CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA
NORTH MYRTLE BEACH CITY HALL
CITY COUNCIL SPECIAL CALLED MEETING AND WORKSHOP
Monday, August 4, 2025, 1:45 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, Absent
Trey Skidmore
Hank Thomas

A quorum was established

2. EXECUTIVE SESSION:

Mayor Hatley called for a motion to go into Executive Session for a legal briefing regarding the Public Beach Access adjacent to the Margaritaville/Compass Hotel project. The motion was made by Councilman Collins and seconded by Mayor Pro Tempore Baldwin. The motion passed 6-0. The Council returned to Chambers at 2:10 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 Collins. The motion passed 6-0. The regular meeting started at 2:10 PM.

3. BUSINESS:

MOTION TO APPOINT: Three appointments to the Municipal Election Commission. The motion to approve the appointment of Kathy Dukes, Scott Slater, and Truman Williams to the Municipal Election Commission was made by Mayor Pro Tempore Baldwin and seconded by Councilman Skidmore.

Having no comment from the Council or the public, Mayor Hatley called for a vote. The motion to approve passed 6-0.

4. WORKSHOP:

A discussion regarding amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, addressing the display of outdoor merchandise. Ryan Fabbri, City Manager, stated that this item had been deferred to a workshop at the last Council meeting for further discussion and clarity. Manager Fabbri asked Suzanne Pritchard, Planning and Development Assistant Director, to explain the elements of the amendments. Assistant Director Pritchard shared a presentation showing the current ordinance. She outlined the proposed changes, including the removal of verbiage that allowed hammocks and other merchandise made to be used outside. She noted this revision also limited outdoor displays to an area in front of the building, not exceeding twenty (20) percent of the linear footage of the building frontage. Assistant Director Pritchard showed examples of businesses that complied and one business that did not. Councilman Collins asked if the exemptions applied to the business that

was not in compliance. Assistant Director Pritchard stated that all the items shown in the picture complied with the current ordinance. She added that the new ordinance would allow the items, but they would be limited to 10 feet out from the building front and only 20 percent of the building frontage. Assistant Director Pritchard stated there was a long list of exemptions in the ordinance that would still be allowed but would be limited to the stated perimeters. Councilman Coyne asked if this would be 10 feet from the front of the building or the overhang. He asked how this would affect Lowe's and Home Depot. Assistant Director Pritchard stated it was from the front of the building, but it could be changed to be 10 feet from the overhang. She added that this would not affect those businesses. Mayor Hatley asked if this would limit the businesses when they had sales events with mulch, plants, etc. Assistant Director Pritchard stated those items were exempted in the ordinance. Councilman Collins asked if the items would be allowed closer to the building. Jim Wood, Planning and Development Director, stated that was correct. Councilman Coyne noted that restricting the items to be displayed closer to the building would give the appearance that the items were related to the business. Mayor Hatley stated she had no objection to the changes.

Cheryl Kilday, Destination North Myrtle Beach, asked how this change would affect businesses on a corner lot with frontage on two streets. She noted that this also affected how lots were mowed and maintained. Director Wood stated that building frontage was interpreted as the frontage on the primary street of the building. Councilman Collins asked if language concerning a corner lot would be included in the ordinance. Director Wood confirmed that it would be included.

Jolene Puffer, 3506 Turner Avenue, North Myrtle Beach, stated she was concerned that Municipal Election Commission appointments were made suddenly in a special meeting without staggered terms. She stated she did not feel anything was wrong, but it appeared strange, and the optics were not good. Ms. Puffer noted that the public would like to know when things are changing, and a special meeting was not appropriate. She also questioned why the public was not allowed to comment or ask questions before the vote. Councilman Thomas stated the timeframe was the reason for the appointments. Mayor Hatley stated that when people resign, Council had to replace them, and she did not understand why Ms. Puffer thought something was wrong with the action taken. Ms. Puffer asked why people were not allowed to apply like other committees. Mayor Hatley stated that residents could apply online for all committees. Mayor Hatley asked Angela Westmoreland, Assistant City Clerk, to address Ms. Puffer’s questions. Ms. Westmoreland stated that the City was not aware that all three Commissioners were going to resign and that there was a progression. She explained that the State Election Commission was pushing the City to appoint the Election Commission as soon as possible. Ms. Westmoreland stated she had experience with elections and made recommendations to the Council. Ms. Westmoreland stated she had shared with Ms. Puffer that all the applicants had extensive election experience, which was vital for this election. Mayor Hatley added that Council looked at the recommendations thoroughly and concluded that these candidates had the necessary election experience. Ms. Puffer stated that she had no issues with who was chosen, but she felt the decision was reactive instead of proactive. She stated that the appointments were supposed to be staggered, and Mayor Hatley stated they would be. Ms. Westmoreland stated that this was an unusual situation with three commissioners resigning in an election year and added that the terms are anticipated to stagger going forward.

Frank Boulineau, Boulineau's Ace Hardware, asked if his Grill Training Course would be affected by the new ordinance. Mayor Hatley confirmed it would not. Mr. Boulineau stated this was a good ordinance.
Mayor Hatley asked if there was any other discussion. Councilman Collins stated that the ordinance would go through first reading and second reading so the public would have the opportunity to comment.

Manager Fabbri addressed Ms. Puffer's inquiry about public comments before an appointment. He stated that public comment would never be a situation where the City would get public input on a committee or commission appointment. Manager Fabbri added that public comment is allowed at the end of most meetings.

9. <u>ADJOURNMENT</u>:

With no further business to discuss, Mayor Hatley called for a motion to adjourn. The motion was made by Councilman Collins and seconded by Councilman Thomas. The motion passed 6-0, and the meeting was adjourned at 2:28 PM.

Respectfully submitted,

Angela C. Westmoreland, Assistant City Clerk

_____

MARILYN HATLEY, MAYOR

Minutes approved and adopted this 18th day of August 2025