CITY COUNCIL MEETING
CITY HALL COUNCIL CHAMBERS
229 MAIN STREET
MONDAY, FEBRUARY 3, 2020 – 5:30 PM

PRESENT: Mayor Barbara Blain-Bellamy, Shane Hubbard, Mayor Pro Tem, and Council Members: William Goldfinch, Shane Hubbard, Alex Hyman, Jean Timbes, and Larry White
ABSENT: Justin Jordan (out of town)

STAFF: Adam Emrick, City Administrator; Reggie Jenerette, Solid Waste Director; June Wood, Aquatic Director; Timmy Williams, Director of Parks and Ground Maintenance; Braxton Fleming, Public Works Superintendent; Lynn Smith, Human Resources Director; Le Hendrick, Fire Chief; Dale Long, Police Chief; James Friday, Public Utilities Director; Mary Catherine Hyman, Deputy Administrator/Planning & Development Director; Allison Williams, Finance Director; Jessica Hucks, Planner; Robert Cooper, Building Official; Kent Bitting, Public Utilities Superintendent Taylor Newell, Public Information Officer; and Barbara Tessier, City Clerk

OTHERS: Jimmy Paul Jordan, Steve Siker, Brian Piascik, Karen Riordan, Barb Eisenhardt, Hillary Howard, Heather Whitley, Matthew Richardson, Gerry Wallace, Kathy Ropp and other media representatives.

CALL TO ORDER: Mayor Blain-Bellamy called the meeting to order and Dustin Venture of Grand Strand Baptist Church, gave the invocation and City Council and those in attendance recited the Pledge of Allegiance.

The requirements for posting notice of this meeting under South Carolina’s Freedom of Information Act (FOIA) were met.

APPROVAL OF AGENDA: Motion: Hyman made a motion, seconded by Hubbard, to approve the February 3, 2020 meeting agenda. Vote: Unanimous. Motion carried.

CONSENT AGENDA:

A. Final Reading of ZA#2020-02-03 (A) An ordinance to amend the Conway Comprehensive Plan by replacing the Natural Resources Element in its entirety.

B. Final reading of Ordinance #ZA2019-12-02 (A) An Ordinance to annex approximately 0.61 acres of property located at 604 Dunn Shortcut Road (TMS 122-00-02-035 | PIN 337-08-02-0026) and request to rezone from Horry County Commercial Forest Agriculture (CFA) to City of Conway Low/Medium Density Residential District (R-1).
C. Request from Kevin McHugh & Kelli Maxon, Embrace Real Estate LLC, to certify property at 1014 Fourth Ave (TMS: 137-02-05-005 / PIN: 368-04-02-0006) eligible for special tax assessment under the Preservation Tax Incentive Program

D. Approval of Minutes – January 21, 2020 Workshop and January 21, 2020 Council minutes

Motion: White made a motion, seconded by Timbes, to approve the Consent Agenda. Vote: Unanimous. Motion carried.

PUBLIC INPUT: There was no public input. Motion: Hubbard made a motion, seconded by Goldfinch to close Public Input. Vote: Unanimous. Motion carried.

SPECIAL PRESENTATIONS:

A. Annual Visitor Center Report – Hillary Howard- Executive Director, Conway Downtown Alive. Howard thanked Council for the opportunity to update them on the progress of the 2019-2020 Visitors Center contract for services. CDA has an electronic registration system records the state or country of origin, the reason for the visit, location of lodging, length of stay, and the number of people in the party. In 2019, the Visitor Center welcomed 6,322 guests, approximately 21 guests on each operating day, from 47 states, Canada and Europe. These numbers have remained similar since 2017.

The Visitors Center has part-time staff and volunteer ambassadors that staff the center and also represent the City at off-site community events. Tours are provided for schools, churches and civic groups.

The Visitors Center produces a rack card that is distributed across the Grand Strand from Georgetown to Sunset Beach which draws traffic to the Visitors Center. Marketing for high season is done through several publications that are distributed to hotels, campgrounds, vacation rentals and retail locations along with TV ads on HTC and Spectrum cable, and 144 spots per month on Beach TV. Digital billboards and social media are also used to promote the Visitors Center as well. Howard noted there were three types of visitors to CDA – day trippers, new residents, and potential new resident.

In 2017, Fifth and Main had 11 paid renters while in 2019 there were 34 paid rentals. To date, CDA has 19 paid rentals for 2020.

CDA partnered with Waccamaw Outfitters for the Myrtle Beach Boat Show in 2019, and are partnering with CCU Human Resources Department to present at their monthly New Employee Orientation.

Upcoming events are the Laurel Street Yard sale and Hometown Hero Day. Howard mentioned several upcoming events would bring regional TV coverage.
When asked what the best return on CDA’s advertising dollars, Howard replied rack cards.

B. Coast RTA Update – Brian Piascik – General Manager, Coast RT. Piascik informed Council that ridership was up 32% from 2015, and in 2019, there were 544,378 riders. They have improved their consistency, reliability and on-time performance. Paratransit service has increased substantially. Several new vehicles have been purchased. The Conway Circulator route has 8 trips per day with the peak hours at midday, The Conway Myrtle Beach route (downtown Conway to the university area) has the highest ridership in the system. Regional routes from Bucksport and Loris that serves Route 701 in Conway has 3 trips per day.

The Road Use fee stabilized RTA’s finances and reduced their dependence on federal dollars. RTA would like to see small growth opportunities with additional support from municipalities.

RTA will be installing more bus stop signs that will help consolidate pick-up sites and with collecting data to track what stops are servicing the most riders.

Piascik commented that RTA was most likely moving their maintenance shop to the beach, but would like to keep the passenger facilities in downtown Conway.

Former Council Member, Ivory Wilson, who sits on the Board of Directors for Coast RTA, was present and recognized by Council.


FINAL READING

Final reading of Ordinance #ZA2019-12-16 (B) Request to amend a portion (49.5 acres) of the Wild Wing Planned Development (PD) identified as PIN 38313020072, PIN 38416010030, PIN 38300000321, PIN 38313020070, and PIN 38300000337 to include some Institutional uses, a 66’ height restriction, and shifting of densities between parcels. M. Hyman informed Council that the applicant has met with the community and made amendments eliminating some of the uses that were permitted in the Institutional zoning district. The applicant also requests a 66 ft. height, which is less than the 80 ft. permitted in the Institutional zoning district, and to allow shifting density between the five parcels to be handled at staff level as a minor amendment rather than a major amendment. An updated Plan Development map had been included in the Council packet.

Mayor Blain-Bellamy asked M. Hyman the status of the request by the developer for a waiver from the Tree Ordinance. Hyman said the developer had provided a letter requesting deferral on
this issue until they had more information. The developer wished to withdraw the waiver request at this time. Mayor Blain-Bellamy raised a concern about amending the Tree Ordinance. M. Hyman noted that if the developer were to move forward at a later date to request exemption of the Tree Ordinance, it would have to come back before Council or Council could make a recommendation for the request to be heard by the Tree Board.

**Motion:** Goldfinch made a motion, seconded by Hyman, to approve the final reading of Ordinance #ZA2019-12-16 (B). **Vote:** Voting in favor were Goldfinch, Hyman, White, Timbes, and Hubbard. Voting against was Blain-Bellamy. Motion carried.

**ITEMS FOR DISCUSSION**

**Discussion announcing a development partnership between Kingston Redevelopment LLC and the City of Conway.** Emrick advised Council that staff had been working for some time to develop the lot at the corner of Kingston and Fourth Avenue. There had been plans previously, but due to unfortunate circumstances, those plans did not materialize. The City has purchased the property to help spur development on the lot. Council, at their last meeting, chose a development for the lot out of several proposals. The partnership details are still being worked out, but it will be a mixed-use multi-story building with commercial space on the ground floor and residential space above it. Parking will be included with 58 spaces for 36 units. Emrick said this meets the City’s need for more heads in beds in the downtown area. It also develops a lot that has been underserved for generations. Emrick presented renderings of the proposed building.

**CITY ADMINISTRATOR’S REPORT:**

- The final meeting of the Residential Guideline Committee was held on January 30\textsuperscript{th}. Their recommendations will be presented to the Planning Commission on March 5\textsuperscript{th}, and will come before Council shortly thereafter.
- The Wayfinding signage encroachment permits have been approved. Contractors are here today installing the footers for the signs. Next week they will pour the concrete and breakaway structures. The signs will go up soon.
- The public meeting to discuss stormwater infrastructure near Trinity Church was a success. More people attended than anticipated and the consultants reported receiving wonderful ideas and insights that will help guide them in their recommendations. Staff hopes the City can seek grant funding to build whatever is best to reduce the risk of flash flooding in that area and make it a duplicable project to use elsewhere in the City to do the same.
- Tomorrow is Hometown Legislative Action Day in Columbia. Several of staff and Council members will be attending. This gives us the chance to learn about pieces of pending or likely legislation that will have impacts on the City and its residents. There is also time to speak directly with our legislators about the City’s concerns.
- Budget Retreat will be held March 5\textendash 7. The goals Council gave to us last week will be incorporated.
- The City was contacted by a former profession at CCU. Her home was flooded during Hurricane Florence, and that prompted her interest in researching and polling our residents
on their perceived threats following a large-scale natural disaster, and how best we can work as a municipality to assist our residents before, during, and after any natural disaster.

- Two additional FEMA buyout properties were closed on last week. This bring the total to 30 properties purchased for a total of $2.75 million. There are a handful more with paperwork in place that should be closing in the next few weeks. There are approximately 20 more to go.

COUNCIL INPUT:

A. Hyman commented that he had seem some of the wayfinding signage and it looked fantastic.

Goldfinch noted that a local state senator posted an article from the WSJ online site earlier today that called for local governments to put vigorous scrutiny on having ample cash reserves for needed infrastructure. Council touched on infrastructure at their pre-budget meeting last week, and the City should continue to focus on the issue so that matters that do arise can be taken care of.

Hubbard was a guest at the Fire Department’s Award Banquet, and commented that it was a fine event.

Mayor Blain-Bellamy provided Council with a copy of an email and proposal she had received relative to the Solid Waste Authority. Council should be better able to understand what the proposals are. The League of Cities meeting will be held on Thursday, February 20th at Fifth and Main starting at 6:00 p.m.

ADJOURNMENT: Motion: Hubbard made a motion, seconded by White, to adjourn the meeting. Vote: Unanimous. Motion carried.

APPROVAL OF MINUTES: Minutes approved by City Council this ___ day of February, 2020.

Barbara A. Tessier, City Clerk