfsidebeach.org.
Accommodations Grant Applications Sought

Accommodations Grants For Fiscal Year 2020-2021

The Accommodations Tax Committee will consider funding requests at its meeting on January 16, 2020. Applications must be submitted by December 31, 2019.

The Surfside Beach Accommodations Tax Committee is seeking grant funding requests for the upcoming fiscal year that begins July 1, 2020 and ends June 30, 2021. SC Code 6-4-10(4)(b) stipulates that grant funds may be awarded for:

1. Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity;
2. Promotion of the arts and cultural events;
3. Construction, maintenance, and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities;
4. The criminal justice system, law enforcement, fire protection, solid waste collection, and health facilities required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists;
5. Public facilities such as restrooms, dressing rooms, parks, and parking lots;
6. Tourist shuttle transportation;
7. Control and repair of waterfront erosion;
8. Operating visitor information centers.

Submission for consideration at the January 16th meeting will be accepted until December 31, 2019

Visit www.surfsidebeach.org/accommodations-tax to download an application; pick an application up at Town Hall, Monday-Friday between 8 a.m. and 5 p.m. or send a request to townclerk@sfsurfsidebeach.org.

Applicants will be notified of the meeting during which grant applications will be considered. A representative must present the request in person or the grant will not be considered. Late submissions will not be considered at this meeting.

Drop off completed applications at Town Hall or mail to Accommodations Tax Committee c/o Town of Surfside Beach 115 US Highway 17 North Surfside Beach, SC 29575.

For more information, please call the town clerk at 843.913.6333.

Cindy Keating. I have lived in South Carolina for 11 years, and in Surfside Beach for 3 years. I have a Bachelor’s degree in Mechanical Engineering and a Master’s in Business Administration. I retired from a major corporation where I spent 38 years in various professional and managerial positions mostly dealing in the commercial or legal processes that provided me the opportunity for world travel. The family neighborhood feel of Surfside Beach is why I chose to make it our new home. The town offers most amenities within walking distance or a short golf cart ride. There is access to the beach; multiple restaurants, cafes and bars; grocery stores, pharmacies, and retail outlets; and other recreational activities. In spite of all of its benefits, Surfside Beach has a reputation for being difficult or unreasonable to deal with. We need to change that! We need to simplify our ordinances, provide transparency, and improve communication to make that change! We need to focus the town’s government efforts on balancing the needs and interests of the current and future residents, businesses and visitors. It’s time to make Surfside Beach a destination for the people that want to live here, the businesses that want to grow here, and the visitors that want to play here. We need creative ideas and a practical approach to move the town forward. I hope to bring that creativity with an unbiased, common-sense approach to the issues and decision choices placed before the Town Council.

Laverne Krehlau. I was born and raised in Cedar Falls, Iowa, home of the University Of Northern Iowa. My military service was a four year tour in the United States Air Force in telecommunications. My wife, Ruby, and I owned an amusement arcade named “Silver Ball” in Cedar Falls, Iowa for 11 years. From 2006 until March 2019 I worked in the Information Technology field, dealing mostly with hardware. We moved to Surfside Beach in 2015 after many years of vacationing here. In my opinion, the number one priority during my term is the pier, which is our greatest economic asset, and factor to draw other businesses into town. The Town’s employees are second to none and help keep our town services top notch. Getting the pier re-built and opened for tourists and fishermen will go a long way towards establishing our town as a destination once again. We also need to keep working on storm drainage, and bring more businesses to the Highway 17 corridor. I will try to keep Surfside Beach the “Family Beach,” which to me translates into not removing the height restrictions on buildings.

Kathryn Martin. I am a high-energy retiree who has lived in Surfside Beach for nearly 19 years. A native of Denver, I have a BS in Education from the University of Colorado. In addition to a short stint in teaching, I’ve also worked in small business and have accounting and finance experience. My husband, Joe, and I chose to live in Surfside Beach, because of its beautiful beach and its small-town, friendly atmosphere, I plan to work to keep it that way. We need to become better stewards of our natural environment and better guardians of our residents’ taxes dollars.

Larry McKeen. I am a Ph.D. Chemist from the University of Wisconsin; BS from Rensselaer Polytech- nic Institute; have written technical articles; authored over 10 books; and have been successful as an inventor with 18 US patents, and many more worldwide patents. I am also a consultant with a specialty in plastics and paints and have more than 35 years of experience with DuPont leading on complex technical projects. I have lived in Surfside Beach for five years, and spent many years vacationing here. My wife of 37 years is Linda. We have three kids: one in Myrtle Beach; one in Southern New Jersey, and one in the Boston area. Over the years I’ve volunteered with the town having served on the Board of Zoning Appeals and the Planning and Zoning Commission. In my opinion, our two square miles of beach and town is paradise! We love living here. The pier, obviously, needs to be rebuilt. It will be a difficult process, and we still have to find a way to pay our share of its reconstruction costs. We also need to improve our stormwater infrastructure, particularly in those areas that still have flooding issues. We need improved transparency, communication, and citizen involvement. We must not raise building heights. We need to be Surfside Beach, not emulate any other town. We are unique. I have a demonstrated record of listening to our town’s resi- demts by my votes on the past planning commission, especially the vote on the Surfside Drive multiple use rezoning.

Cody Sluder. As a “true local” and leading Realtor for Surfside Beach, I bring a wealth of knowledge to the table in regards to land development, sales, advisory and legislative roles—with my favorite being commu- nity philanthropy. Currently, I serve on the Grand Strand Water & Sewer Authority Advisory Board, as well as the Town of Surfside Beach Planning and Zoning Commission. I attended Coastal Carolina University and majored in Music. It wasn’t long before I found my way to Nashville, TN, to pursue my passion...my love for song-writing. Writing with the Songwriter-of-the-Year at the time, afforded me the opportunity to work under some of the best writers in terms of creativity. The experience I gained while away was invaluable. Today, I still draw from those experiences, even when getting involved with our town’s development process, or something as small as a marketing effort. In the midst of pursuing my dreams, I also found myself soaring into an executive sales role within The Ritz-Carlton Company, which is accompanied by an extensive list of applicable sales experience. After meeting and tying the knot with my beautiful bride, Sarah, we returned home to Surfside Beach with the intent of dropping anchor, and starting this exciting next chapter together.

Save the Date: Candidate Forum

Thursday, October 17, 2019
Holiday Inn Oceanfront @ Surfside Beach
1601 North Ocean Boulevard
Surfside Beach, SC 29575

Doors Open at 4:00 p.m.
Candidate Debate 4:30 p.m. to 6:00 p.m.
Meet the Candidates 6:00 p.m. to 7:00 p.m.

Everyone is invited to attend.
The Surfside Beach Planning & Zoning Commission held a public hearing to hear comments about creating a new Public Land (PL) District and rezoning the town’s property to the newly formed district. The commission voted unanimously to send both recommendations to Town Council to establish the PL District and to rezone the town’s and other government properties to PL.

Town Council held second reading of the ordinance to establish the PL District at the August 27th meeting. The ordinance to rezone the town-owned and other government-owned properties will have the second reading on September 24th.

Public land is defined as any land owned or used by a government entity for the benefit of the public. Many municipalities use a PL zoning district. Under the previous zoning, government uses were allowed in every district with a few exceptions for distance from residential property.

With a PL designation, any time that the town might wish to change the property’s use, a public hearing must be held by the planning commission to change the PL zoning district to the pre-PL District. What does that mean? The PL District prohibits all residential or commercial uses. Using the property at the dog parks as an example, if council wanted to rezone the property, before it could be developed under the R2 District regulations (the district in which the parks are located), the property would have to be posted as being considered for rezoning for 30 days; a newspaper advertisement published; neighboring residents notified by mail; a public hearing held before the planning commission; the planning commission has to make a recommendation to Town Council to rezone, and then Council has to have two readings of an ordinance to rezone the property. This process ensures that the public has ample opportunity to speak about the rezoning.

However, in addition to all of these protections, the town’s properties have deed restrictions or are pledged for specific uses under South Carolina Department of Parks and Recreation (PARD) Grants. During the rezoning hearing for the town’s properties, several individuals wanted to know exactly how the properties were encumbered.

Historical Property. The Ark Plantation property at 3rd Avenue South and Willow Drives was designated as “Historical Property” at the August 10, 2019 Town Council Meeting when the administrator reported the purchase was completed.

Restrictions. Floral Clubhouse property has a deed restriction that states “This property shall be used for a public picnic area or park and shall not be used for any commercial purpose whatsoever.” Horry County Deed Book 435, page 662.

Dick M. Johnson Civic Center has a “Statement of Intent” dated June 21, 1989 that stipulates the building shall be used as a civic center, and also has ordinance Section 4-149 attached to its use allowing the Lions Club to meet there and use storage space in the building as part of the original agreement when the Lions Club donated the building to the town.

PARD Grants. Any time a PARD grant is ‘bought off’, reimbursement to the state would be in today’s dollars. That means a $20,000 1970 grant would cost the town $130,000 today. Every single one of the town’s parks were developed using PARD grants, including the baseball field at Martin Park.

Horry County is responsible for zoning the Huckabee Complex on Spanish Oak Drive, because it is outside the town’s corporate limits, but the complex is protected by a PARD Grant that restricts use to outdoor sports activities.

Beach Accesses & Walkways. These parcels are public land, but are too small to meet any zoning district requirement for development, so they will never change.

If you have comments about rezoning the town’s property to the PL District, you may attend the September 24th Town Council meeting and speak during the Public Comments-Agenda portion of the meeting. You may also submit your comments to townclerk@surfsidebeach.org for distribution to Town Council.

October Town Events
Surfside Beach Family Festival. Saturday, October 5, 10:00 a.m. to 4:00 p.m. on Surfside Drive
Fire Department Open House. Saturday, October 12, 10:00 a.m. to 2:00 p.m., 810 1st Avenue North. Food, Games, Fire Truck Rides, Station Tours
Ralph Magliette Senior Citizens Committee Senior Fair, Friday, October 18, 10:00 a.m. to 2:00 p.m., Fire House, 810 1st Avenue North

The Senior Committee Booth at the 2018 Family Festival.