



1 **SURFSIDE BEACH TOWN COUNCIL WORKSHOP MINUTES**
2 **RE: SPECIAL EVENTS**
3 **JANUARY 21, 2016 AT 10:00 A.M.**
4 **TOWN COUNCIL CHAMBERS**
5
6

7 **CALL TO ORDER.** Mayor Samples called the workshop to order at 8:00 a.m. Mayor Samples,
8 Mayor Pro Tempore Pellegrino, and Councilmembers Childs, and Mabry were in attendance. Councilmembers
9 Johnson and Stevens were absent. One seat is vacant. A quorum was present. Others present: Administrator
10 Fellner; Town Clerk Herrmann, and Events Supervisor Ellis.
11

12 Mayor Samples explained that this workshop was called because the November Vision Workshop was
13 ended early. Ms. Mabry's presentation was prepared for the November workshop.
14

15 Ms. Mabry presented "Visioning with recreation... A look into the future," a copy of which is attached
16 hereto and made a part hereof by reference. She was concerned about providing quality events and venues
17 that would bring tourists into town. Ms. Mabry said "We have the right, and I think the responsibility, to make
18 sure that the visitors that come to town know that we are the Family Beach. So, it's not just about recreation,
19 it's more about making sure that we have sustainable tourism. By sustainable, I mean that we have tourism
20 that increases our economy and does not take away from our economy." She continued, saying landscaping
21 and upkeep account for 20-percent of the decision to return to a particular place. She though increasing the
22 size and length of events would create opportunities for tourists to stay overnight and eat in the town's
23 restaurants. For instance, the Heritage Days in November would be two days, with seven different stations for
24 tourists to learn about the town history. A lengthy discussion included the following:
25

- 26 ○ Eliminate Movies after Dark, because 85-percent of attendees were locals and the movies were funded
27 by accommodations tax revenue at a cost of \$7,600; **CONCURRED**
- 28 ○ Combine the Easter Egg Hunt and Kids Fair to be held the Saturday before Easter. 90% of the
29 participants are tourists. The event is funded by accommodations tax. Hold it at the Passive and Fuller
30 Parks, and contact the Horry County Arts Council to engage its participation. See cooperation from town
31 realty companies to partner for the event; **CONCURRED**
- 32 ○ Hear recommendations from the Waccamaw Marketing Cooperative before considering any
33 enhancements to the Farmer's Market; **CONCURRED**
- 34 ○ The BBQ Festival will be in March and Car Show will remain in October; **CONCURRED**
- 35 ○ Enhance the Car Show to attract more attendance. Hold a chowder cook off; fishing rodeo; invite vendors
36 or other activities; **CONCURRED**
- 37 ○ The Pet Fair has to be held in April, because that is when SC Department of Health and Environmental
38 Control allows animal clinics to give rabies shots for \$5 and is a service to residents. Pet friendly vendors
39 and adoption agencies attend the pet fair. The pet fair has absolutely no cost to the town. The Skyhoundz
40 event had about 100 people attend last year, of which about 20-percent were from out of state. The cost is
41 low \$300 - \$400. The two events will remain separate; **CONCURRED**
- 42 ○ Consider some type stage for the Beach Luau so dancers can be seen. That is the fastest growing event
43 in town. Surf Diner provides food.
- 44 ○ Test small bands on the pier this summer, after surveying fishermen and Pier Outfitters; music needs
45 to be family friendly; **CONCURRED**
- 46 ○ Town businesses partnering with the town by advertising events in their out-of-market media and/or
47 financially supporting events.
- 48 ○ Breakfast with Santa cost \$27/child, but event very successful and traditional. This year 72 children
49 registered; maximum attendance is 75. The event includes free breakfast and goody bags for the children,
50 and an appearance by Santa; **CONCURRED TO CONTINUE EVENT**
- 51 ○ Turkey Trot 5K on Thanksgiving Day. 2015 had 1,400 participants from 40 states. The event holders
52 reimburse the town; participants stay and eat in town; **CONCURRED TO CONTINUE EVENT**
- 53 ○ Fishing Rodeo would help the pier businesses by bringing traffic. **CONCURRED**
- 54 ○ The accommodations tax committee will be asked to fund hiring Becky Large part time to work with
55 the town's social media to promote town events.
- 56 ○ Art in the Park would bring more culture to town; event would grow and eventually be spread among
57 all the town's parks on the event day. Horry County Arts Council might help start event. Permanent
58 sculptures could be purchased for the town parks from the revenue received during cultural events that is
59 will be placed in a designated fund.

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January 21, 2015

- 60 ○ Children's "fairy tale theater," once or twice during the summer, if Ms. Katherine Martin could help.
61 Low or no cost. **CONCURRED.**
62 ○ "Crafters Cove" under the pier this coming summer for children. The Horry County Arts Council will
63 be contacted about enhancing the event.
64

65 Ms. Fellner said the State is beginning to regulate hospitality and sales tax collections at events, and
66 that the participating vendors must start collection them on their sales.
67

68 Mr. Childs recommended a Town Council focus group to evaluate all town events and to bring
69 additional recommendations to council. He believed some other events could be eliminated and/or created.
70 Typically, there is at least one event every month and people look forward to them. He believed Surfside Beach
71 was about the only town that did not require visitors to pay to park and pay to enter the events.
72

73 Mr. Pellegrino suggested that local businesses incorporate town events into their out-of-market
74 advertising. The Chamber of Commerce has 1.2 million followers on its Facebook page. He asked if the town
75 had exposure there. Ms. Ellis said the Chamber advertises all the town events.
76

77 Mayor Samples said it was most important to prohibit swimming close to the pier. Ms. Fellner said the
78 no-swimming signage was made larger and life guards were instructed to enforce the no swimming within
79 300-foot code.
80

81 Ms. Mabry said children were well represented; culture and history were taken care of, and she
82 believed the events were meeting the requirements of the Comprehensive Plan. She gave a brief update on the
83 historical dig, and said a full report would be made sometime after March when the dig is completed.
84

85 **ADJOURNMENT.** Ms. Mabry moved to adjourn the meeting at 11:49 a.m. Mr. Childs seconded. All
86 voted in favor. **MOTION CARRIED.**
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Prepared and submitted by,

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90 Approved: February 9, 2016

Debra E. Herrmann, CMC, Town Clerk

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93 _____
Douglas F. Samples, Mayor

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David L. Pellegrino, Mayor Pro Tempore

Robert F. Childs, Town Council

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Mark L. Johnson, Town Council

Mary Beth Mabry, Town Council

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Randle M. Stevens, Town Council

Vacant Seat

100 Clerk's Note: This document constitutes summary minutes of the meeting that was digitally recorded.
101 Appointments to hear recordings may be scheduled with the town clerk. Bring a flash drive to obtain a copy.
102 In accordance with FOIA, meeting notice and the agenda were distributed to local media and interested
103 parties. The meeting notice was posted on the town website, the entry door at Town Council Chambers, and on
104 the Town marquee.
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