

**CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA  
NORTH MYRTLE BEACH CITY HALL  
CITY COUNCIL MEETING  
Monday, October 20, 2025, 5:00 PM  
Minutes**

**1A. 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

**1B. EXECUTIVE SESSION:**

Mayor Hatley called for a motion to enter into the Executive Session for a legal briefing regarding White Cap Beach House, LLC vs. the City of North Myrtle Beach, Case No: 2023-CP-26-00387. The motion was made by Mayor Pro Tempore Baldwin and seconded by Councilman Thomas. The motion passed 6-0. The Council returned to Chambers at 6:00 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 Coyne. The motion to approve passed 6-0.

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

Jay Ortiz, City Chaplain, 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, October 6, 2025, as presented, was made by Mayor Pro Tempore Baldwin and seconded by Councilman Collins. The motion to approve passed 6-0.

**3. COMMUNICATIONS:**

Mayor Hatley stated that Department Monthly Reports for September 2025 were available online.

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

Mayor Hatley thanked Matt Gibbons, Parks and Recreation Director, and his staff for their assistance with the Domestic Violence Awareness Walk that was held on Saturday, October 18, 2025. Mayor Pro Tempore Baldwin agreed and noted the turnout was great and the event was very successful. Councilman Skidmore stated he and his family participated in the event and it was a great moment shared with his family.

Councilman Collins stated that the groundbreaking for the new pickleball courts would be Saturday, October 25, 2025, followed by the “Pickle Ball with the Stars” event.

5. **CONSENT:**

- A. ORDINANCE/SECOND READING: Amend Chapter 7, Business License, Taxes, and Regulations, of the Code of Ordinances of North Myrtle Beach, South Carolina, to update the Class Schedule as required by Act 176 of 2020
- B. ORDINANCE/SECOND READING: To approve the Ground Lease Agreement between the City and Dargan Construction Company regarding the City’s land located at 3601 Lake Drive

Mayor Hatley asked Items 5A and 5B to be considered together. Mayor Hatley read the ordinances by title and called for a motion to approve. The motion to approve was made by Councilman Coyne and seconded by Mayor Pro Tempore Baldwin.

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

6. **UNFINISHED BUSINESS:**

None

7. **NEW BUSINESS:**

- A. ORDINANCE/FIRST READING: Amendment to the Gator Hole Planned Development District (PDD) revising Walmart. Mayor Hatley read the ordinance by title and called for a motion to approve. The motion was made by Councilman Thomas and seconded by Mayor Pro Tempore Baldwin. Councilman Collins asked if the footprint was being enlarged. Jim Wood, Planning and Development Director, stated that the existing garden area would be enclosed, adding approximately 5000 square feet, but the footprint would not change. He noted that this would still have nine more parking spaces than the ordinance required and would gain one handicapped space.

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

- B. ORDINANCE/FIRST READING: Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, removing beach cabanas. Mayor Hatley read the ordinance by title and called for a motion to approve. The motion was made by Councilman Collins and seconded by Councilman Skidmore. Councilman Coyne asked for background information on the ordinance. Director Wood stated approximately 20 years ago the City ordinance was changed to allow a special exception for beachfront cabanas. He noted that the ordinance allowed in-town residential developments to have a place for their residents to use. Director Wood stated the constitutionality of the ordinance was challenged in court, and staff recommended removing this from the ordinance altogether. Mayor Hatley noted this was to clean up the ordinance due to the court ruling. Director Wood confirmed that was correct. She added the existing cabanas would remain.

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

- C. ORDINANCE/FIRST READING: Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, creating a conservation zoning district and an estate lot zoning district. Mayor Hatley read the ordinance by title and called for a motion to approve. The motion was made by Councilman Thomas and seconded by Mayor Pro Tempore Baldwin. Director Wood stated that this ordinance proposed creating two new zoning districts: Conservation Residential and R1-E, an estate-lot version of R-1 zoning that required a larger lot size than the typical 10,000 square feet. He noted this did not change existing zoning but included an option in the ordinance, allowing people to apply for the zoning. Director Wood stated the Planning Commission recommended approval of both zoning districts, subject to a joint workshop with Council, due to the complexity of the districts. Mayor Hatley agreed that a workshop would be advisable.

Mayor Hatley stated it had been quite a while since the districts were last reviewed and suggested reviewing all properties again. She added the dynamics had changed over the past 10-15 years. Director Wood stated only two new districts had been added over the past 17 years, and he agreed that zoning districts needed to be revisited. Councilman Collins asked if the Conservation District would save more trees. Director Wood confirmed that was correct and forty percent of the lot would be conserved as open space. Councilman Skidmore stated he had worked with staff on the zoning ordinance change and thanked them for their work. Mayor Pro Tempore Baldwin noted this was a great way to reduce density, create open spaces, and save trees. Councilman Coyne agreed and added that this controlled clear-cutting and would keep neighborhoods in a more natural state. Director Wood noted that there were neighborhoods in the City with larger lots, and the new zoning district would encourage more of them. Councilman Skidmore added that R1-E required 14,000 square foot lots and 15 acres would be required with the Conservation District.

Having no further comment from the Council or the public, Mayor Hatley called for a vote. The motion to postpone to a joint workshop with the Planning Commission, passed 6-0.

Councilman Collins asked for a date for the workshop, and City Manager Fabbri stated that the workshop would be scheduled for December.

- D. ORDINANCE/FIRST READING: Rezone Request for ±8.32 acres on Ye Olde Kings Highway. **NOTE: Petitioner has requested to postpone to the December Council Meeting**
- E. SECOND PUBLIC HEARING: Regarding the First Amendment to the Development Agreement for the Lauret Associates Tract **NOTE: Staff requests to postpone**
- F. ORDINANCE/FIRST READING: First Amendment to the Lauret Associates Tract Development Agreement and to authorize the City Manager to sign the document on behalf of the City **NOTE: Staff requests to postpone**

Mayor Hatley asked Items 7D-7F to be considered together. Mayor Hatley stated the petitioner had requested to postpone Item D, and staff had requested to postpone Items 7E and 7F. She read the ordinances by title and called for a motion to postpone. The motion to postpone was made by Councilman Coyne and seconded by Councilman Thomas.

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

Mayor Hatley requested that the workshop on signs and murals be scheduled as soon as possible because a business has shown interest in a mural. City Manager Fabbri stated he would get with staff and the Council members to find a date that would work for all.

**8. PUBLIC COMMENT:**

None

**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 Councilman Thomas. The motion passed 6-0, and the meeting was adjourned at 6:21 PM.

Respectfully submitted,

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Angela C. Westmoreland, Assistant City Clerk

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MARILYN HATLEY, MAYOR

Minutes approved and adopted this 3rd day of November 2025