

**CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA
NORTH MYRTLE BEACH CITY HALL
CITY COUNCIL MEETING
Monday, December 1, 2025, 6:00 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
Jeri McCumbee
Trey Skidmore
Hank Thomas, Absent

A quorum was established.

Pastor Brian Church, OD Church of the Lost and Found, 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, November 3, 2025, and the City Council Workshop of Thursday, November 13, 2025, as presented, was made by Councilman Collins and seconded by Mayor Pro Tempore Baldwin. The motion to approve passed 5-0.

3. COMMUNICATIONS:

Chris Noury, City Attorney, administered the Oaths of Office to Mayor J.O. Baldwin, III, Councilman Trey Skidmore, Councilman Bubba Collins, and Councilwoman Jeri McCumbee. Each stood with their families as they were sworn into office.

Mayor Baldwin presented a proclamation to Matt Gibbons, Parks and Recreation Director, declaring December 5, 2025, as Arbor Day.

Ryan Fabbri, City Manager, recognized Tammy G. Johnson for 15 years of service.

Dana Crowell, Police Chief, recognized Sergeant Ray Pollock as Employee of the Month and thanked him for his dedication to the City.

Taylor Mitchell, Community Service Officer, Sergeant Pollock, and Chief Crowell presented certificates to the five graduates of the Citizens Police Academy.

Mayor Baldwin stated that Department Monthly Reports for October 2025 were available online.

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

Mayor Baldwin thanked Mayor Hatley for her many years of dedication and service to the City of North Myrtle Beach. He also thanked friends, family, and the community for their support during his campaign for the office of Mayor.

Mayor Baldwin noted the City's Christmas Tree Lighting would be held on December 2, 2025, at 6:00 PM at McLean Park, the Christmas Parade would be held Saturday, December 6, 2025, at 5:30 PM, and the Christmas Cantata would be held Saturday and Sunday, December 6 and December 7, 2025, at Living Water Baptist Church.

5. **CONSENT:**

None

6. **UNFINISHED BUSINESS:**

ORDINANCE/FIRST READING: Amendment to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, revising murals. Mayor Baldwin read the ordinance by title and called for a motion to approve. The motion was made by Councilman Collins and seconded by Councilman Coyne. Councilwoman McCumbee stated she loved the idea of murals, but oversight was needed, and she suggested assigning approval to the Public Arts Commission upon its appointment. Mayor Baldwin agreed and stated that several meetings and a workshop had been held to discuss oversight. Manager Fabbri stated this had been discussed in previous meetings but could be explored further. He noted that oversight and approval of mural content may get into the subjective area. Councilman Skidmore stated he was also concerned and would like to see district areas added and an approval process. Mayor Baldwin noted that murals were currently allowed, and passing this ordinance only allowed businesses to add their name or logo to a mural. Councilwoman McCumbee added that there was an approval process for signs, and she felt there should also be one for murals. Manager Fabbri stated the content of a sign was not regulated, only the size and location. He added that a subjective review board would be a separate process that could be explored at a later date.

Jim Wood, Planning and Development Director, explained the difference between a private mural and a publicly funded mural. He noted that the Public Arts Commission would approve the content of publicly funded murals. He stated this ordinance would allow a business owner to put their name or logo on 10 percent of a mural and that murals were currently allowed. Councilman Coyne noted that putting your business name on a mural created a certain sense of responsibility and ownership of the content. He suggested more research on general guidelines for murals. Director Wood stated that some other municipalities had adopted Community Appearance Boards, and the City had discussed this several times in the past. He added he did not know if the City wanted to add another layer of bureaucracy. Mayor Baldwin asked if the Public Arts Commission could serve in this capacity, and Director Wood stated he was unsure whether the commission could legally serve in that capacity. Councilman Coyne asked if Planning and Development and the Legal Department would put together options and possible framework for Council's consideration. Councilman Collins asked that the report be available before second reading.

Having no further comment from the Council or the public, Mayor Baldwin called for a vote. The motion to approve passed 5-0.

7. **NEW BUSINESS:**

A. MOTION TO APPROVE: 2026 City Council Meeting Schedule. Mayor Baldwin read the item by title and called for a motion to approve. The motion was made by Councilman Collins and seconded by Councilwoman McCumbee. Council Collins asked for clarification on the

notation of 'proposed no meetings due to holidays.' Manager Fabbri stated the schedule was consistent with previous calendars, but Council could schedule meetings at any time.

Having no further comment from the Council or public, Mayor Baldwin called for a vote. The motion to approve passed 5-0.

- B. ORDINANCE/FIRST READING: Amendment to the Parkway Group Planned Development District (PDD), revising Parcel Three of the McDowell Corporate Center. Mayor Baldwin read the ordinance by title and called for a motion to approve. The motion was made by Councilman Coyne and seconded by Councilman Skidmore. Mayor Baldwin stated that the PDD was approved as part of the Industrial Park preliminary design and he was satisfied with the design and appearance.

Having no further comment from the Council or public, Mayor Baldwin called for a vote. The motion to approve passed 5-0.

- C. SECOND PUBLIC HEARING: Regarding the First Amendment to the Amended and Restated Development Agreement for Bahama Island Phase II. Mayor Baldwin read the item by title. Chris Noury, City Attorney, gave a summary of the amendments to the Development Agreement, including maximum structure height for the piano lots and the survival and enforcement of the Restrictive Covenants. Mayor Baldwin asked if this was approved but was not initially included in the Development Agreement. Mr. Noury confirmed the Development Agreement would be amended to include the items. Councilman Collins noted that this amendment did not increase density but only added height along the waterway. Councilman Coyne stated this would sync the Development Agreement with the Planned Development Agreement.

Having no comment from the public, Mayor Baldwin closed public comment.

- D. ORDINANCE/FIRST READING: First Amendment to the Amended and Restated Development Agreement for Bahama Island Phase II and to authorize the City Manager to sign the document on behalf of the City. Mayor Baldwin read the ordinance by title and called for a motion to approve. The motion was made by Councilman Collins and seconded by Councilman Skidmore.

Having no comment from the Council or the public, Mayor Baldwin called for a vote. The motion to approve passed 5-0.

- E. ORDINANCE/FIRST READING: Rezone Request for ±8.32 acres on Ye Olde Kings Highway. Mayor Baldwin read the ordinance by title and stated the applicant had requested to postpone. Mayor Baldwin called for a motion to postpone. The motion was made by Councilman Collins and seconded by Councilman Skidmore.

Having no comment from the Council or the public, Mayor Baldwin called for a vote. The motion to postpone passed 5-0.

- F. SECOND PUBLIC HEARING: Regarding the First Amendment to the Development Agreement for the Lauret Associates Tract. Mayor Baldwin read the item by title and stated the applicant had requested to postpone. Mayor Baldwin called for a motion to postpone. The motion was made by Councilman Coyne and seconded by Councilman Skidmore.

Having no comment from the Council or the public, Mayor Baldwin called for a vote. The motion to postpone passed 5-0.

- G. **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. Mayor Baldwin read the ordinance by title and stated the applicant had requested to postpone. Mayor Baldwin called for a motion to postpone. The motion was made by Councilman Coyne and seconded by Councilman Collins.

Having no further comment from the Council or public, Mayor Baldwin called for a vote. The motion to postpone passed 5-0.

8. PUBLIC COMMENT:

Damien Triouleyre, 902 Perrin Drive, North Myrtle Beach, congratulated the newly elected Council members. Mr. Triouleyre stated he appreciated all the Council had done and continued to do, and read a letter he had written recognizing Mayor Baldwin's efforts to slow growth in the City and save Ingram Dunes.

Jay Van Deven, 2500 North Ocean Boulevard, North Myrtle Beach, asked Council to better recognize and support veterans. He stated that as a veteran, he and other veterans had felt unsupported and asked Council to partner with them in the coming year.

Harry Oehler, 3624 Pitchers Place, North Myrtle Beach, congratulated the newly elected Council members. He thanked Public Safety and Parks and Recreation for the spectacular Christmas Light Show at the Sports Complex and reported that Park Pointe residents were able to get home easily this year.

9. EXECUTIVE SESSION:

Mayor Baldwin called for a motion to enter Executive Session for a discussion regarding potential appointments to the Public Arts Commission. The motion was made by Councilman Collins and seconded by Councilman Coyne. The motion passed 5-0, and Council left Council Chambers.

10. ADJOURNMENT:

Council returned to Council Chambers at 7:15 PM. Mayor Baldwin stated that no votes were taken during the executive session.

With no further business to discuss, Mayor Baldwin called for a motion to adjourn. The motion was made by Councilman Coyne and seconded by Councilman Collins. The motion passed 5-0, and the meeting was adjourned at 7:15 PM.

Respectfully submitted,

Angela C. Westmoreland, Assistant City Clerk

J.O. BALDWIN, III, MAYOR

Minutes approved and adopted this 5th day of January 2026