

**CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA  
NORTH MYRTLE BEACH CITY HALL  
CITY COUNCIL MEETING  
Monday, May 5, 2024, 6:00 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 discussion regarding potential property acquisitions and a legal briefing regarding Chapter 4, Animals and Fowl, of the Code of Ordinances of North Myrtle Beach, South Carolina regarding keeping of certain animals. The motion was made by Councilwoman Fontana and seconded by Councilman Coyne. 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.

**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 Meeting of Monday, April 1, 2024, the City Council Budget Retreat of Monday and Tuesday, April 15 and 16, 2024, and the City Council Executive Session of Monday, April 29, 2024, as presented, was made by Councilwoman Fontana and seconded by Councilman Coyne. The motion to approve passed 7-0.

**3. COMMUNICATIONS:**

Mayor Hatley read a Proclamation designating May 14, 2024, as North Myrtle Beach Woman's Club Day and recognized their 50<sup>th</sup> Anniversary. She noted that the club was organized in 1973 and presently had 104 members. She added many of the members were present, including two of the founding members. Mayor Hatley congratulated the club and commended them for the work they had done and continue to do for North Myrtle Beach and surrounding communities.

Mayor Hatley, Teressa Dew and Tracie Ross, North Myrtle Beach Election Commission members, and Mike Mahaney, City Manager, presented a plaque to Imogene "Jean" Boseman in honor of her retirement after 34 years serving as the Election Clerk for the Crescent Beach Precinct. Mayor Hatley thanked Mrs. Boseman for her dedication to the City of North Myrtle Beach and the election process. Mrs. Boseman encouraged all present to vote this year.

Mayor Hatley stated the Department Monthly Reports for March 2024 were available online.

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

Mayor Hatley recognized Representative Kevin Hardee and his wife, Tina, and thanked them for attending. She stated Mrs. Hardee was running for Horry County Auditor.

Councilman Collins stated he served as a judge for the SOS Parade last weekend and it was a fun event that brought joy to the city.

5. **CONSENT AGENDA:**

- A. RESOLUTION: Pre-Annexation Agreement for Lot 22 off Riverside Drive
- B. RESOLUTION: To approve the Mutual Aid Agreements for the 2024 Memorial Bike Week Event
- C. MOTION TO APPOINT: One appointment to the NMB Tree Board
- D. MOTION TO APPROVE: The Winter Run on January 21, 2025
- E. MOTION TO APPROVE: NMB Ocean Rescue 2024 Junior Lifeguard Camps
- F. MOTION TO APPROVE: 20<sup>TH</sup> Annual Irish Italian International Festival on September 28, 2024
- G. MOTION TO APPROVE: 4<sup>th</sup> of July Fireworks Celebration on July 4, 2024

Mayor Hatley asked the Council to consider Items A through G together. The Council agreed and Mayor Hatley read each item by title and called for a motion. The motion to approve was made by Councilman Collins and seconded by Mayor Pro Tempore Baldwin. Mayor Hatley stated she was excited to have Mr. Faulkenberry join the NMB Tree Board. The Mayor commented that the Ocean Rescue Lifeguard Camp was wonderful and many of the City's lifeguards came out as a result of the camp. She added the City was fortunate to hold this camp in the community.

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:**

None

7. **NEW BUSINESS:**

- A. ORDINANCE/FIRST READING: First Amendment to the Bahama Island Phase II Master Development Agreement to authorize the City Manager to sign the document on behalf of the City. **Note: The Petitioner requested to withdraw.** Mayor Hatley read the ordinance by title and called for a motion to allow the Petitioner's request to be withdrawn. The motion was made by Councilman Thomas and seconded by Councilman Skidmore.

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

- B. ORDINANCE/FIRST READING: Amendment to the Parkway Group Planned Development Agreement District (PDD) revising signage for Acadia at Grande Dunes North. 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 the Council or public, Mayor Hatley called for a vote. The motion to approve passed 7-0.

- C. ORDINANCE/FIRST READING: Amendment to Chapter 22, Vehicles for Hire, of the Code of Ordinances of North Myrtle Beach, South Carolina regarding wrecker services and nonconsensual towing. 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. Councilman Skidmore stated with growth, ordinances needed to be revisited at times and thanked Dana Crowell, Chief of Police, for meeting with the towing companies. He added he still had a concern that there was not a timeframe listed and he felt another meeting would be beneficial before the second reading to go over this. Councilman Collins agreed. Councilwoman Fontana stated that Chief Crowell reported

there had been no complaints since the ordinance had originally been put in place. Chief Crowell confirmed there had not been any complaints. Mayor Hatley stated she felt Chief Crowell and her staff had done an excellent job working with the towing companies and was satisfied with how the ordinance read. Councilman Collins added he liked that the ordinance was in order with the South Carolina Highway Patrol and other areas and that a second set of eyes were on the rates every year. Mayor Pro Tempore Baldwin added that he was concerned about the wait time for the police to arrive on scene. He stated the previous response time was approximately 34 minutes. He suggested that he would like to see a meeting to discuss this before second reading and agreed with Councilman Skidmore. Councilman Thomas thanked Chief Crowell for her work with the towing companies and stated he felt her recommendations were impressive. He commented that he also had a concern with the open-endedness of the hook-up time and could see that becoming an issue.

Chief Crowell reported the average response time for a towing call was 11 minutes and the longest was 27 minutes. She added the ordinance was modified to allow the towing company to couple to the vehicle before the police arrive and that having electronic towing forms would also speed up the process. She suggested trying this ordinance and then re-evaluate it in the future if needed. Mayor Hatley agreed and stated she liked the way the ordinance was written and would like to move forward. Councilman Coyne agreed with the Mayor and stated this was not the first ordinance that Council had to go back and look at after time. He stated he liked the way the ordinance was worded but suggested a system to update the parties involved if something delayed the response time over 20-30 minutes.

Richard Pate, owner of Coastline and Affordable Towing for over 35 years, stated it was a breath of fresh air working with Chief Crowell and he appreciated her taking the time to sit down and talk with the towing companies. He added Chief Crowell was attentive to their needs and dedicated to coming up with a solution. He stated he was happy with what they came up with but did have a few concerns about hook-ups. He asked for a timeframe for police response to avoid heated situations and to ensure the safety of his workers as well as the public. He further asked for re-evaluation each year to stay current with the South Carolina Highway Patrol schedule of fees for non-consensual towing. Chief Crowell explained that this did not have to be in the ordinance for the fee to be re-evaluated each year and stay in line with other agencies. Chris Noury, City Attorney, stated Council would need to take action yearly to keep the fee in line with the Highway Patrol fees and it could not be done automatically. Mayor Hatley asked if Council would prefer to attain a legal briefing before taking action. Councilwoman Fontana asked for the opinion of Chief Crowell. Chief Crowell stated she felt the fee should be reevaluated each year and kept in line with the Highway Patrol fees. Mr. Noury added that the language in the ordinance reflected an evaluation of the fee schedule when needed but that it was not automatic, it would have to go before Council. Councilman Collins stated it would be the same as water fee increases and Mr. Noury confirmed that was correct. Mayor Hatley thanked Mr. Pate for his input.

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

**8. PUBLIC COMMENT:**

Barbara MacKinnon, 323 59<sup>th</sup> Avenue South, North Myrtle Beach, asked for an update on the Plastic Bag Research Committee. Mayor Hatley stated the committee list had been sent to Council and she asked Manager Mahaney if any changes had been submitted. Manager Mahaney confirmed that he had not been notified of any changes by the Council and the next step was for Council to appoint the committee. Mayor Hatley asked that the committee be brought before Council at the next meeting on May 20, 2024, and thanked Ms. MacKinnon for her input.

Neil Witkin, 3019 Winding River Drive, North Myrtle Beach, stated traffic had increased on the Barefoot swing bridge and when the bridge opened, traffic backed up. He noted there were two lanes on the Barefoot side that were supposed to be used but some drivers were not allowing vehicles to merge when the two lanes became one. He shared that he was concerned about driver frustration and road rage due to

the lack of traffic control. Mr. Witkin asked Council to look at the possibility of a sign or some sort of solution. Mayor Hatley asked about the possibility of a sign similar to the sign on a nearby road. Kevin Blayton, Public Works Director, stated there were signs up now but people were ignoring them. He added they could look into adding more signs but he was unsure if that would help since the existing signs were being ignored. Mayor Hatley asked Director Blayton and Chief Crowell to look into the situation and try to come up with a solution. Mayor Hatley thanked Mr. Witkin for his input.

Bob Hutton, 5208 Windy Pines Drive, North Myrtle Beach, gave an update on the first cleanup of the year on Water Tower Road. As the 7<sup>th</sup> cleanup to date, he reported they filled 47 bags, which was the lowest number they had filled since they started. Mr. Hutton stated he was pleased to have 6 North Myrtle High School Honor Students helping and he thanked the North Myrtle Beach police for patrolling the day of the cleanup. He added that having the police there slowed traffic down and gave the group peace of mind. Mr. Hutton noted that as more businesses open on Water Tower Road, the amount of litter would decrease because people do not tend to throw trash where businesses were. He ended with, "Pickers do not litter and litterers do not pick up." Mayor Hatley thanked Mr. Hutton for the update.

Linda Grimm, 3801 Catchers Court, Little River, thanked the Council for the sign at the crossing from Park Pointe to the Sports Park and thanked Councilman Skidmore for following up. She stated that the sign was too close to the entrance of her neighborhood and could not be seen. She asked for an additional sign in the median and a flashing sign. She stated no one was slowing down and it was still dangerous for their residents to cross. Mayor Hatley thanked Ms. Grimm for her comments.

9. **ADJOURNMENT:**

Mayor Hatley thanked everyone for attending and called for a motion to adjourn. The motion to adjourn was made by Councilwoman Fontana and seconded by Mayor Pro Tempore Baldwin. The motion passed 7-0. The meeting adjourned at 7:54 PM.

Respectfully submitted,

Allison K. Galbreath, City Clerk

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MARILYN HATLEY, MAYOR

Minutes approved and adopted this 20<sup>th</sup> day of May 2024