

**CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA  
NORTH MYRTLE BEACH CITY HALL  
CITY COUNCIL MEETING  
Monday, May 17, 2021, 6:30 PM**

**Minutes**

**1A. ROLL CALL:**

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

Marilyn Hatley  
JO Baldwin  
Fred Coyne  
Nicole Fontana  
Trey Skidmore  
Hank Thomas  
Terry White

A quorum was established.

**1B. EXECUTIVE SESSION:**

The Mayor called for a motion to go into Executive Session for a legal briefing regarding redistricting and the 2020 Census and the proposed development agreement for the Hope Pointe PDD. The motion was made by Councilwoman Fontana and seconded by Councilman Baldwin. The motion passed 7-0. The Council returned to Chambers at 7:02 PM. The Mayor announced that no votes were taken at the session.

**1C. CONTINUATION OF CALL TO ORDER:**

Mayor Hatley asked Manager Mahaney to deliver the invocation.

The Mayor led the Pledge of Allegiance.

**2. MINUTES:**

The motion to approve the minutes for the City Council Meeting of Monday, May 3, 2021 and the City Council Budget Retreat of Monday and Tuesday, May 10-11, 2021, as presented, was made by Councilman Coyne and seconded by Councilwoman Fontana. The motion to approve passed 7-0.

**3. COMMUNICATIONS:**

Mayor Hatley presented representatives from Moms Demand Action a proclamation designating June 4, 2021 as Gun Violence Awareness Day, honoring and remembering all victims and survivors of gun violence, acknowledging that more must be done to reduce gun violence, and to wear orange on June 4, 2021. Moms Demand Action thanked the Council for making this proclamation and presented Mayor Hatley with three orange flowers and explained their significance.

Mayor Hatley presented representatives of the Driftwood Garden Club a proclamation designating the week of June 6-12 as National Garden Week in North Myrtle Beach. She thanked them for their hard work and dedication in beautifying the City.

Mayor Hatley stated that the Departmental Monthly Reports for April 2021 were available online.

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

Mayor Hatley thanked Tom Keegan, a representative from Tom Rice's office, for being at the meeting. Mr. Keegan thanked the Council, Police Department, and Chief Dennis for honoring National Law Enforcement Police Officer Memorial the past weekend. Mayor Hatley asked Mr. Keegan to thank Congressman Rice for the flag that flew over Washington, D.C. It meant the world to the Public Safety Department.

**5. CONSENT AGENDA:**

- A. MOTION TO APPOINT: Appointment of Tom Edwards to fill one vacant seat on the Planning Commission
- B. MOTION TO APPROVE: Music on Main Concert Series 2021
- C. MOTION TO APPROVE: 4<sup>th</sup> of July Celebration at Cherry Grove Pier
- D. ORDINANCE/SECOND READING: An amendment to Section 21-40 (a) (1) – Annual parking fee exception
- E. ORDINANCE/SECOND READING: Petition for annexation and zoning designation for 10.0 acres on Water Tower Road
- F. ORDINANCE/SECOND READING: Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina regarding small cell facilities
- G. ORDINANCE/SECOND READING: Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina regarding lot widths in R-1 and R-1A

Mayor Hatley asked if the Council would consider taking Items A, B, and C together. The Council was in agreement. Mayor Hatley read Items A, B, and C, by title and called for a motion. Councilwoman Fontana motioned to approve and was seconded by Councilman Thomas. Having no comments from the Council or the public, Mayor Hatley called for a vote. The motion to approve passed 7-0. Mayor Hatley read Item D and called for a motion. Councilman Thomas motioned to approve and was seconded by Councilwoman Fontana. Having no comments from the Council or public, Mayor Hatley called for a vote. The motion to approve passed 7-0. Mayor Hatley read Item E and called for a motion. Councilman Baldwin motioned to approve and was seconded by Councilwoman Fontana. Having no comments from the Council or public, Mayor Hatley called for a vote. The motion to approve passed 7-0. Mayor Hatley read Item F and called for a motion. Councilman Thomas motioned to approve and was seconded by Councilwoman Fontana. Having no comments from the Council or public, Mayor Hatley called for a vote. The motion to approve passed 7-0. Mayor Hatley read Item G and called for a motion. Councilwoman Fontana motioned to approve and was seconded by Councilman Baldwin. Having no comments from the Council or public, Mayor Hatley called for a vote. The motion to approve passed 7-0.

**6. UNFINISHED BUSINESS:**

ORDINANCE/SECOND READING: An amendment to the Barefoot Resort PDD and Barefoot Resort Villas Townhomes section of the Dye Estates. Mayor Hatley read the ordinance by title and called for a motion. The motion to approve was made by Councilwoman Fontana and seconded by Councilman White. Councilman Coyne was concerned with the elevations and the garage forward design. He would like to see a higher level of architectural detailing. Mayor Hatley agreed that it was not the best design. It was not what they were looking for and it was garage living. Councilwoman Fontana agreed and stated it did not flow with the existing development. Councilman Coyne stated there was not a lot of uniqueness and they needed to make some architectural changes and design adjustments. The Council and staff discussed the design elements and character it would need in the new design. Mayor Hatley recommended to postpone the vote to let the developer figure out the design. She referred it back to the Planning Commission for further review. Sean Hoelscher, Project Landscape Architect, thanked them for the opportunity and would fine tune the design development of the project.

Mayor Hatley opened the floor for public comment.

Paul Bedder, 2557 Pete Dye Drive, Unit 202, North Myrtle Beach, stated he was with 10 of his neighbors and they had about a \$3.5 million dollar investment in their homes. He passed around a picture of the existing units. He agreed with the Council on the elevations and respectfully asked for them to postpone the second reading for 30 days or so. He stated Ryan Homes did have three story elevations and layouts, if you go on their website, but those have not been chosen. There were safety issues and traffic issues with only one road going in and out. Lighting and ancillary parking was needed. He stated Blackwater had about 20 ancillary places. The road repairs, trash, and flooding behind Unit 2 needed to be addressed. Significant pooling of water happened behind Building 5. Last, but not least, the existing HOA was barely solvent and had no reserve.

Ramona Dixon, 2557 Pete Dye Drive, Unit 201, North Myrtle Beach, stated she lived in the townhomes and they relied on the Master Deed to protect their homes. Approving a major change to the Master Deed would and could decrease their home values, as it was presented now. As a community, they agreed with Council that the current plans presented were not equivalent to their homes. Ryan Homes showed a picture from their website, but didn't show the three story homes they do offer. She asked for a 30 day delay for the developer to make the changes. She stated they were told there was a market study, but it involved 3 bedroom, 2 bath homes, rather than 4 bedroom, 3 bath homes. That was all about costs. She asked the Council to slow the process down and allow them to have an impact on what was coming into their community. Ms. Dixon stated she knew the developer had \$2 million good reasons to sell the property, but they have \$3.5 million reasons to slow the process down and allow their input to build something of equal value.

Mr. Noury stated it may be best to defer to the second meeting in June, which would be the 21<sup>st</sup>. Councilwoman Fontana amended the motion to postpone the second reading to the June 21, 2021 meeting and was seconded by Councilman White. Mayor Hatley called for a vote. The motion to postpone passed 7-0. Mayor Hatley asked Mr. Hoelscher to work with the community and make sure it was the same quality of homes.

7. **NEW BUSINESS:** None

8. **PUBLIC COMMENT:**

Cheryl Kilday, representing Destination NMB, passed out example road trip travel packs, which came from some of the Covid-19 recovery funding. They were going to send the travel packs out to those that requested Visitor Guides, but those had been in very high demand. Instead, they created a Facebook advertisement and were going to advertise for 2-3 weeks. In 6 days, they had 2,300 requests, so they had to turn off the advertisement, because it was a huge success. On their landing page, they have created a scavenger hunt for tourists to do when they come to town. There would be prizes, games, map trails, etc. Ms. Kilday also introduced Sheri Gibson, Marketing Director, and Randy Davies, Community Relations and Advocacy. Mayor Hatley stated they had done a great job and appreciated what they were doing. Ms. Kilday stated they were seeing a different group coming to the area, mostly from the west and Ohio.

9. **ADJOURNMENT:**

Mayor Hatley thanked everyone for coming to the meeting and adjourned the meeting at 7:42 PM.

Respectfully submitted,

Allison K. Galbreath, Clerk to Council

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MARILYN HATLEY, MAYOR

Minutes approved and adopted this 7<sup>th</sup> day of June 2021.