

**CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA  
NORTH MYRTLE BEACH CITY HALL  
CITY COUNCIL MEETING  
Monday, March 18, 2024, 6:30 PM**

**Minutes**

**1. ROLL CALL:**

Mayor Hatley called the meeting to order and asked the Clerk to call the roll.

Marilyn Hatley  
JO Baldwin  
Bubba Collins  
Fred Coyne  
Nicole Fontana  
Trey Skidmore  
Hank Thomas

A quorum was established.

**1B. EXECUTIVE SESSION:**

Mayor Hatley called for a motion to go into Executive Session for a legal briefing regarding Michael Moshoures (Sky Bar) vs. City of North Myrtle Beach, et al. Case No.:4:22-cv-02123JD. The motion was made by Mayor Pro Tempore Baldwin and seconded by Councilman Thomas. The motion passed 7-0. The Council returned to Chambers at 7:00 PM. Mayor Hatley announced that no votes were taken at the session. Mayor Hatley called for a motion to adjourn the Executive Session. The motion was made by Councilman Collins and seconded by Councilwoman Fontana. The motion passed 7-0.

**1C. CONTINUATION OF CALL TO ORDER:**

Mayor Hatley asked Manager Mike Mahaney to deliver the invocation.

Mayor Hatley led the Pledge of Allegiance.

**2. MINUTES:**

The motion to approve the minutes for the City Council Workshop of Wednesday, February 21, 2024, and the City Council Meeting of Monday, March 4, 2024, as presented, was made by Councilwoman Fontana and seconded by Councilman Coyne. The motion to approve passed 7-0.

**3. COMMUNICATIONS:**

Mayor Hatley and Manager Mahaney presented the Citizen's Academy Class of 2024 with a certificate and City challenge coin for completing the Citizen's Academy.

Mayor Hatley stated that the Departmental Monthly Reports for February 2024, were available online.

**4. ANNOUNCEMENTS BY MAYOR AND CITY COUNCIL:**

Councilman Collins thanked the Parks and Recreation Department for a great Saint Patrick's Day Event. He also thanked Public Safety for keeping everyone safe at the event. He stated the first Saint Patrick's Day event was held 34 years ago with only 2 vendors and 1 band. Mayor Pro Tempore Baldwin added there were only 10 floats in the first parade and this year there were 150 floats and approximately 30,000 people in attendance. Councilman Collins shared the event has come a long way and was enjoyed by young and old alike.

5. **CONSENT AGENDA:**

MOTION TO APPOINT: Appointment to the Planning Commission. Mayor Hatley read the item by title and called for a motion. The motion to approve was made by Councilwoman Fontana and seconded by Mayor Pro Tempore Baldwin. Mayor Hatley stated due to a recently vacated position, David OConnell was willing to serve and would be appointed to the Planning Commission.

Having no further comment from the Council or Public, Mayor Hatley called for a vote. The motion to approve passed 7-0.

6. **UNFINISHED BUSINESS:**

A. ORDINANCE/SECOND READING: Amendment to the North Beach Plantation Planned Development District (PDD) revising the signage on North Market Street. Mayor Hatley read the ordinance by title and called for a motion. The motion to approve was made by Councilwoman Fontana and seconded by Mayor Pro Tempore Baldwin.

Having no comment from Council or the public, Mayor Hatley called for a vote. The motion to approve passed 7-0.

B. ORDINANCE/SECOND READING: Amendment to the Parkway Group Planned Development District (PDD) revising pedestrian circulation in the Rosewood neighborhood of Waterside. Mayor Hatley read the ordinance by title and called for a motion. The motion to approve was made by Mayor Pro Tempore Baldwin and seconded by Councilman Thomas. Councilman Collins asked for clarification on the revision. Robert ‘Shep’ Guyton, representative for the Developer, explained this was a change from the original proposed crushed granite pedestrian walkways to regular sidewalks due to the change from townhomes to single-family homes.

Having no further comment from Council or the public, Mayor Hatley called for a vote. The motion to approve passed 7-0.

C. ORDINANCE/SECOND READING: Amendment to the Parkway Group Planned Development District (PDD) revising signage at Parcel 3/ Building 4 of the Palmetto Coast Industrial Park. Mayor Hatley read the ordinance by title and called for a motion. The motion to approve was made by Councilman Collins and seconded by Councilwoman Fontana. Mayor Hatley noted this was concerning the Pepsi Company sign.

Having no further comment from Council or the public, Mayor Hatley called for a vote. The motion to approve passed 7-0.

D. ORDINANCE/SECOND READING: Amendment to the Parkway Group Planned Development District (PDD) creating Fire Station #7. Mayor Hatley read the ordinance by title and called for a motion. The motion to approve was made by Councilwoman Fontana and seconded by Councilman Thomas.

Having no comment from Council or the public, Mayor Hatley called for a vote. The motion to approve passed 7-0.

E. ORDINANCE/SECOND READING: Amendment to the Tidewater Plantation Planned Development District (PDD) renovating and expanding the clubhouse. Mayor Hatley read the ordinance by title and called for a motion. The motion to approve was made by Councilman Coyne and seconded by Councilwoman Fontana.

Mayor Hatley opened the floor for public comment. Cathy Weiss was there if they had questions. Councilman Collins stated the letter she sent them was thorough.

Having no further comment from Council or the public, Mayor Hatley called for a vote. The motion to approve passed 7-0.

F. **ORDINANCE/SECOND READING:** Adoption of revisions for the City of North Myrtle Beach Employee Personnel Manual. Mayor Hatley read the ordinance by title and called for a motion. The motion was made by Councilwoman Fontana and seconded by Councilman Thomas. Councilman Collins asked if this pertained to the six month probationary period. Manager Mahaney stated the probationary period could vary but the reason for the revision was to allow employees to use their accrued sick and/or vacation leave during the probationary period if needed.

Having no further comment from the Council or the public, Mayor Hatley called for a vote. The motion to approve passed 7-0.

7. **NEW BUSINESS:**

**ORDINANCE/FIRST READING:** Amendment to Chapter 22, Vehicles for Hire, of the Code of Ordinances of North Myrtle Beach, South Carolina regarding vehicle immobilization devices. Mayor Hatley read the ordinance by title and called for a motion. The motion to approve was made by Councilwoman Fontana and seconded by Mayor Pro Tempore Baldwin. Councilman Collins asked for clarification regarding going from \$50 to \$125. Councilman Coyne stated this increase would be closer to the \$150 towing fee that was already in effect but the advantage was the person would not have to pay storage fees. Councilman Collins asked what would guarantee the devices would be put in the drop boxes. Mark Hardee, private lot and enforcement company owner, explained he started this business because he hated to tow cars and inconvenience tourists and families. With this lock, similar to a bicycle lock, the person was able to pay the fine by phone and have the lock released within 3 minutes and not have their vehicle towed. He added the information sheet was cling material and would not damage a vehicle.

Mayor Pro Tempore Baldwin stated most violators had made a mistake and this was a great alternative to towing. Manager Mahaney explained this also did not require police involvement. Chris Noury, City Attorney, confirmed that if HOA's used a parking lot management company, they could also use the boot or barnacle system instead of towing, which would not require police involvement. He added signage was required. Mayor Pro Tempore Baldwin stated police officer's time was more valuable in other areas instead of parking issues on private property. Councilman Skidmore agreed but stated he was concerned this would damage vehicles if the driver did not see it. Mr. Hardee stated this device would not damage a vehicle and the notice was placed on the driver's windshield where it could not be overlooked. Mayor Hatley stated she liked the device and the concept of the person being able to pay the fee and move on without the inconvenience of being towed. She added she would like to have a workshop to discuss this as an alternative to other towing companies. She further stated she would like the Chief of Police to meet with the towing companies and get their opinion on how the City could better the towing ordinance and report back to Council at the workshop. Mr. Hardee asked when this would go into effect if approved. Mayor Hatley confirmed second reading would take place April 1, 2024.

Having no further comment from Council or public, Mayor Hatley called for a vote. The motion to approve passed 7-0.

8. **PUBLIC COMMENT:**

Mayor Hatley opened the floor for public comment.

Jolene Puffer, 3506 Turner Street, North Myrtle Beach, asked how to know if an opening was available and how to apply to be appointed to the Planning Commission or Board of Zoning Appeals. Mayor Hatley stated it was posted on the website when a position became available. Ms. Puffer stated she checked and it was not on the website. Mayor Hatley explained it wasn't on the website now because there were no current openings. Ms. Puffer asked that dates be added on the website so the public would know when terms were up and could apply for those appointments. Manager Mahaney stated all applications were kept

and anyone could apply and be considered when there was a vacancy. Allison Galbreath, City Clerk, explained 4 applications were received for the Planning Commission opening. Ms. Puffer asked why Callie Wise was reappointed if there were 4 other applicants. Mayor Hatley explained a Planning Commissioner could serve 2 terms if they were willing to serve and if the Council was in agreement. Mrs. Galbreath added Commissioner Wise was willing to serve a second term while Commissioner Ruth Ann Ellis was not and that created an opening. Manager Mahaney stated that openings became available due to illness and other reasons so it was advisable to apply to be considered for openings in the future and reiterated that applications were kept on file.

Linda Grimm, 3801 Catchers Court, North Myrtle Beach, asked if there was an update on the survey regarding Champions Boulevard. She stated she was concerned since the busy season had started and her Park Pointe neighborhood did not have a crosswalk or stop sign. Manager Mahaney stated the construction project needed to be completed before the engineering survey could be completed. Ms. Grimm asked if temporary stop signs could be put up for the summer similar to the signs for the Christmas Light Show. Manager Mahaney stated the Christmas Light Show was different due to being at night and other factors but he would talk with Public Safety and Engineering to see if that was an option. Mayor Hatley asked if the residents could not walk down the road to cross. Ms. Grimm stated there was no other entrance and it was not a safe situation.

Chip Brown, 209 Landing Road, Unit C, North Myrtle Beach, stated he had talked with Councilman Collins a year ago concerning the danger of crossing Highway 17 at the 2<sup>nd</sup> Avenue North intersection due to the increased traffic. The biggest danger was traffic turning left and not yielding to cars going straight. He asked for a sign stating, 'Left Turn Yield On Green'. Councilman Collins stated it had been addressed with SCDOT and they were waiting for a response. Mayor Hatley asked for a meeting to be set up with the SCDOT representative to discuss it. Kevin Blayton, Public Works Director, confirmed he would try to schedule a meeting with Justin Powell, Chief Operating Officer for the SCDOT. Mr. Brown asked if he could be updated so he could relay the information to his HOA in May. Mayor Hatley stated she could not make any promises but would try to get a meeting set up with SCDOT and update Mr. Brown.

9. **ADJOURNMENT:**

Mayor Hatley thanked everyone for attending and called for a motion to adjourn. The motion was made by Councilman Collins and seconded by Councilwoman Fontana. The motion passed 7-0. The meeting adjourned at 7:47 PM.

Respectfully submitted,

Allison K. Galbreath, City Clerk

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MARILYN HATLEY, MAYOR

Minutes approved and adopted this 1st day of April, 2024