

CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA
NORTH MYRTLE BEACH CITY HALL
CITY COUNCIL MEETING
Monday, July 21, 2025, 5:00 PM
Minutes

1A. 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

A quorum was established

1B. EXECUTIVE SESSION:

Mayor Pro Tempore Baldwin called for a motion to go into Executive Session for a discussion regarding potential appointments to the Municipal Election Commission, a discussion regarding an appointment to the Planning Commission, a discussion regarding a potential amendment to the Lauret Tract Development Agreement, and a discussion regarding a potential contract with Ramsay Burgin Smith Architects, Inc. Chris Noury, City Attorney, asked that a discussion concerning the GSATS appointment be added to the Executive Session. The motion was made by Councilman Collins and seconded by Councilman Skidmore. The motion passed 6-0. The Council returned to Chambers at 6:07 PM. Mayor Hatley announced that no votes were taken and called for a motion to come out of Executive Session. The motion was made by Mayor Pro Tempore Baldwin and seconded by Councilman Thomas. The motion passed 7-0. The regular meeting started at 6:07 PM.

1C. CONTINUATION OF CALL TO ORDER: 6:00 PM

Reverend Roger Carr, Chapel By The Sea, delivered the invocation.

Mayor Hatley led the Pledge of Allegiance.

2. MINUTES:

The motion to approve the minutes for the City Council Meeting of Monday, June 16, 2025, and the Special Called City Council Executive Session of Monday, June 23, 2025, was made by Councilwoman Fontana and seconded by Mayor Pro Tempore Baldwin. Councilman Collins asked that the minutes for Monday, June 16, 2025, be amended to show that he was in attendance. The motion to approve the amended minutes for June 16, 2025, and the meeting for June 23, 2025, as presented, passed 7-0.

3. COMMUNICATIONS:

Ryan Fabbri, City Manager, recognized Bryan M. Jordan, Aaron D. Graham, and Randy P. Massey for 5 years of service, Robin W. Johnson and Darius L. Mines for 20 years of service, and presented them with a gift and a check.

Mayor Hatley, Manager Fabbri, Matt Gibbons, Parks and Recreation Director, and Amanda Player-Wofford, Parks and Recreation Athletics and Sports Tourism Manager, congratulated the 12u Softball All-Star Team, 2025 South Carolina Recreation and Parks Association, South Carolina Athletic Programs State Champions, and presented them with a City Challenge Coin.

Mayor Hatley thanked Teressa Dew for 21 years of service on the Municipal Election Commission and presented her with a plaque.

Department Monthly Reports for June 2025 are available online.

4. ANNOUNCEMENTS BY MAYOR AND CITY COUNCIL:

Councilman Collins thanked Joe Gosiewski for inviting Council members to the Barefoot Landing golf cart parade.

Mayor Hatley stated the July 4th festivities were one of the best and were well attended.

5. CONSENT:

- A. RESOLUTION: Appointing a replacement committee member to the Grand Strand Area Transportation Study (GSATS) Policy Committee for the City of North Myrtle Beach
- B. RESOLUTION: Appointing an alternate committee member to the Grand Strand Area Transportation Study (GSATS) Policy Committee for the City of North Myrtle Beach
- C. MOTION TO APPOINT: One appointment to the Planning Commission
- D. MOTION TO APPOINT: Seven appointments to the Recreation Commission
- E. MOTION TO APPROVE: SOS Fun Sunday on September 14, 2025
- F. MOTION TO APPROVE: SOS Fun Monday on September 15, 2025
- G. MOTION TO APPROVE: OD Shag Club Beach Party on September 23, 2025
- H. MOTION TO APPROVE: Winter Run on January 17, 2026

Mayor Hatley asked that items 5A-5H be considered together. Mayor Hatley read items 5A through 5H by title and called for a motion to approve. The motion was made by Councilman Thomas and seconded by Councilwoman Fontana. Councilman Collins thanked Director Gibbons for activating the Recreation Committee. Mayor Hatley noted that the committee would hold their first meeting on Wednesday of the following week.

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

6. UNFINISHED BUSINESS:

- A. ORDINANCE/SECOND READING: Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, addressing the definition of motel. Mayor Hatley read the ordinance by title and called for a motion to approve. The motion was made by Mayor Pro Tempore Baldwin and seconded by Councilman Coyne. Councilman Collins asked how many motels had virtual check-in. Jim Wood, Planning and Development Director, stated there was only one at this time.

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

- B. **ORDINANCE/SECOND READING:** To lease office space and to authorize the use of a portion of the pool and other areas of the Aquatic and Fitness Center to McLeod Seacoast Hospital. Mayor Hatley read the ordinance by title and called for a motion to approve. The motion was made by Councilman Collins and seconded by Councilwoman Fontana. Mayor Hatley noted that the therapeutic pool was one of the greatest services offered by the City.

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:**

- A. **ORDINANCE/FIRST READING:** Petition for Annexation and Zoning Designation for ±0.94 acres on Riverside Drive. Mayor Hatley read the ordinance by title and called for a motion to approve. The motion was made by Councilman Skidmore and seconded by Mayor Pro Tempore Baldwin. Councilman Thomas stated this was a good move and was not annexing outside of the current boundary areas. Mayor Hatley added that this was also a pre-annexation agreement made with the owner.

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

- B. **ORDINANCE/FIRST READING:** Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, addressing the display of outdoor merchandise. Mayor Hatley read the ordinance by title and called for a motion to approve. Councilman Skidmore made a motion to postpone this item to a workshop to obtain more information and was seconded by Mayor Pro Tempore Baldwin. Councilman Skidmore stated he was concerned on how this would affect Home Depot, Lowes, Boulineaus, and others. Councilman Collins asked that the workshop be scheduled immediately and public comment be considered. Manager Fabbri stated he would coordinate a date with Council and staff for next week.

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

- C. **ORDINANCE/FIRST READING:** Amendment to the Parkway Group Planned Development District (PDD) creating a 7-Eleven store at the Palmetto Coast Industrial Park. Mayor Hatley read the ordinance by title and called for a motion to approve. The motion was made by Mayor Pro Tempore Baldwin and seconded by Councilman Skidmore. Mayor Hatley stated the design fit nicely in the community. Councilman Collins agreed and added that this was needed not only for the industry but also for the residents.

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

8. **PUBLIC COMMENT:**

Harry Oehler, 3624 Pitcher's Place, Longs, SC, stated that at the first meeting he attended, Mayor Hatley allowed him to shoot from the hip, but tonight he wanted to shoot from the heart and thanked her for 24 years of service as Mayor.

9. **ADJOURNMENT:**

With no further business to discuss, Mayor Hatley called for a motion to adjourn. The motion was made by Councilman Collins and seconded by Mayor Pro Tempore Baldwin. The motion passed 7-0, and the meeting was adjourned at 6:33 PM.

Respectfully submitted,

Angela C. Westmoreland, Assistant City Clerk

MARILYN HATLEY, MAYOR

Minutes approved and adopted this 18th day of August 2025