

**CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA**  
**NORTH MYRTLE BEACH CITY HALL**  
**CITY COUNCIL WORKSHOP**  
**Wednesday, November 20, 2024, 12:45 PM**

**Minutes**

**1. ROLL CALL: 1:30 PM**

Marilyn Hatley called the workshop to order and asked the Clerk to call the roll.

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

**2. EXECUTIVE SESSION:**

Mayor Hatley called for a motion to go into Executive Session for a discussion regarding a potential contract between the City and Cekra, Inc., a discussion regarding a potential property acquisition, a discussion regarding an appointment to the Planning Commission, and a legal briefing regarding the Interim City Manager Position. The motion was made by Councilman Thomas and seconded by Councilwoman Fontana. The motion passed 7-0. The Council returned to Chambers at 1:36. Mayor Hatley announced that no votes were taken and the Executive Session was in recess until after the workshop discussion.

**3. DISCUSSION:**

Regarding short-term rentals. Ryan Fabbri, Acting City Manager, shared a presentation explaining the current status of short-term rentals and an option to address short-term rentals going forward. Acting Manager Fabbri noted there were currently 5400 licensed short-term rentals in the City and 1700 of those did not appear to have a local representative. He added that ordinances had been adopted 4 years ago that only targeted noise, trash, and parking. Acting Manager Fabbri shared an option that staff had worked on which required an annual permit in addition to a business license, required a local representative, established a complaint enforcement regime, and required physical inspections regarding safety and parking. This option would necessitate hiring a management vendor to assist with implementation. Acting Manager Fabbri shared the estimated expense and revenue to implement the plan. The main concerns from Council were the response time for a local representative to correct behavior, occupancy restrictions, reducing the burden on law enforcement for short-term rental issues, and quality of life for residents. Mayor Hatley and Councilman Collins suggested concentration on R-1 neighborhoods. Councilman Thomas stated he felt the solution was to require local representatives. Chris Noury, City Attorney, explained language could be used in a new ordinance concerning the criteria for local representation. Councilwoman Fontana suggested hiring 3 seasonal code enforcement officers instead of the management vendor. Councilman Collins stated more workshops were needed before a decision could be made. Acting Manager Fabbri asked that dates for future workshops be decided at the December 2, 2024, City Council meeting. Councilman Skidmore thanked the staff for the research and time and stated he thought the information was good but the Council needed more time to look the information over and schedule more workshops for discussion. Mayor Hatley asked Council to send their suggestions and questions to Acting Manager Fabbri before the next workshop.

Mayor Hatley opened the floor for public comment.

Tricia Kellers, 43<sup>rd</sup> Avenue South, North Myrtle Beach, shared that the current ordinance was not working and her quality of life had diminished due to short-term rentals. She added that short-term rentals were no longer seasonal and suggested a community wide advisory committee be formed to work with Council on the new ordinance. Ms. Kellers noted there was a problem with garbage pickup after the seasonal pickup ended on October 18<sup>th</sup>. She stressed that the ordinance needed to have input from the community and recognize that short-term rentals were year round. Ms. Kellers offered to serve on a community committee, if formed.

Jolene Puffer, 3506 Turner Avenue, North Myrtle Beach, thanked Council for hosting the workshop. She stated she paid 6% A-Tax, 1½ % to Horry County, 1½ % to the City, 10% of her gross receipts for a business license, and \$80 per month for garbage pickup that she didn't receive from October to May. She stated she was thankful that her A-Tax money included help with evicting renters because it was important to be good neighbors. Ms. Puffer asked that long-term rental occupancy restrictions be included in the ordinance. She asked that orientation for the community on what was required for short-term rentals be available. Ms. Puffer warned about the appearance of steering people toward management companies that might benefit a Council member directly. Ms. Puffer suggested a revoke and appeal process if a short-term rental permit was enforced.

Jean Boseman, 1414 Edge Drive, North Myrtle Beach, stated she had been the victim of several short-term rental situations. Ms. Boseman stated there were 18 homes on her street and only 7 permanent residents. Ms. Boseman shared that she was thankful for the prompt police response when she called. She shared that she had fireworks shot at her house and people in her yard at all hours of the night. She stated this was a frightening situation to be in at 90 years old. Ms. Mayor Hatley advised Ms. Boseman that there would be more workshops and she could speak again on the topic.

Brandon Cox, COO of Elliott Beach Rentals, North Myrtle Beach, asked Council to keep in mind the value of short-term rentals to North Myrtle Beach and the economic impact they created. He added that short-term rentals contribute to the vibrant lifestyle, attractions, and restaurants that people were attracted to. He stated that his company took their roll seriously and noted the answer to the problem was professionalism. He added not having a responsible, local contact was the biggest issue.

Mayor Hatley closed the floor to public comment. She thanked everyone for coming to the workshop and stated Council would return to Executive Session.

Council returned to the Chambers at 3:32 PM. Mayor Hatley stated no votes were taken and called for a motion to come out of Executive Session. The motion was made by Councilman Collins and seconded by Councilwoman Fontana. The motion passed 7-0. Mayor Hatley called for a motion to adjourn. The motion was made by Mayor Pro Tempore Baldwin and seconded by Councilwoman Fontana. The motion passed 7-0. Mayor Hatley adjourned the meeting at 3:32 PM.

Respectfully submitted,

Allison K. Galbreath, City Clerk

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MARILYN HATLEY, MAYOR

Minutes approved and adopted this 2<sup>nd</sup> day of December 2024