



**SURFSIDE BEACH TOWN COUNCIL
REGULAR COUNCIL MEETING MINUTES ♦ JULY 26, 2011 ♦ 6:30 P.M.
TOWN COUNCIL CHAMBERS ♦ TOWN OF SURFSIDE BEACH**

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7 1. **CALL TO ORDER.** Mayor Deaton called the meeting to order at 6:31 p.m.
8 Mayor Deaton, Mayor Pro Tempore Childs, and Councilmembers Blair, Johnson, and
9 Samples were in attendance; a quorum was present. Councilmembers Dodge and
10 Smith were absent. Staff present: Administrator Duckett; Deputy Administrator Fellner;
11 Police Chief Frederick; Public Works Director Adair; Treasurer Hursey, and Recreation
12 Supervisor Ellis. Others present: Town Attorney Smith and Town Clerk Herrmann.

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14 2. **INVOCATION AND PLEDGE OF ALLEGIANCE.** Dr. Paul Alverson gave the
15 invocation. Mayor Deaton led the Pledge of Allegiance.

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17 Mayor Deaton welcomed Boy Scouts from Troop #396. Matthew Earley and
18 Jonathan Earley introduced themselves and said they were working on their
19 communications badges.

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21 3. **AGENDA APPROVAL.** Mr. Childs moved to amend the agenda to move the
22 employee service recognition to the next meeting. Mr. Johnson seconded. Mr. Childs
23 explained that Mr. Hans could not attend this meeting. **All voted in favor. MOTION**
24 **CARRIED.** Mr. Childs moved to approve the agenda as amended. Ms. Blair seconded.
25 **All voted in favor. MOTION CARRIED.**

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27 4. **MINUTES APPROVAL.** Mr. Samples moved to approve the minutes as
28 presented of the regular meeting held July 12, 2011. Mr. Childs seconded. Mr.
29 Johnson noted a scrivener's error: Line 26, "John" should be changed to "Don." **All**
30 **voted in favor. MOTION CARRIED.**

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32 5. **PUBLIC COMMENTS – AGENDA ITEMS.** There were no comments.

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34 6. **COMMUNICATIONS.**

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36 a. Employee Appreciation – Mike Hans, 5 Years of Service. Deferred to next
37 meeting by approved motion.

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39 b. Department Reports

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41 i. Finance. Mr. Duckett presented the finance report, a copy of which is on file in
42 the clerk's office, and is made a part hereof by reference as if fully set forth herein. Mr.
43 Samples asked if the report is published on the town's website, and whether there was
44 any assurance the revenue would be recognized that was budgeted. Mr. Duckett said
45 the report is published on the web; revenue would be ahead of the mid-year budget
46 projections. The town is in excellent shape, and he believed council will be pleased
47 when the final numbers are determined.

48
49 ii. Recreation. Mr. Duckett presented the recreation report, a copy of which is on
50 file in the clerk's office, and is made a part hereof by reference as if fully set forth herein.
51 Mr. Johnson asked if the Ocean Expo & Regatta was being held this year. Mr. Duckett

52 said no; Sail & Ski Connection has a conflict and cannot sponsor it this year, but
53 expects to sponsor the event next year.

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55 iii. Public Works. Mr. Duckett presented the public works report, a copy of which
56 is on file in the clerk's office, and is made a part hereof by reference as if fully set forth
57 herein. Mr. Childs said on behalf of the town's veterans and military he thanked Mr.
58 Adair for keeping the Veterans Memorial so nice and clean. Mr. Samples seconded Mr.
59 Childs' comments and asked for a status on the stormwater engineering project. Mr.
60 Adair said council would have information upon which to act in about a month. Ms. Blair
61 also agreed that the Veterans Memorial looked wonderful. Ms. Ellis was instrumental in
62 choosing flowers and shrubbery and she thanked her also. Ms. Blair said the rose beds
63 at Surfside Drive were in need of attention. Mr. Adair said staff is trying to coordinate a
64 time to work on those beds when traffic is slower. Ms. Blair asked if the new statue was
65 installed. Mr. Duckett said it was installed.

66
67 c. Administrator's Report – Update on Current Events. Mr. Duckett presented
68 his report, which is on file in the clerk's office and is made a part hereof by reference as
69 if fully set forth herein. He asked for council concurrence to purchase a Barber beach
70 rake for a net price of around \$46,000, which is less than the budgeted amount of
71 \$59,000. **Council CONCURRED.** Mr. Duckett added to his report by noting that a
72 councilmember asked that the town limits signs located on the beach at the Holiday Inn
73 and at Melody Lane be oriented to face north and south instead of facing the ocean. Mr.
74 Samples asked if "Thank you for visiting Surfside Beach" could be painted on the
75 reverse sides. Mr. Duckett said that was a great idea. **Council CONCURRED.** He
76 also added that the wall at the pier where the sign was removed would be painted to
77 match. Mr. Duckett suggested that council consider movies at the next budget retreat,
78 because it was expensive and funds were not budgeted. Ms. Blair asked if any
79 requests were received for movies in the park. Mr. Duckett said no citizen had ever
80 called or visited him about movies; the only comments he ever heard were at council
81 meetings. Mr. Samples said the county provided movies in the park in the past, but he
82 did not know whether they were well attended. He believed it was a nice amenity to
83 offer families and help market the town. He believed the movies would be well attended
84 by tourists that stay in the condominiums and houses around Martin Park, and that
85 residents would also attend, if the schedule was posted on the town's website. Mr.
86 Samples hoped the town could move forward to schedule special events during the 100
87 days of summer that wouldn't be cancelled, and that would promote the town's family
88 values. Mr. Johnson agreed that movies would be a good amenity and supported
89 showing them in Martin Park. The logistics and time frame must be dealt with. To
90 make movies successful would require a lot of planning and advertising; more than the
91 website and marquee. He suggested the Chamber of Commerce might help with
92 advertising.

- 93
94 7. **BUSINESS.** There was no business to come before this meeting.
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96 8. **DISCUSSION.** There was no discussion to come before this meeting.
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98 9. **PUBLIC COMMENTS.**
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100 “Beth Kohlmann, 1610 South Ocean Boulevard. I just have a suggestion that
101 might go along with what you were saying. I know some of the real estate people aren’t
102 here tonight, but they give each homeowner rental when they come in a package, and
103 I’ve seen the packages for each of the real estate, I’ve gone in and talked to them about
104 how they do promote this area, and a lot of it is, they put in there a lot of things that
105 come from Myrtle Beach, and I think that we could really take advantage of the fact that
106 they could help, help us in all kinds of ways, and even people that do the RBOs, I’m
107 sure that they would be more than happy to let people that are renting, because we
108 started out renting here many years ago and that was part of it when you came in. They
109 used to have a little item and the movies were in that packet and they were well
110 attended. Very well attended, actually, because again, the vacationers come down and
111 it’s a nice thing to be able to just walk a few blocks and sit in the park and have a movie.
112 It’s unfortunate that Conway’s isn’t working out that well, but I think it’s worth a shot, and
113 it would be a really good thing for the town. Thank you.”

114
115 **10. COUNCIL COMMENTS.**

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117 Mr. Childs, “Nothing, Mayor.”

118
119 Mr. Samples, “I just want to express my appreciation to the stalwarts who
120 continue to show up, rain or shine, summer, the dark of night, the snow. Keep coming.
121 I think with, I would like to see us as collectively as a town go back and establish some
122 of the committees that helped get some of these projects done. The special events
123 committee, I don’t know why we put a life on it, a timeline. I think it was a great asset,
124 and I’m sure there are other efforts that are not expensive that involve the people who
125 live here. We are a very lucky community in that we’re pretty sophisticated as a group,
126 okay. Most of us have moved here from somewhere after a career in business or in
127 government. In a capacity we bring a lot to this community, and it would, I think it’s in
128 our best interest to involve the people who live here, who have an interest, who are
129 vested in the community to address some of these issues. But, thanks for coming out.”

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131 Mr. Johnson, “Thank you ladies and gentlemen for attending this meeting. Ms.
132 Kohlmann, I don’t mean to call you out, but in a good way, but you jogged my memory.
133 In the past it was discussed that we would consider putting ordinances, a list of our
134 beach ordinances in packets for the rental agencies to distribute or even actually
135 requiring them to post them in the buildings. I think that is probably the only way we’re
136 going to get our wonderful vacationers to adhere to some of our beach ordinances. I
137 strongly suggest that we take a look at that, if not for this season, for the next season.
138 That’s all I have to say. Thanks again for coming out.”

139
140 Ms. Blair, “Thank you all for coming out. I’m sure we’re all feeling more blessed
141 tonight than we have in the last 30-days due to all the rain that we’ve gotten and we can
142 look around and see the green come back to our town and our lawns and it looks so
143 nice. We do live in a great place, we’re very blessed to be here. I urge all of you to
144 keep up with our 14-year old ball team. It’s very exciting to have them in the World’s
145 Series again. My husband and I were honored to be a part of planning their
146 homecoming for the last two years and having music and some equipment out there for
147 them, and even though we’re not blessed with children, we almost felt like we had a son
148 playing, because it was just so much fun to see the expressions on their faces when the

149 town showed up to welcome them back. So, let's keep our fingers crossed that three's
150 a charm and we'll welcome them home as winners again this year. Have a great week
151 and thank you all for coming."
152

153 Mayor Deaton, "I would also like to say that we could utilize that as a tool as far
154 as education for our visitors, as well as our residents. It's a good idea. We've unified
155 the beach rules along the entire Grand Strand and we adopted that by resolution in
156 support of the unified beach rules. That was something that could not be implemented
157 immediately, but it's something that can be done gradually, and that's a good tool or we
158 can use it with our marketing. I agree with marketing. This is a wonderful place to live.
159 We need to realize that a lot of our money, our fire station came, we paid cash for that
160 from hospitality fees. We've expended a lot of money with accommodations taxes, so
161 the more people that visit Surfside Beach, the better, the better off the residents are.
162 That's why our roads are paved, that's why we've got brand new fire trucks, and our
163 police are as good as they are...not individually, but as far as their equipment goes, and
164 our chief has done a phenomenal job with his recruitment. So, all these things work
165 together. We have 2,700-plus business licenses out there. That's a lot of revenue
166 stream, so you put all these pots of money, and you put them all together and it
167 becomes Surfside Beach, as well as property taxes. So, we appreciate you living here.
168 We appreciate all our businesses do. I'd like to thank you for coming. Good night
169 everybody. It's one of the shortest meetings in the history of Surfside Beach."
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171 11. **ADJOURNMENT.** Mr. Johnson moved to adjourn the meeting at 7:04 p.m.
172 **All voted in favor. MOTION CARRIED.**

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174 Respectfully submitted,

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177 Debra E. Herrmann, CMC, Town Clerk
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179 Approved: August 9, 2011

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182 K. Allen Deaton, Mayor
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185 _____
186 Vicki W. Blair, Town Council

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186 Robert F. Childs, III, Mayor Pro Tempore

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189 Ann Dodge, Town Council

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188 Mark L Johnson, Town Council

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190 _____
191 Douglas F. Samples, Town Council

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190 Roderick E. Smith, Town Council

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193 Clerk's Note: This document constitutes minutes of the meeting, which was audio taped. This meeting was transcribed by Town Clerk Herrmann. In
194 accordance with FOIA, meeting notice and the agenda were distributed to local media and interested parties. A complete list is on file in the clerk's
195 office. The agenda was posted on bulletin boards outside Council Chambers and in the Town Hall reception area. Meeting notice was also posted on
196 the Town marquee. When (****) is used a section of the transcription is inaudible.