

**CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA
NORTH MYRTLE BEACH CITY HALL
WAMPEE CONFERENCE CENTER
CITY COUNCIL BUDGET RETREAT MEETING
April 14-15, 2025, 8:00 AM**

Minutes

1. ROLL CALL:

Mayor Pro Tempore Baldwin called the meeting to order and asked the Clerk to call the roll.

Marilyn Hatley, Absent for roll call only

JO Baldwin

Bubba Collins

Fred Coyne

Nicole Fontana

Trey Skidmore

Hank Thomas, Absent for roll call only

A quorum was established.

Mayor Pro Tempore Baldwin called for a motion to go into a recess to drive to the Wampee Conference Center. The motion was made by Councilman Collins and seconded by Councilwoman Fontana. The motion passed 5-0. The Council arrived at the Wampee Conference Center and the meeting resumed at 11:10 AM.

2. PROPOSED FY 2026 BUDGET:

Ryan Fabbri, Interim City Manager, gave an overview of the major budget initiatives for FY 2026. Jamie Baker, Interim Director of Finance, presented the proposed FY 2026 budget, including General Fund Revenue and Expenditures, Accommodations and Hospitality Tax Funds, Debt Service Funds, and the Capital Projects Fund. The Capital Projects Fund included an overview of the Stormwater Drainage Fund, the Capital, Street, and Park Improvement Funds, the Beach Renourishment and Cherry Grove Dredge Funds. Interim Director Baker also gave an overview of the Enterprise and Internal Service Funds.

This year, Department Directors presented an overview of their budgets, funding requests, and key upcoming priorities for their respective departments. Kevin Blayton, Director of Public Works, explained the Public Infrastructure Funding Priorities including road and stormwater improvements, underground utility and nuisance flooding projects. There was a proposed 5% annual increase in impact fees, according to the established policy. The water rate is proposed to increase 7 cents per 1,000 gallons, and the sewer rate will increase 8 cents per 1,000 gallons. These rate increases were based on the pass-through rate increase from Grand Strand Water & Sewer Authority. There were no proposed increases for sanitation rates or stormwater fees. Tammy O’Berry, Director of Human Resources, provided a year-in-review, discussed upcoming initiatives, and presented several budget requests related to employee compensation and new benefit offerings. Rob Foor, Director of Information Services, provided an overview of new city-wide applications designed to enhance software usability for residents, along with updates on new systems for purchasing, finance, and fleet maintenance. He also gave a status update on the city’s camera project, the relocation of staff to a newly acquired office building, and staffing requests for the upcoming budget year.

Jim Wood, Director of Planning & Development, along with Suzanne Pritchard, Assistant Director of Planning & Development, presented their upcoming plan for growth and community through comprehensive planning, regulation, and enforcement. This proposal included new City Gateway Monuments, which would replace the current four and add two new monuments. Other goals included a Public Arts Program for

community identity, development of the Highway 17 Commercial Overlay Design District and quality standards for landscaping, signage, and materials, a Wayfinding Signage Master Plan, and to transform Main Street.

3. RESUMED MEETING: APRIL 15, 2025

Matt Gibbons, Director of Parks & Recreation, outlined key budget priorities including permanent restrooms at Hill Street Park, additional beach walkover renovations, and the purchase of an activity bus. He also provided updates on the proposed Pickleball Complex, planned expansions to the Aquatic & Fitness Center and J. Bryan Floyd Community Center, and potential sites for future public beach restrooms. Dana Crowell, Police Chief, delivered a comprehensive set of priorities for FY 2026 focused on enhancing public safety, expanding community engagement, and modernizing equipment and staffing. Their requests reflect growing operational demands and continued commitment to proactive, community-oriented policing to include a significant investment in vehicles, communication equipment, drones, and training aids. Billy Floyd, Fire Chief, outlined budget priorities designed to enhance emergency response capabilities, modernize facilities, and support the long-term safety needs of the community to include replacement of Fire Station 2 in Cherry Grove, new fire apparatus, essential equipment upgrades, and a joint Public Safety Training Facility. Lauren Jessie, Public Information Officer, offered an overview of the Public Information Officer's role, announced the upcoming website redesign expected to launch in August, and shared plans to add personnel to the department.

Cheryl Kilday and Erin Graham, Destination North Myrtle Beach, presented to the Council their Destination Master Plan, marketing program highlights, and funding requests for FY 2026.

The Council and staff discussed priority setting projects and goals for the upcoming budget year.

4. EXECUTIVE SESSION:

Mayor Hatley called for a motion to go into Executive Session at 2:15 PM for a legal briefing regarding a proposed short-term rental ordinance, a discussion regarding the potential conveyance of city property, a discussion regarding A potential property acquisition, and a legal briefing regarding Chapter 6, Article II, Flood Damage Prevention Ordinance of the Code of Ordinances of the City of North Myrtle Beach, SC. The motion was made by Councilwoman Fontana and seconded by Mayor Pro Tempore Baldwin. The motion passed 7-0. The Council concluded the Executive Session at 4:20 PM. Mayor Hatley announced no votes were taken at the session.

5. ADJOURNMENT:

Mayor Hatley called for a motion to adjourn the Budget Retreat. The motion to adjourn was made by Mayor Pro Tempore Baldwin and seconded by Councilman Collins. The motion passed 7-0. The meeting adjourned at 4:20 PM on April 15, 2025.

Respectfully submitted,

Allison K. Galbreath, Clerk to Council

MARILYN HATLEY, MAYOR

Minutes approved and adopted this 5th day of May 2025