



**SURFSIDE BEACH TOWN COUNCIL SPECIAL MEETING MINUTES
DECEMBER 4, 2012♦ 10:00 A.M.
THE GRAND THEATRE, 301 HIGHWAY 17 SOUTH, SURFSIDE BEACH, SC**

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7 **1. CALL TO ORDER.**

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9 Mayor Samples called the meeting to order at 10:00 a.m. Mayor Samples, Mayor Pro Tempore
10 Mabry, and Councilmembers Dodge, Kohlmann, Smith and Stevens were in attendance. Councilmember
11 Johnson was out of town on business. A quorum was present. Staff present: Administrator Fellner,
12 Treasurer Hursey, and Interim Police Chief Keziah. Parking Committee Members present: Chairman
13 Harry Kohlmann, secretary Shore, Goff, T. Dodge, Ard, and Saunders. Also present: Town Clerk
14 Herrmann.

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16 **2. PUBLIC COMMENTS – AGENDA ITEMS.**

17
18 There were no public comments.

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20 **3. BUSINESS.**

21
22 **A. Presentation by Lanier Parking regarding the logistical and financial aspects of**
23 **outsourcing the parking function.**

24
25 Representatives from Lanier Parking Logistics presented a slide presentation, a copy of which is
26 on file, explaining that Lanier would only accept the contract if the town purchased all new equipment,
27 including auditable meters that report daily revenue received. The digital pay stations are equipped with
28 a screen much like a computer monitor on which messages can be published, i.e. rates, upcoming
29 events, etc. Pay stations accept payment by coins, cash, credit cards, and cell phones. Credit card and
30 cell phone payments are real time transactions. Lanier has never had a case of fraud as a result of these
31 payment types. The City of Myrtle Beach receives approximately 38-percent of its revenue through credit
32 card and cell phone payments. Meters have locked cash/coin boxes that cannot be opened in the field by
33 Lanier's staff. At the end of the first year, information can be developed about parking space usage and
34 revenues received. The new digital pay stations have warranties, and are being successfully used up
35 and down the coast. There is a one year warranty on parts and labor. Lanier has extra parts inventory in
36 stock. Technicians are trained to make repairs as needed. In most cases, the digital machines will report
37 the malfunction type, and even send notices if the machine is being tampered with. When the part is not
38 available, it usually can be delivered the next day. Parts are also traded between various accounts.
39 Citation processing compliance is the objective. If you don't pay the meter to park, you pay for a ticket.
40 The more consistent enforcement is, the better it is for the town. An enforcement reputation is
41 established and more parking meter revenue is generated. Paying by cell phone allows the individual to
42 receive an email notice that the meter time is about to expire, and the user can add additional time from
43 the phone without going back to the meter. Computerized citations are done through DMV for in-state
44 and out-of-state tickets. Pictures are taken when citations are issued to document the offense, which are
45 used to adjudicate the citations. Tickets can be paid on Lanier's website, and adjudication can be done
46 online. Lanier recommends buying 5 pay stations and 64 meters now, because existing equipment has
47 passed its useful life. Lanier recommends using a 20-percent increase for budgeting purposes with new
48 equipment; however, the actual increase is more likely to be between 30- to 35-percent. In 2012, gross
49 collected was \$166,000; 2012 19.72-percent new gross of over is \$207,000 expected. A conservative
50 projection on meters only replacing one-half of the capital equipment (5 pay stations and 64 meters) is an
51 overall 10.46-percent increase in meter revenue per year. Replacing 100-percent of the equipment (9
52 pay stations and 110 meters) would create an overall increase of 19.72-percent in meter revenue.
53 Estimated investment for new equipment is \$156,970, which is outlined in the PowerPoint presentation.
54 Town Council would need to decide whether to use the boot system. Lanier recommends using boots,
55 because they are visible and deter others from failing to pay. The suggested practice is to use boots for

56 habitual offenders; those with three or more outstanding tickets. Lanier has existing contracts with Horry
57 County and the City of Myrtle Beach; therefore, it can contract with the town and use existing staff to
58 oversee the operations. The recommendation was to prepare the budget with a \$695 per month
59 expenditure management fee, which totals \$8,340 per year. The monthly fee is due regardless of
60 whether meters are operational.

61
62 Ms. Kohlmann asked whether the credit card payments were secure and how many thefts had
63 occurred as a result of them being used to pay parking fees. Ms. Loomis said payments are processed in
64 real-time; there is no paper. The machines are PCI compliant and encoded. Ms. Kohlmann said that
65 nearby areas that are being used to park free should be monitored to move those individuals into paid
66 parking spaces. Staff will need to enforce the no parking areas. Mr. Scott said Lanier could do as much
67 or little as Town Council desired insofar as parking enforcement.

68
69 Mayor Samples said two categories of parking were identified. Visitors park on Ocean Boulevard
70 and back on Dogwood and other side streets during the season, which was an issue and of concern to
71 him. He asked how the town could enforce parking in those areas where visitors use side streets for free
72 parking. Mr. Scott said Lanier does not budget staff or add labor for a person and possibly a car to cover
73 additional spaces. The costs stated were based on the existing lots. Mr. Scott said there were multiple
74 ways to manage parking: time zone enforcement; reduced rates for longer time periods; different rates for
75 less desirable locations, etc. Residential passes also should be considered.

76
77 Mr. Ard asked how long it would take to repair broken machines. Mr. Scott said most machines
78 report the fault, and technicians usually have the parts on hand or delivered overnight. Sometimes, parts
79 are borrowed from other cities.

80
81 Mr. Curtis asked where mechanics were based. Mr. Scott said staff is located in Myrtle Beach.

82
83 Mr. Stevens asked how residential golf cart owners and rental units that offer golf carts as
84 amenities would be handled. Ms. Loomis said Lanier treats Department of Transportation (DOT) certified
85 golf carts just like vehicles. Tickets are issued to the person in possession for rental carts. If a golf cart
86 is not DOT certified, then a citation cannot be issued. Town Council will need to decide whether golf carts
87 will follow the same rules as other vehicles.

88
89 Ms. Kohlmann asked whether a ticket could be issued based on the town issued decal.

90
91 Mayor Samples said golf cart parking is different in town than it is in Horry County and Myrtle
92 Beach. There are a higher number of golf carts in town, which is part of the larger parking issue.

93
94 Mr. Stevens said there are no pay stations at beach accesses and asked if pay stations could be
95 used in those areas. Mr. Scott said Lanier would work with the town and actually lay out parking spaces
96 and draw lines that typically last a season. Again, it is up to Town Council to decide.

97
98 Ms. Fellner asked which wireless carrier was used. Ms. Loomis said AT&T. Mr. Scott said Lanier
99 would contract with whichever carrier the town needed. Lanier will also make recommendations on
100 parking laws and ordinances, and actually review and make suggestions on the town's current
101 ordinances.

102
103 Mayor Samples said the town's parking committee had invested its time and effort on this matter
104 for a number of months. There were a number of items at various stages of completion that the parking
105 committee has to address. He believed the parking committee was the best place to start in terms of
106 detailing issues, and that the issued could be condensed for further discussion and presentation to Town
107 Council.

108
109 Ms. Kohlmann suggested that the information be provided about current manpower costs, how
110 many summonses were issued, equipment status, and the enforcement areas be identified.

111
112 Mr. Stevens also wanted to know how long machines were out of service, because, he said, if the
113 machines weren't collecting money, the town was losing money.

114
115 Mr. Smith suggested focusing on what Lanier could do in the paid parking lots, saying that should
116 be the area to concentrate on as that was where the money was paid.

117
118 Ms. Mabry agreed with Mr. Smith saying reviews should be done for the last few years and
119 recommendations brought forward by the parking committee to increase revenue over time.

120
121 Ms. Dodge said this was not an issue on which to act quickly. She would like the parking
122 committee to meet, and also involve citizens to get their insights on directions to follow.

123
124 Mr. Scott said he would need direction, because the time line to purchase parking equipment is
125 60-days and he recommended installation by March in preparation for the upcoming summer season.

126
127 Mayor Samples said Town Council needs to move swiftly, but first must agree to enter the
128 contract. He reiterated that the scope of work should be narrowed and the parking committee has a
129 larger charter; it must consider much more than just metered lots. He asked if Town Council agreed with
130 sending the Lanier recommendation to the parking committee. **COUNCIL CONCURRED.**

131
132 **B. Bid package for Surfside Pier ADA Enhancement and proposed upgrades.**

133
134 Ms. Fellner said the bid package was not completed.

135
136 Mayor Samples said time was of the essence, and said OCRM (Office of Coastal Resource
137 Management) had approved the town's permit. The plan was that the bid package would be completed
138 by the time that approval was received. He was not sure whether the engineer had reviewed the
139 specification package.

140
141 Ms. Fellner wanted to be sure Town Council was fully informed and asked if she should send the
142 bid package Town Council once it was completed. **COUNCIL CONCURRED.**

143
144 Mr. Smith said it was important for the engineer to review the package.

145
146 Councilmembers were asked to contact Ms. Fellner with any questions or comments prior to the
147 next council meeting.

148
149 Mr. Smith asked if there was a completion date and whether any provisions were included for a
150 penalty if the completion date was not met. Ms. Fellner said the package includes a provision for a
151 completion date and liquidated damages.

152
153 **D. HGTC Approval "Partnership."**

154
155 Ms. Fellner asked if Town Council would agree to partner with Horry Georgetown Technical
156 College to allow its students to design signage for the town. There is no commitment to use the designs,
157 but a partnership allows students to gain experience and sometimes their work is very good. Mr. Stevens
158 supported the partnership saying a design he developed when he was in school was actually used by the
159 City of North Myrtle Beach. **COUNCIL CONCURRED.**

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161 **4. ADJOURNMENT.**

162
163 Mayor Samples announced there would be a public meeting by the South Carolina Department of
164 Transportation at Socastee High School on Monday, December 10th to hear comments about the Carolina
165 Bays Parkway project and the widening of Highway 707. He encouraged everyone to attend.

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Mr. Smith moved to adjourn the meeting at 11:22 a.m. Ms. Mabry seconded. All voted in favor.
MOTION CARRIED.

Respectfully submitted,


Debra E. Herrmann, CMC, Town Clerk

Approved: 01-22-2013 ^{dh} ~~2012~~


Douglas F. Samples, Mayor


Mary M. Mabry, Mayor Pro Tempore


Ann Dodge, Town Council


Mark L. Johnson, Town Council

Elizabeth A. Kohlmann, Town Council


Roderick E. Smith, Town Council

Randle M. Stevens, Town Council

Clerk's Note: This document constitutes minutes of the meeting, which was audio taped. This meeting was transcribed by Town Clerk Herrmann. In 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 office. The agenda was posted on bulletin boards outside Council Chambers and in the Town Hall reception area. Meeting notice was also posted on the Town marquee. When (**) is used, a section of the transcription is inaudible. Public Comments and Council Comments made during Special Meetings are edited.