

**CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA
NORTH MYRTLE BEACH CITY HALL
CITY COUNCIL MEETING
Monday, March 2, 6:00 PM
Minutes**

1A. ROLL CALL:

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

JO Baldwin
Bubba Collins
Fred Coyne
Jeri McCumbee
Trey Skidmore
Hank Thomas, Absent
Melissa Wober

A quorum was established

Jay Ortiz, City Chaplain, delivered the invocation.

Mayor Baldwin led the Pledge of Allegiance.

2. MINUTES:

The motion to approve the minutes for the City Council Meeting of Monday, February 16, 2026, as presented, was made by Councilman Coyne and seconded by Councilman Skidmore. The motion to approve passed 5-0.

3. COMMUNICATIONS:

Chris Noury, City Attorney, administered the Oath of Office to Councilwoman Melissa Wober. Councilwoman Wober stood with her pastor and family as she was sworn into office.

Mayor Baldwin read a proclamation recognizing the 100th Anniversary of the American Shore and Beach Preservation Association. Mayor Baldwin noted the proclamation would be presented in Washington, DC, by the South Carolina Beach Advocates.

Mayor Baldwin stated the Department Monthly Reports for January 2026 were available online.

4. ANNOUNCEMENTS BY MAYOR AND CITY COUNCIL:

Councilman Collins congratulated Melissa Wober and recognized Ray Collins and Councilwoman Wober for running a positive campaign. Councilman Skidmore thanked the Chamber of Commerce for hosting the Oyster Roast for the Coast that benefitted live shoreline protection.

5. CONSENT:

A. RESOLUTION: Adopt the Bylaws for the Public Arts Commission

C. MOTION TO APPROVE: Myrtle Beach Tours Beach Games to be held April 4, 2026, through May 2, 2026.

Mayor Baldwin asked Council to consider Items 5A and 5C together. Mayor Baldwin read the items by title and called for a motion to approve. The motion was made by Councilman Collins and seconded by Councilwoman McCumbee.

Debbie Lombardino, 309 49th Avenue North, North Myrtle Beach, asked if a commission could make decisions prior to having bylaws in place. Suzanne Pritchard, Planning and Development Assistant Director, stated the Arts Commission decided who the grants went to but they had not been awarded by the City yet.

Having no further comment from the Council or the public, Mayor Baldwin called for a vote. The motion to approve Items 5A and 5C passed 6-0.

B. RESOLUTION: Pre-annexation Agreement for Lot 29 of Ocean View Estates at 5604 Little River Neck Road. Mayor Baldwin read the item by title and called for a motion to approve. The motion was made by Councilman Coyne and seconded by Councilman Skidmore. Mayor Baldwin and Councilman Collins gave an overview of the need for the resolution.

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

D. MOTION TO APPROVE: North Myrtle Beach Rotary Park of Honor to be held June 26, 2026, through July 27, 2026. Councilwoman Wober recused herself from the discussion and vote and left the Chambers. Mayor Baldwin read the item by title and called for a motion to approve. The motion was made by Councilman Coyne and seconded by Councilwoman McCumbee. Councilman Coyne stated this was an exceptional show of patriotism.

James Pease, 1221 Tidewater Drive, Unit 2421, North Myrtle Beach, thanked Council for extending the event to one month.

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

6. UNFINISHED BUSINESS:

A. ORDINANCE/SECOND READING: Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, defining inground pools. 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. Mayor Baldwin gave an overview of the ordinance.

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

B. ORDINANCE/SECOND READING: Petition for Annexation and Zoning Designation for ±1.05 acres on Buffkin Road. Mayor Baldwin read the item by title and called for a motion to approve. The motion was made by Councilman Coyne and seconded by Councilman Collins. Council discussed the poor condition of the property. Mayor Baldwin asked if the applicant would consider R-2A zoning.

Tyler Mann, Applicant, stated he was asking for annexation in order to get City water and sewer and added he was not interested in R-2A zoning at this time. Discussion continued regarding the zoning designation and surrounding properties.

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

C. ORDINANCE/SECOND 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 called for a motion to approve. The motion was made by Councilwoman McCumbee and seconded by Councilman Coyne. Mayor

Baldwin gave an overview of the ordinance and stated there had been challenges with the timeline of the road completion.

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

7. NEW BUSINESS:

- A. **RESOLUTION:** Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, requiring screening for mechanical equipment in setbacks. Mayor Baldwin read the item by title and called for a motion to approve. The motion was made by Councilman Collins and seconded by Councilman Skidmore. Councilman Coyne inquired about using plant materials. Assistant Director Pritchard stated landscaping could be a part of the screening. The Council continued discussion regarding the required screening materials.

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

- B. **ORDINANCE FIRST READING:** Petition for Annexation and Zoning Designation for ±64.46 acres on South Carolina Highway 90. Mayor Baldwin read the item by title and called for a motion to approve. The motion was made by Councilman Collins and seconded by Councilman Coyne. Councilman Coyne stated residential restrictions needed to be considered. Robert” Shep” Guyton, Representative for the applicant, stated the plan was for commercial but the possibility of some housing over retail spaces may be a possibility. Mr. Guyton stated he could add restrictions on housing in the Development Agreement before second reading.

Harry Oehler, 3624 Pitchers Place, North Myrtle Beach, stated residents of Park Point were pleased to have golf cart accessible commercial property and shared the elements of the Development Agreement he liked. Mr. Oehler added Park Point residents did not want a pedestrian connection. He noted residents were concerned with the increased traffic volume and would like to see a pedestrian crosswalk with a traffic control device. He asked if Highway 90 could be used for construction access instead of Champions Boulevard. Mr. Guyton stated the Developer was willing to provide funding to the City for a crosswalk and that would be added to the DA before second reading.

Ken Madison, 3840 Park Point Avenue, North Myrtle Beach, encouraged Council to protect the City’s investment at the Sports Park. He asked Council to make safety a priority.

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

- C. **SECOND PUBLIC HEARING:** Regarding the Development Agreement for Champions Boulevard Commercial. Chris Noury, City Attorney, stated the Planning Commission hosted the First Public Hearing. He summarized the main points of the Development Agreement. Councilwoman Wober noted Mr. Oehler had stated Park Point was not in favor of the pedestrian gates. Mr. Noury suggested Mr. Oehler send a letter referencing not wanting the pedestrian gates.

Having no further comments from the Council or public, Mayor Baldwin closed the public hearing.

- D. **ORDINANCE/FIRST READING:** Development Agreement for Champions Boulevard Commercial and to authorize the City Manager to sign the document on behalf of the City. Mayor Baldwin read the item 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 public, Mayor Baldwin called for a vote. The motion to approve passed 6-0.

- E. ORDINANCE/FIRST READING: Amendment to the Gator Hole Planned Development District (PDD) revising the TGI Friday's site to a new Chick-Fil-A site. Mayor Baldwin read the item by title and called for a motion to approve. The motion was made by Councilwoman McCumbee and seconded by Councilman Coyne. Councilman Skidmore shared his concerns relating to traffic issues and suggested working with the project engineers on a possible solution. Council discussed potential traffic scenarios and asked Dana Hamilton, Interim Public Works Director, if entrance from Highway 17 was an option. Director Hamilton stated SCDOT would not allow that. He added Council's concerns were valid.

Stuart Anderson, Project Engineer, stated the new site was double the size of the original Chick-Fil-A site and would allow for more traffic.

Andrew Eagle, Kimberley Horne Associates Traffic Engineer, shared results of a traffic study completed in October 2025, and stated he understood Council's concerns. Mayor Baldwin noted that Council wanted Chick-Fil-A to succeed.

Mendel Bell, 1103 Golfview Drive, North Myrtle Beach, stated a traffic study in October was unacceptable and suggested an alternative option for traffic flow.

Ken Madison, 3840 Park Point Avenue, North Myrtle Beach, stated that every intersection in the City was a problem and only having one way out was a problem.

Council continued to discuss different options for the traffic flow. Mayor Baldwin and Mr. Anderson agreed this item needed to be discussed in a workshop.

Councilwoman McCumbee amended her original motion to a motion to postpone the item to a workshop and was seconded by Councilman Coyne.

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

- F. ORDINANCE/FIRST READING: Amendment to the Barefoot Resort Development District (PDD) revising rear yard setbacks in Tuscan Sands. Mayor Baldwin read the item by title and called for a motion to approve. The motion was made by Councilwoman McCumbee and seconded by Councilman Coyne. Councilman Coyne stated he was not comfortable with approving the amendment and he felt the request should have come from the Homeowner's Association not one resident. Councilman Skidmore stated John Russo contacted him and stated he was advised by the Board of Zoning Appeals to take this item to Council for an ordinance change. He added that Mr. Russo stated he had Architecture Review Committee approval from Tuscan Sands. Councilman Skidmore stated during the process, he learned the community was not in favor, therefore, he could not support approval. Council continued to discuss the setbacks and all members of Council agreed with Councilman Skidmore and Councilman Coyne.

Patricia Nugent, 2209 Via Palma Drive, North Myrtle Beach, Vice President of Tuscan Sands HOA, agreed with Council. She stated the HOA had met with Mr. Russo two weeks ago and had explained to him they were not in favor of amending the PDD to accommodate a 3-foot setback that would only affect one person. She added they were not aware he planned to continue to pursue this. Ms. Nugent added the request was submitted to the community for a vote. There were 49 votes in favor but 72 were needed. Councilman McCumbee inquired about the approval from the ARC. Ms. Nugent stated the ARC did not approve Mr. Russo's request. She stated he was advised by the HOA that if he could get a variance from the City based on

hardship, they would honor it. She stated the BZA advised that hardship was attached to the land not to safety issues. Ms. Nugent asked Council to honor the community's vote.

Rick Rush, 2109 Mirabel Court, North Myrtle Beach, stated he was opposed. Mr. Rush shared that he served on the HOA Board previously and a similar situation had come up that was taken care of with a community vote. He noted Mr. Russo created the situation by removing a line of trees along the golf course.

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

8. PUBLIC COMMENT:

Damien Triouleyre, 902 Perrin Drive, North Myrtle Beach, stated he was proud to be in the City. He commended the Mayor and Council for working together as a team and listening to each other. Mr. Triouleyre congratulated Councilwoman Wober on being elected. He stated he felt the Mayor and Council were doing great things that would affect the history of the City for generations and he was excited for the future.

9. EXECUTIVE SESSION:

Mayor Baldwin called for a motion to enter into Executive Session for a legal briefing regarding David J. Mason, Individually and as Class Representative v. Town of Surfside Beach, SC; CNMB; and P2 of SC, LLC d/b/a Pivot Parking Supreme Court Case No: 2025-000102 and a discussion regarding a potential appointment to the Accommodations Tax Committee. The motion was made by Councilman Collins and seconded by Councilwoman McCumbee. The motion passed 6-0.

10. ADJOURNMENT:

The Council returned to the Chambers at 8:03 PM. Mayor Baldwin announced no votes were taken during Executive Session. With no further business to discuss, Mayor Baldwin called for a motion to adjourn. The motion was made by Councilwoman Wober and seconded by Councilwoman McCumbee. The motion passed 6-0, and the meeting was adjourned at 8:03 PM.

Respectfully submitted,

Angela C. Westmoreland, Assistant City Clerk

J.O. BALDWIN, III, MAYOR

Minutes approved and adopted this 16th day of March 2026