

**TOWN OF ATLANTIC BEACH
SOUTH CAROLINA**

TOWN COUNCIL MEETING

Monday, April 14, 2025



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APPEARANCES

COUNCIL MEMBERS:

John David, Chairman
 Jacqueline Gore, Councilwoman
 Carla Taylor, Councilwoman
 Edward Campbell, Councilman

ALSO PRESENT:

Linda Cheatham, Town Manager
 Carnisha Hennigan, Assistant Town Clerk

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CALL TO ORDER:

MR. DAVID: --- April 14, 2025. Roll call.

FEMALE SPEAKER: Councilman Edward Campbell.

MR. CAMPBELL: Here.

FEMALE SPEAKER: Councilwoman Carla Taylor.

MS. TAYLOR: Here.

FEMALE SPEAKER: Councilwoman Jacqueline Gore.

MS. GORE: (No audible response.)

FEMALE SPEAKER: Mayor Pro Tem John David.

MR. DAVID: Here.

MOMENT OF SILENCE / PLEDGE OF ALLEGIANCE:

MR. DAVID: We would like to have invocation and
moment of silence. Moment of Silence and
Pledge of Allegiance.

(Moment of silence observed.)

MR. DAVID: Pledge of Allegiance.

(Pledge of Allegiance recited.)

APPROVAL OF AGENDA:

MR. DAVID: Okay. Next, we have approval of the
agenda. There was one item that was supposed
to be done last Wed- -- last Monday, which
would be item G, Bike Fest Presentation from
the promoter for the event, Jeffrey Gore. Is
there a motion to approve the agenda with the
addition of item G?



1 **BOARD MEMBER:** I move that we approve the agenda with
2 the addition of item G, the presentation by the
3 Bike Fest promoter.

4 **BOARD MEMBER:** Second.

5 **MR. DAVID:** Roll call.

6 **FEMALE SPEAKER:** Councilman Edward Campbell.

7 **MR. CAMPBELL:** Yes.

8 **FEMALE SPEAKER:** Councilwoman Carla Taylor.

9 **MS. TAYLOR:** Yay.

10 **FEMALE SPEAKER:** Mayor Pro Tem John David.

11 **MR. DAVID:** Yes.

12 **OLD BUSINESS:**

13 **MR. DAVID:** Next, we'll move into New Business --
14 well, Old Business. Do we have any old
15 business that we know of other than that?

16 **NEW BUSINESS:**

17 **MR. DAVID:** We'll move into New Business. We'll
18 start off with item A, Ordinance No. 7-2025, an
19 ordinance granting South Carolina Public
20 Service Authority a Franchise to own, operate
21 and maintain a utility -- electric utility
22 system within the corporate town -- corporate
23 limits of the Town of Atlantic Beach, South
24 Carolina. Ms. Cheatham, Anna, y'all have
25 anything else to say? Go ahead.



1 **MS. CHEATHAM:** Well, Mr. Mayor Pro Tem and members
2 of Council, the franchise agreement with the --
3 Santee Cooper expires in June of 2025. This
4 amendment will continue it, and will also
5 restore the underground wire agreement that was
6 taken out the last time it was amended. The
7 Town has to match the funds at 40 percent and
8 it goes for 20 years, I believe. And it
9 incorporates all of the -- the other
10 franchising ordinances with Santee Cooper.
11 I'll be glad to answer any questions. And we
12 also have Ms. Anna Strickland from Santa
13 Cooper, if there are any questions, as well.

14 **MR. DAVID:** You want to speak, Anna?

15 **MS. STRICKLAND:** I can take any questions if you
16 have any.

17 **MR. DAVID:** Okay. Ms. Cheatham, you said it
18 incorporates the other franchise agreements.
19 You mean the previous franchise agreements that
20 were ---

21 **MS. CHEATHAM:** Yes.

22 **MR. DAVID:** --- entered and exited?

23 **MS. CHEATHAM:** Yes, on page three, number three.

24 **MR. DAVID:** And, Anna, could you explain what the
25 franchise agreement entails as far as the



1 amount that citizens pay and how that reflects
2 back to the Town?

3 **MS. STRICKLAND:** Absolutely. So, thank you for
4 having me here tonight. So, what this
5 agreement does and we establish ---

6 **MR. DAVID:** Press your button on that mic.

7 **MS. STRICKLAND:** Can you hear me? Oh, now you can
8 hear me, right. So, what a franchise agreement
9 does, and Santee Cooper established this
10 agreement with the Town of Atlantic Beach
11 originally in 1975, and it allowed Santee
12 Cooper to come in, serve the Town, invest in
13 the community, invest in putting in electricity
14 assets. So, that includes wires, poles,
15 transformers, fuses, switch boxes, switch
16 gears, any equipment or facilities attached to
17 that equipment in order to serve the Town of
18 Atlantic Beach with power. And what a
19 franchise does is it repays the Town for
20 allowing us to use those easements in the areas
21 within the Town to serve. And so the Town
22 receives that through a five percent collected
23 from each resident's electric bill.

24 **MR. DAVID:** Any questions, comments?

25 **MS. CHEATHAM:** Mr. Mayor, I just wanted to add that



1 in fiscal '25, the year that we're in, we
2 received about \$22,000 from the agreement.

3 **MR. DAVID:** So, with the -- and if we do 40 percent
4 match, and I think before the Town was doing 40
5 percent match, and we never had -- were doing
6 a match, and we never -- and that money was a
7 -- was taken out of the match program, and the
8 match program, which we hope Santee Cooper will
9 continue to work with us to look at other
10 opportunities. I know it's for underground,
11 but so that means we have to raise a lot of
12 money through grants. That means we have to --
13 in order to use this match money in addition to
14 the money that we put aside, that does gain
15 interest while it's aside, as well, too, right?

16 **MS. STRICKLAND:** Right. So, when the Town
17 originally decided to go into the agreement in
18 2005, it elected for ten years at 20 percent.
19 So, y'all were only receiving 20 percent of
20 those direct revenues from that franchise fund
21 into the underground fund. So, if you wanted
22 to do the ten-year term, that would again be at
23 20 percent, but if you wanted 40 percent of
24 those direct revenues, then that would go into
25 a 20-year term.



1 **MR. DAVID:** Is -- I know we talked before, is --
2 does any match agreement go 40 percent or
3 you're saying now that if you do ten, you get
4 -- the max you can get is you don't get the 40
5 percent?

6 **MS. STRICKLAND:** No, sir.

7 **MR. DAVID:** Okay.

8 **MS. STRICKLAND:** It's weighted, so, ten years you
9 get 20 percent; 15 years you get 30 percent;
10 and 20 years you get 40 percent. And then it
11 stops at 40 percent.

12 **FEMALE SPEAKER:** And that's the -- out of the five
13 percent collected from each customer?

14 **MS. STRICKLAND:** Yes, ma'am.

15 **FEMALE SPEAKER:** We get the 40 percent of that.

16 **MS. STRICKLAND:** So, for example, if you decided --
17 so, right now, you make a little over 21,000
18 collectively throughout the year. It's going
19 to go up a little bit each year. So, say, we
20 just say low at 21,000. If you do that on an
21 annual basis at 40 percent, with our match,
22 that will be \$16,800 a year.

23 **MR. DAVID:** And, again, you have to -- you only get
24 that extra money to use for underground power
25 lines whenever you're ready to use that for



1 underground power lines.

2 **MS. STRICKLAND:** Correct.

3 **MR. DAVID:** Underground power lines rate at \$2.9
4 million to do the oceanfront, and if not
5 longer, I think they base it on linear foot.

6 **FEMALE SPEAKER:** So, what happens after the 20-year
7 term if we haven't used the money?

8 **MS. STRICKLAND:** You can either receive the portion
9 that you have put in that fund back or continue
10 the fund.

11 **MR. DAVID:** And that means it's imperative that we
12 get grant monies and other monies to utilize
13 this money. And we've had conversations, which
14 we hope to have continued conversations with
15 Santee Cooper about grants, as well as about
16 other monies to be able to use. So, again, at
17 the end of the day, if we did five years, and
18 we got basically \$100,000, I think, and then if
19 we do by the end of 20 years, say we got
20 \$400,000, we need to bury ten feet of land --
21 ten feet to use our money, so we don't lose the
22 money back to Santee Cooper. So, we need to be
23 cognizant of that and pass that on to whomever
24 after we're here, as well. And we need to make
25 sure we use the match money instead of just if



1 the money's ever clawed back. You need to make
2 sure to use the match money.

3 Anything else? Any other questions?

4 **FEMALE SPEAKER:** No.

5 **MR. DAVID:** Thank you, Ms. Strickland.

6 **MS. STRICKLAND:** Thank you.

7 **MR. DAVID:** I seek a motion to approve the first
8 reading of Ordinance - 7-2025.

9 **MALE SPEAKER:** Second reading.

10 **BOARD MEMBER:** So moved.

11 **MR. DAVID:** Is there a second?

12 **BOARD MEMBER:** Second.

13 **MR. DAVID:** Roll call.

14 **FEMALE SPEAKER:** Councilman Edward Campbell.

15 **MR. CAMPBELL:** Yay.

16 **FEMALE SPEAKER:** Councilwoman Carla Taylor.

17 **MS. TAYLOR:** Yay.

18 **FEMALE SPEAKER:** Councilwoman Jacqueline Gore.

19 **MS. GORE:** Yay.

20 **FEMALE SPEAKER:** Mayor Pro Tem John David.

21 **MR. DAVID:** Yes.

22 Okay. Next, we have item B, authorize the
23 Town Manager to replace two doors in the
24 Community Center.

25 **MS. CHEATHAM:** Yes, thank you. Mr. Mayor, Members



1 of Council, this proposal is to replace two of
2 the doors in the Community Center. They wood
3 rot, and one is completely gone. If you come
4 -- if you're facing this room, the door over
5 whatever -- the right side, it's all splintered
6 and needs repair.

7 **FEMALE SPEAKER:** (Inaudible)

8 **MS. CHEATHAM:** Uh-huh. Yeah, where the water
9 fountain, I think, used to be. And then the
10 door that goes into the kitchen area is
11 completely gone. And we've been able to get
12 quotes for both of those doors for around
13 \$1,500. And as we hope to use the facility,
14 we've got the roof fixed. The previous Town
15 Manager bought -- bought or purchased a number
16 of tables and chairs, and we've got this
17 building sitting here that we want to use, and
18 we want to make it presentable.

19 **BOARD MEMBER:** How about the door to the closet
20 right there?

21 **MALE SPEAKER:** That's the one she ---

22 **MS. CHEATHAM:** Oh, that's the one. I'm sorry.

23 **BOARD MEMBER:** Oh, okay. Yeah.

24 **MS. CHEATHAM:** I'm sorry. I got my directions ---

25 **BOARD MEMBER:** Okay.



1 **MR. DAVID:** Now, 15 -- you know, a door or two, so
2 \$1,500 seems high. So, what kind of -- are
3 these some special doors?

4 **BOARD MEMBER:** It's for both doors.

5 **MALE SPEAKER:** It's for two doors, right?

6 **MS. CHEATHAM:** It's for two doors, for both doors.

7 **MR. DAVID:** And installation?

8 **MS. CHEATHAM:** Yes, and installation, yes, yes,
9 sir.

10 **MR. DAVID:** Okay. Well, I do applaud you, because
11 you originally had \$2,000 on here.

12 **MS. CHEATHAM:** I did.

13 **MR. DAVID:** So, you did some work, and I appreciate
14 it.

15 **MS. CHEATHAM:** You're welcome.

16 **MR. DAVID:** Okay. Is there a motion to approve
17 item B?

18 **BOARD MEMBER:** So moved.

19 **MR. DAVID:** Is there a second?

20 **BOARD MEMBER:** Second.

21 **MR. DAVID:** Roll call.

22 **FEMALE SPEAKER:** Councilman Edward Campbell

23 **MR. CAMPBELL:** Yay.

24 **FEMALE SPEAKER:** Councilwoman Carla Taylor.

25 **MS. TAYLOR:** Yay.



1 **FEMALE SPEAKER:** Councilwoman Jacqueline Gore.

2 **MS. GORE:** Yay.

3 **FEMALE SPEAKER:** Mayor Pro Tem John David.

4 **MR. DAVID:** Yes.

5 Next, item C, authorize the Town Manager to
6 enter into an agreement with Santee Cooper to
7 replace lights in Town Hall and Community
8 Center.

9 **MS. CHEATHAM:** So, I'm just going to give you the
10 money to pay for the doors. We -- we ---

11 (Laughter)

12 **MR. DAVID:** Thank you.

13 **MS. CHEATHAM:** I'm gonna find you the money to pay
14 for the doors. We had an energy audit done.
15 We've been talking about the lights flickering,
16 and we've also done some work on our bills from
17 Santee Cooper. And so, we had an energy audit
18 done of this building, as well as Town Hall.
19 There's a proposal in your budget document, and
20 I think in your package, but in the Town Hall,
21 for \$834, we can save \$1,000 a year in our
22 energy costs.

23 **BOARD MEMBER:** So, we pay 800 and then we save
24 \$1,000 a year?

25 **MS. CHEATHAM:** A year, yes -- yes, ma'am.



1 (Inaudible due to simultaneous speakers.)

2 **FEMALE SPEAKER:** For -- by replacing light bulbs.

3 **MS. CHEATHAM:** But replacing the light bulbs, yes.

4 **FEMALE SPEAKER:** Where's (inaudible)

5 **MS. CHEATHAM:** Oh, and in this facility for a cost
6 of almost \$2,000, \$1,967, we'll get an
7 estimated savings of \$4,000 per year by just
8 replacing the fluorescent bulbs with LED, using
9 -- using the same fixtures.

10 **MR. DAVID:** And our light bill here is very high.

11 **MS. CHEATHAM:** It's very high.

12 **MR. DAVID:** Every month.

13 **MS. CHEATHAM:** We've also -- Mr. Booker has gone
14 around and looked at all of the -- the meters,
15 I guess, that we were being billed for, and
16 we've identified some that we didn't know what
17 they were, and so we've ordered those cut off.
18 So, we'll find out who they belong to when they
19 don't have electricity. But I would propose
20 that we get the savings for this building for
21 both energy efficiency, as well as cost
22 savings.

23 **MR. DAVID:** How soon can they do it?

24 **MS. CHEATHAM:** They said it would be six weeks from
25 the time we said, yes.



1 **MR. DAVID:** Okay.

2 **MS. CHEATHAM:** So.

3 **MR. DAVID:** Is there a motion to approve item C?

4 **BOARD MEMBER:** So moved.

5 **BOARD MEMBER:** Second.

6 **MR. DAVID:** Roll call.

7 **FEMALE SPEAKER:** Councilman Edward Campbell.

8 **MR. CAMPBELL:** Yay.

9 **FEMALE SPEAKER:** Councilwoman Carla Taylor.

10 **MS. TAYLOR:** Yay.

11 **FEMALE SPEAKER:** Councilwoman Jacqueline Gore.

12 **MS. GORE:** Yay.

13 **FEMALE SPEAKER:** Mayor Pro Tem John David.

14 **MR. DAVID:** Yes.

15 Next, we have item D. Ms. Sandra, if you
16 can come up and you can slide your finger
17 through that thing, and as you give your
18 presentation. Item D is to authorize the Town
19 Manager to enter into an agreement with UCAN
20 and Town of Atlantic Beach for Juneteenth
21 Festival in June.

22 **MS. BROOKS:** Good evening.

23 **FEMALE SPEAKER:** Good evening.

24 **MR. DAVID:** Turn that microphone or hold the
25 microphone in your hand maybe. Yeah, hopefully



1 it works.

2 **MS. BROOKS:** Council members and distinguished
3 guests.

4 **MR. DAVID:** Maybe that's it. Maybe you just turned
5 it off. Did it click? Hit the top. Tap the
6 top.

7 **MS. BROOKS:** Thank you for the opportunity to share
8 and design proposals that celebrate by shared
9 heritage (inaudible) and choose economic
10 growth. My name is Sandra Brooks. I'm the
11 Executive Director of United Communities
12 Assistance Network, UCAN, and today I'm
13 thrilled to introduce the 2025 UCAN Freedom
14 Ride and Atlantic Beach Juneteenth Celebration,
15 a landmark event. We believe that Atlantic
16 Beach is uniquely positioned to (inaudible).
17 This partnership will amplify your Town's
18 economic vitality, cultural legacy and regional
19 visibility. So, let's (inaudible). So,
20 quickly, I'm going to go over the agenda. I
21 want to introduce UCAN and what UCAN Freedom
22 Ride and Juneteenth Celebration is, why
23 Atlantic Beach, vendor program and revenue
24 opportunities, the roles and responsibilities,
25 media and exposure, and then a Q and A.



1 So, UCAN is the driving force behind this
2 event. We've been doing it now for the past
3 two years in Shallotte, North Carolina. Our
4 organization, we tackle food insecurity, health
5 disparities, barriers to education. We're huge
6 on entrepreneurship for minorities. We work
7 with marginalized individuals. During the
8 COVID, we made sure that we went out to
9 different churches to make sure that they got
10 COVID testing, as well as the COVID shots. So,
11 we -- we really are wanting our communities to
12 level up. We do healthy food boxes in
13 Brunswick County with the Medicaid program,
14 it's called HOP, Healthy Opportunities Pilot.
15 We also do training for minority entrepreneurs.
16 We host youth STEM camp in the summer. We
17 really try to have some programs that create
18 real, measurable change.

19 So, what is the UCAN Freedom Ride and
20 Juneteenth Celebration? I would love for you
21 all to imagine having hundreds of motorcycles,
22 vintage cars, families embark on a Freedom Ride
23 from Shallotte to Atlantic Beach. Following
24 the historic (inaudible) board. By 1:00 p.m.,
25 our (inaudible) beach side celebrations begin.



1 (Inaudible) fusion of cultural (inaudible). We
2 want to highlight some of this (inaudible). We
3 would like to ask -- invite elders to come out
4 and tell untold stories. We would love to have
5 some sweetgrass basket weaving going on. Also,
6 maybe some drum circles. We'll have a 50-50
7 cash raffle. And we would even love to have a
8 boots on the ground flash mob, 'cause that is
9 what's trending now, and so we would love to
10 exhibit that as our unity. So, why did we want
11 Atlantic Beach? Because Atlantic Beach isn't
12 just a venue, it's the heartbeat of this event.
13 Here's why. We want to bring economic impact.
14 We would love for you all to charge 33 -- \$300
15 per vendor to set up. We -- our goal is to
16 have at least 50 vendors at this event, which
17 can bring a direct \$15,000 in revenue to
18 Atlantic Beach. And we know that you all have
19 local projects and services that could help the
20 cultural legacy. It honors the Gullah Geechee
21 Heritage, a cornerstone of our coastal
22 identity, and by hosting, Atlantic Beach
23 becomes a beacon for cultural tourism,
24 attracting future visitors eager to learn and
25 connect, and community pride. This isn't just



1 a festival, it's a movement. We'll bridge
2 communities across state lines, engage
3 residents through contests and volunteer roles
4 and create memories that define -- define
5 Atlantic Beach as a town that champions unity.

6 So, the vendor program, again, our goal is
7 to have 50 vendors, food, craft, non-profit,
8 faith-based, local businesses. The fee
9 structure would be managed by Atlantic Beach.
10 UCAN will support the marketing, the regional
11 vendors, registration coordination. This could
12 be a diverse marketplace. We encourage -- UCAN
13 encourages minority growth when it comes to
14 starting your own business. It's not always
15 easy for us to start our own business, so any
16 support that we can do as a community to
17 support each local minority business is always
18 a win-win for everybody. So, our role again,
19 we'll establish our (inaudible). We'll handle
20 the event logistics; we'll handle marketing,
21 sponsor recruitment and cultural programming.
22 And we'll also coordinate the parade line. We
23 ask that you provide the venue space for the
24 celebration from 1:00 p.m. to 7:00 p.m., manage
25 the vendor registration and fees, so that if



1 you can provide us a link that we can share the
2 other ones that they directly go through you
3 all for the vendor's registration, provide
4 security, and we feel like this would promote
5 local -- locally (inaudible). We already have
6 sent out -- I sent two draft press releases out
7 to share with you all of how our press release
8 will look, making sure everyone knows that this
9 is a unified project between the two
10 organizations. We'll make sure we have all the
11 features, the hashtags, the contest winners,
12 have the press available. Let's see, I think
13 that's it. Council members, this is more than
14 event. It's an investment in Atlantic Beach
15 future. Let's make history together. By
16 approving this partnership, you'll unlock the
17 venue revenue, a surge in tourism and local
18 business, a legacy of unity that residents will
19 cherish for years.

20 And I would like to thank you for your time
21 and your consideration. If there's any
22 questions, I'll be glad to answer any of those.

23 **FEMALE SPEAKER:** You've already lined up
24 entertainment for this. I see you have the
25 basket weaver, is that already ---



1 **MS. BROOKS:** I -- I've been in contact, waiting for
2 that final -- I couldn't go too much further
3 without being able to say yes, Atlantic Beach
4 is partnered with us.

5 **FEMALE SPEAKER:** So, we won't have to recruit
6 entertainment?

7 **MS. BROOKS:** No, we will do all -- everything. The
8 only thing we ask is that you all provide
9 security, the venue, if you'll do the link for
10 the vendors, so that they can directly pay you
11 all, that would be -- and we'll get the press
12 releases out. We'll market it. Have a good
13 time.

14 **FEMALE SPEAKER:** Okay.

15 **MS. BROOKS:** And (inaudible)
16 (Laughter)

17 **MS. BROOKS:** That'll be embarrassing (inaudible).

18 **MR. DAVID:** Let me ask you something. How -- How
19 many folks attended this event last year in
20 Shallotte?

21 **MS. BROOKS:** In Shallotte, we had about 30 vendors,
22 and we did it on the last weekend. Coast 97.3
23 came out. They would be glad to come out again
24 if we -- if I can secure 'em fast enough. But
25 we had approximately on and off all day, three



1 to four hundred people attended. So, that's
2 Shallotte. With you all ---

3 **MR. DAVID:** Uh-huh.

4 **MS. BROOKS:** --- we're talking about a whole new
5 ball game. This is like a level up for us.

6 **MR. DAVID:** Okay. And then what revenue did you
7 receive last year? Or estimated revenue, or
8 thought?

9 **MS. BROOKS:** Last year, we did -- we did not do
10 vendor fees. The first two years, we did
11 donations. We allowed them to come out, set
12 up, and then they donated to us, and we had a
13 donation of over \$2,500.

14 **MR. DAVID:** That was just from vendors. But what
15 about the complete sponsorships and stuff like
16 that?

17 **MS. BROOKS:** The sponsorships, we had about the
18 same amount. With our sponsorships, we had ---

19 **MR. DAVID:** Do you see that ---

20 **MS. BROOKS:** (Inaudible) Plantation was one of our
21 sponsors. This year, we feel like that we can
22 really broaden our sponsorship with the
23 highlight. Shallotte is a small town.

24 **MR. DAVID:** We are too.

25 **BOARD MEMBER:** (inaudible) 300 people in Shallotte



1 at an event, you did ---

2 **MALE SPEAKER:** You did good.

3 **BOARD MEMBER:** --- great.

4 (Laughter)

5 **MS. BROOKS:** Thank you.

6 **BOARD MEMBER:** You did great.

7 **MS. BROOKS:** Well, we did -- we just did it the
8 last weekend because we -- we started a little
9 late with our planning, and we didn't want to
10 override anyone that was doing already had
11 their (inaudible). So, they actually opened it
12 up so that we were able to have more people
13 'cause that weekend, we have people
14 (inaudible).

15 **MR. DAVID:** One more thing, as far as the security,
16 I think we -- depending on how many security,
17 and if you were to work with us, we'd have to
18 do the special permit through the Town, we'd
19 probably talk to you about at least a 50-50
20 split, depending on how much we need with
21 security or whatever, depending on -- a 50-50
22 split at a minimum, depending on how many
23 security folks we need estimated that weekend.

24 **MS. BROOKS:** Oh, on the security?

25 **MR. DAVID:** Yes, yes, yes.



1 **MS. BROOKS:** I'll take that to the board and see
2 what ---

3 **MR. DAVID:** Yeah.

4 **MS. BROOKS:** --- what they would say about it.

5 **BOARD MEMBER:** Your vendors, you say you charged
6 each one of the vendors 300 bucks?

7 **MS. BROOKS:** No. Previous years, we didn't charge
8 anything.

9 **BOARD MEMBER:** So, you were asking the Town to
10 charge the vendors 300 bucks?

11 **MS. BROOKS:** Yes, we have already vendors this year
12 ---

13 **BOARD MEMBER:** That will be coming back?

14 **MS. BROOKS:** --- from previous years, already
15 reaching out to see what the vendor fee's gonna
16 be, 'cause we told them at the time that we
17 were starting out, so, we weren't charging
18 anything at the beginning, and we were just
19 requesting donations. Most of 'em gave
20 anywhere between 10 and 25 percent of what they
21 made that day.

22 **MR. DAVID:** And with this, for the vendors, such as
23 we're doing with the -- with the concert
24 series, we're going to try to close off the
25 street and not be where you have to pay the



1 landowners and -- and the vendors. So, we --
2 if we close off the streets and get the
3 permission to do that until we own the street
4 ourselves, then that money will come straight to
5 the Town, and then there won't be the extra
6 money going back -- so -- to the landowners for
7 taking up their land or being on their land.
8 We'll use hypothetically the lines from the
9 parking lines, so, each one would be a vendor
10 slot, and that would be revenue coming directly
11 to the Town.

12 **FEMALE SPEAKER:** Okay. That was my question, so,
13 you make your money through the sponsorships?

14 **MS. BROOKS:** Ours is through the sponsorships and
15 through ---

16 **FEMALE SPEAKER:** Okay. Because we get all the
17 vendor fees?

18 **MS. BROOKS:** Yes, ma'am. We're doing it more for
19 the connection ---

20 **FEMALE SPEAKER:** And exposure.

21 **MS. BROOKS:** --- and for the history and making
22 sure that, I mean, they -- every turn that you
23 look, we are (inaudible) out education about
24 history, and so we can continue making sure
25 that our history, that's our biggest, but we



1 also are doing registrations for the convoy,
2 the bike runs.

3 **FEMALE SPEAKER:** And which fees are attached to
4 that.

5 **MS. BROOKS:** And so we'll do those fees.

6 **FEMALE SPEAKER:** Okay.

7 **MS. BROOKS:** They'll get a t-shirt and a flag that
8 represents the Juneteenth ---

9 **FEMALE SPEAKER:** You mentioned logistics earlier.
10 Does that include like, trash cleanup and port-
11 a-potties and things like that?

12 **MS. BROOKS:** I have not actually delved into that
13 part of it.

14 **FEMALE SPEAKER:** Okay.

15 **MS. BROOKS:** In the past in Shallotte, we did
16 provide -- we had one potty for Shallotte and
17 we can do that, as well, again.

18 **MR. DAVID:** And that's another thing that'll be
19 worked out with our special permit process when
20 you -- if you -- if everything goes through,
21 and you talk to Mr. Booker, you have to work
22 through those.

23 **FEMALE SPEAKER:** Logistics.

24 **MR. DAVID:** One other thing, too, I just want to
25 make sure, if we do this and I always like to



1 have Atlantic Beach first, but we'll let you go
2 first this time maybe 'cause -- since y'all are
3 the thing, but -- but we make, ---

4 **MS. BROOKS:** I don't have a problem with that.

5 **MR. DAVID:** Okay. Make sure you have a South
6 Carolina in here, 'cause I know there's an
7 Atlantic Beach, North Carolina, and we don't
8 want 'em to go the wrong way.

9 **BOARD MEMBER:** Oh, yeah. For real. And they do
10 have (inaudible)

11 (Inaudible due to simultaneous speakers.)

12 **MR. DAVID:** Anybody got any other questions or any
13 comments, anything?

14 **MALE SPEAKER:** (Inaudible) come see me.

15 **MR. DAVID:** If we approve this, you need to make
16 sure to get with Mr. Booker to do the special
17 event information and work out any other
18 logistics, anything like that.

19 **MS. BROOKS:** Okay.

20 **MR. DAVID:** We do -- we are putting on our website
21 -- our new website launched ---

22 **FEMALE SPEAKER:** It's beautiful.

23 **MR. DAVID:** --- and it is nice. There's a few
24 things we're trying to -- that got removed, and
25 we're putting back on, but the -- there will be



1 a vendor application for folks outside of Bike
2 Fest. There is a vendor application for the
3 Gullah Geechee Fest. There's one for Bike
4 Fest. And a new form that Carnesha's working
5 on will be a automated form, and hopefully
6 she'll have a spot for UCAN for the bike
7 series, or for whatever we have, and they can
8 just say that's what they're doing the event
9 for, and pay the \$300 to the Town. Any more
10 questions or anything?

11 **BOARD MEMBER:** What's your name?

12 **MS. BROOKS:** Sandra Brooks.

13 **MR. DAVID:** Is there a motion to authorize the Town
14 Manager to go into agreement with UCAN and Town
15 of Atlantic Beach for Juneteenth Festival,
16 which would be June 21st, I think?

17 **FEMALE SPEAKER:** That's correct.

18 **MR. DAVID:** Is there ---

19 **BOARD MEMBER:** So moved.

20 **MR. DAVID:** Is there a second?

21 **BOARD MEMBER:** Second.

22 **MR. DAVID:** Roll call.

23 **FEMALE SPEAKER:** Councilman Edward Campbell.

24 **MR. CAMPBELL:** Yay.

25 **FEMALE SPEAKER:** Councilwoman Carla Taylor.



1 **MS. TAYLOR:** Yay.

2 **FEMALE SPEAKER:** Councilwoman Jacqueline Gore.

3 **MS. GORE:** Yay.

4 **FEMALE SPEAKER:** Mayor Pro Tem John David.

5 **MR. DAVID:** Yes.

6 **MS. BROOKS:** Thank you.

7 **MR. DAVID:** Next, we have -- next, we have item E,
8 to authorize the Town to enter into an
9 agreement with Michelle Ricalde to paint a
10 mural -- to paint two murals in the Town of
11 Atlantic Beach. Ms. Cheatham or I can, either
12 way.

13 **MS. CHEATHAM:** You go ahead.

14 **MR. DAVID:** We were looking for muralists.
15 Luckily, Edward Campbell, Lamar, found a
16 muralist, and we reached out to two or three of
17 'em. One responded back, and she came out and
18 gave us some estimates for cost. We still have
19 to work through some issues. She -- we're
20 looking to put a mural on the side of the --
21 well, we'd like to have murals everywhere, but
22 this current proposal is to put one as you come
23 down 30th, on the t-shirt shop side of the
24 window. And I think you all have a package
25 that -- well, it may not be in this package,



1 but it's on email or somewhere, but that has an
2 idea that she'd have to work through to put the
3 big sign that they have Atlantic Beach open
4 year round, with the Atlantic beach shield, and
5 then some beachy scenes under the bottom. And
6 then -- which she gave us a good price of about
7 \$10,000 for, but said normally the price might
8 be, in my mind, 13,500. And then to put
9 another mural, the Gullah Geechee emblem that
10 we're using for the 2020- -- 2025 festival
11 along the side of the fire station, and maybe
12 paint around that and make it beachy, as well
13 as just the scene of that. And that's for
14 5,000. I think she normally would have said --
15 since we're doing both, she said that normally
16 that would be 6,500, based on her calculations,
17 but she dropped that price down to 5,000. So,
18 the total cost would be \$15,000 to do both
19 murals. I think there's a \$500 deposit for her
20 to get some drawings, and hopefully we can work
21 into that. But we're also seeking some
22 donations by some of the local businesses, as
23 well. We're still working on that. So, right
24 now, the cost would be \$15,000 minus any
25 sponsorships we get from local businesses.



1 **BOARD MEMBER:** Have anybody seen ---

2 **FEMALE SPEAKER:** I was gonna say ---

3 **BOARD MEMBER:** Have we seen the work?

4 **MR. DAVID:** No, no ---

5 **FEMALE SPEAKER:** Do we get final approval?

6 **MR. DAVID:** We sent -- we sent -- we sent -- all of
7 y'all have in your e-mail and the links in the
8 e-mail of her previous stuff done, as well as
9 two pictures of what she -- what we talked
10 about as the Gullah Geechee picture, which
11 you've seen, as well as the one way sign.

12 **FEMALE SPEAKER:** Do we have final approval of her -
13 --

14 **MR. DAVID:** Yes.

15 **FEMALE SPEAKER:** --- mock-ups ---

16 **MR. DAVID:** We do.

17 **FEMALE SPEAKER:** --- before ---

18 **MR. DAVID:** Yes, so, I think in the proposal, she -
19 - we give the -- we pay the 500, then she does
20 ---

21 **FEMALE SPEAKER:** 5,000?

22 **MR. DAVID:** We pay 500 ---

23 **FEMALE SPEAKER:** Oh, for the deposit?

24 **MR. DAVID:** For a deposit and to get on the
25 schedule.



1 **MALE SPEAKER:** It's non-refundable, right?

2 **MR. DAVID:** Huh?

3 **MALE SPEAKER:** The 500's non-refundable, right?

4 **MR. DAVID:** It is if you don't do anything, but ---

5 **MALE SPEAKER:** Okay.

6 **MR. DAVID:** --- if you do something, it rolls into
7 the 15,000. So, once she -- we pay the 500,
8 then I think we get two -- two or three
9 renditions or addition -- or edits to based off
10 what she does on our plan that we've talked
11 about. And then we will get final approval on
12 that, yes. And again, we do -- are seeking
13 sponsorships. We're working on that.

14 **FEMALE SPEAKER:** And it's the side of the firehouse
15 facing what, 3rd?

16 **MR. DAVID:** 17.

17 **FEMALE SPEAKER:** On 3rd?

18 **MR. DAVID:** Yes, yes, yes. And I'm hoping, as we
19 talk to her, maybe they could do a pool splash
20 -- or wave splash going across the front that
21 ties into it, or something along that, so, it's
22 all beachy.

23 **FEMALE SPEAKER:** Which e-mail it came from?

24 **MR. DAVID:** It went to your regular ---

25 **FEMALE SPEAKER:** From who?



1 **MR. DAVID:** Me. If not, I'll send it again.

2 **FEMALE SPEAKER:** (Inaudible)

3 **MR. DAVID:** And she has a, I think it's a five-page
4 proposal, explanation, stuff like that, so. Is
5 there a motion to approve item E, authorize the
6 Town Manager to -- no, I'm sorry. Item E,
7 yeah, authorize the Town Manager to enter into
8 an agreement with Michelle Ricalde to paint
9 murals in the Town of Atlantic Beach?

10 **BOARD MEMBER:** So moved.

11 **BOARD MEMBER:** Second.

12 **MR. DAVID:** Roll call.

13 **FEMALE SPEAKER:** Councilman Edward Campbell.

14 **MR. CAMPBELL:** Yay.

15 **FEMALE SPEAKER:** Councilwoman Carla Taylor.

16 **MS. TAYLOR:** Yay.

17 **FEMALE SPEAKER:** Councilwoman Jacqueline Gore.

18 **MS. GORE:** Yay.

19 **FEMALE SPEAKER:** Mayor Pro Tem John David.

20 **MR. DAVID:** Yes.

21 Next, we have item F, authorize the Town
22 Manager to accept funds from the thriving
23 communities to beautify the Town on -- with
24 street art.

25 **MS. CHEATHAM:** Thank you.



1 **MR. DAVID:** Can you pull it up on your thing and
2 we'll plug it back in so they can see the
3 pictures.

4 **MS. CHEATHAM:** Oh, sure. I'll just start talking
5 until we figure out how to do that.

6 The Town of Atlantic Beach was selected as
7 a thriving community by the United States
8 Department of Transportation in 2022. We were
9 one of the first groups of communities to do
10 it, and our three years are ending. And as in
11 recognition of our three years of getting
12 excellent service and community engagement and
13 discussion, we are proposing that we have a
14 community event and put some street art on 32nd
15 Avenue, which is the only street that the Town
16 owns. At the current time, SCDOT is not in
17 favor of street art on streets that they own,
18 and so we are proposing that on Tuesday, May
19 13, that we have a community event and paint
20 the street, 32nd Avenue.

21 **BOARD MEMBER:** What -- what kind of artwork will you
22 be putting in?

23 **MS. CHEATHAM:** I -- it's -- I think you can do it.
24 It's just the Atlantic Beach with the pearl --
25 black pearl in it that says Atlantic Beach.



1 **BOARD MEMBER:** Just -- was that our ---

2 **MS. CHEATHAM:** Yeah, just -- well, we -- that ---

3 (Inaudible due to simultaneous speakers.)

4 **FEMALE SPEAKER:** What part of 32nd? Like, midway,
5 right off of 17?

6 **MS. CHEATHAM:** Probably closer to the ocean.

7 **FEMALE SPEAKER:** Close to the ocean.

8 **MS. CHEATHAM:** Closer to the ocean.

9 **FEMALE SPEAKER:** Okay.

10 **MS. CHEATHAM:** We can -- we have -- we have time.

11 **FEMALE SPEAKER:** Okay.

12 **MS. CHEATHAM:** We have flexibility.

13 **FEMALE SPEAKER:** Okay.

14 **MS. CHEATHAM:** But we thought it'd be a nice sort
15 of community engagement.

16 **BOARD MEMBER:** And they are covered both sides?

17 **MS. CHEATHAM:** Uh-huh.

18 **BOARD MEMBER:** (Inaudible)

19 **MS. CHEATHAM:** Yeah.

20 **FEMALE SPEAKER:** It's a nice choice.

21 **MS. CHEATHAM:** The -- the pearl will be black.
22 Oops. But, and all it will cost us is the use
23 of a power washer, And some -- some time.

24 **FEMALE SPEAKER:** What time of day are we talking?

25 **MALE SPEAKER:** Three days.



1 **MS. CHEATHAM:** Over -- right. It's got to dry.
2 So, we would start on Tuesday.

3 **FEMALE SPEAKER:** Around what time?

4 **MS. CHEATHAM:** You tell -- I mean, you tell me.

5 **MALE SPEAKER:** Probably have to be early. Ain't
6 gonna be in the evening.

7 (Laughter)

8 **MS. CHEATHAM:** Tuesday. Yeah, probably Tuesday
9 morning ---

10 (Inaudible due to simultaneous speakers.)

11 **MS. CHEATHAM:** Yeah. And then it has to dry for
12 three days. We -- we're trying to get them
13 here for Bike Week, because we talk about it
14 all the time, and they've never experienced it.
15 But it wasn't going to work with the street art
16 during ---

17 **FEMALE SPEAKER:** Yeah.

18 **MS. CHEATHAM:** --- you know, during Bike Week. So,
19 we pushed it back a week. But this should be
20 a nice little community party.

21 **MR. DAVID:** And it may cause -- we do have to block
22 the streets to an extent ---

23 **MS. CHEATHAM:** We have to block the street, yeah --
24 -

25 **MR. DAVID:** --- so, hopefully ---



1 **MS. CHEATHAM:** --- we'll have to get the police
2 involved.

3 **MR. DAVID:** We'll have to get people to possibly
4 drive around ---

5 **MS. CHEATHAM:** Yeah.

6 **MR. DAVID:** --- or get some other interest in. So,
7 we have to make sure we mark it to our folks on
8 32nd ---

9 **MS. CHEATHAM:** Yes.

10 **MR. DAVID:** --- and that they know that traffic
11 will be limited on those days.

12 **MS. CHEATHAM:** We'll get a -- we'll ---
13 (Inaudible due to simultaneous speakers.)

14 **MR. DAVID:** Okay.

15 **MS. CHEATHAM:** Any other questions?

16 **MR. DAVID:** Will we be able to get back into the
17 thriving communities? Is there another three-
18 year application? Can we renew?

19 **MS. CHEATHAM:** I don't know that there will be
20 another ---
21 (Inaudible due to simultaneous speakers.)

22 **MR. DAVID:** Not for a few years.

23 **MS. CHEATHAM:** (Inaudible) for a few years.

24 **MR. DAVID:** Yeah, yes, yes.

25 **MS. CHEATHAM:** You know, they -- on the -- we had -



1 - we have applied for the past three years to
2 be a part of the Biden RAISE program.

3 **MR. DAVID:** Yeah.

4 **MS. CHEATHAM:** And on the Friday night before it
5 was due, they changed it to BUILD, B-U-I-L-D,
6 which was the Tiger program that President
7 Trump had in his first term. And so, you know,
8 this was one time when procrastinating or not
9 finishing early accrued to our advantage
10 because we hadn't turned it in. So, for all
11 the people that got it in early, you know, I
12 don't know what they did, because it wasn't due
13 until Tuesday, and Friday night at 7:30, they
14 sent out a notice that they were changing the
15 name of the program to BUILD or Tiger.

16 **MR. DAVID:** And we thank you and Ms. Denise Gibson
17 Bailey for your steadfastness in making sure
18 that large grant application was submitted
19 correctly.

20 **MALE SPEAKER:** (Inaudible)

21 **MR. DAVID:** They do. Is there a motion to
22 authorize the Town Manager to accept funds from
23 the thriving communities to beautify the Town
24 with street art on 32nd Avenue?

25 **BOARD MEMBER:** So moved.



1 **BOARD MEMBER:** Second.

2 **MR. DAVID:** Roll call.

3 **FEMALE SPEAKER:** Councilman Edward Campbell.

4 **MR. CAMPBELL:** Yay.

5 **FEMALE SPEAKER:** Councilwoman Carla Taylor.

6 **MS. TAYLOR:** Yay.

7 **FEMALE SPEAKER:** Councilwoman Jacqueline Gore.

8 **MS. GORE:** (No response.)

9 **FEMALE SPEAKER:** Mayor Pro Tem John David.

10 **MR. DAVID:** Yes.

11 Next we have item G, Bike Fest presentation
12 from Mr. Jeffrey Gore. Mr. Gore.

13 **MALE SPEAKER:** Is he (inaudible)

14 (Laughter)

15 **MR. GORE:** (inaudible) ladies and gentleman.

16 (Inaudible due to simultaneous speakers.)

17 **MR. DAVID:** Step to the microphone, please, and
18 press the button. If it ain't working -- make
19 sure to tap it and see if it's working.

20 **MR. GORE:** It's (inaudible)

21 **MR. DAVID:** Okay. Get into it.

22 **MR. GORE:** (Inaudible) I'm Jeffrey Gore. I am
23 putting on the Bike Fest stage, the acts. I do
24 not have a list of the acts. I got feelers out
25 for everybody that we have, and we know right



1 now we do have the gentleman DJ Pay Me
2 (inaudible), you know, those are some of our
3 go-to guys, and right now they're like the
4 hottest acts in the country, far as the, you
5 know, the line dance thing. But we're -- we're
6 reaching out right now, trying to get some more
7 mature entertainment. As you know, few people
8 have said that they would like to hear. So,
9 once I get the list of -- further list in, I'll
10 work close with the Town Hall and let you all
11 -- the City -- Town Manager and Assistant
12 Manager, and let you know what I got going on.
13 That way you'll be aware of what, you know,
14 which way we moving with it.

15 **FEMALE SPEAKER:** So, do you have an idea the time
16 frame, like, what hours during the day you plan
17 to have this? What hours during the night you
18 plan to have that?

19 **MR. GORE:** Well, we gonna -- we gonna -- typically,
20 we go from -- I don't know what we start at,
21 11:00 o'clock or something like that.

22 **MALE SPEAKER:** 11 or 12.

23 **MR. GORE:** Yeah, 11 or 12 and go until everybody
24 leaves, until it's time to leave.

25 **FEMALE SPEAKER:** So, is that like with the DJ or



1 with acts at 11 or 12?

2 **MR. GORE:** Well, acts will be coming in at
3 different times.

4 **FEMALE SPEAKER:** Okay.

5 **MR. GORE:** It'll be a mixture. We're gonna do --
6 we're gonna try this year to have some kind of
7 interaction with the crowd, like, some -- maybe
8 some kind of contests, or different stuff like
9 that. We are -- we had a meeting yesterday.
10 It's -- it is such a late notice, it's -- it's
11 -- it's really late. We moving on a little
12 later this year, so, we're -- we're trying to
13 coordinate it as we speak. And like I say, so
14 Mr. -- this week coming, next week, when we
15 have our next meeting, we should be hearing
16 back from some of the entertainers, the
17 managements from the entertainments --
18 entertainers, and I could give you a further
19 detail on, you know, coordination.

20 **MR. DAVID:** We do encourage you to come back. What
21 is -- our May meeting ---

22 **MR. GORE:** Okay.

23 **MR. DAVID:** --- and maybe you'll have a better idea
24 of entertainers. And, again, we did talk, I
25 hope that we can have -- you know,



1 entertainment last year was, the DJs are good,
2 but it would be nice to have some -- some acts
3 that, you know, that are -- that cross
4 spectrums.

5 **MR. GORE:** What -- what's happened is this year, we
6 had some -- we had some -- there was some
7 misunderstanding on whether we were able to
8 have this thing for a five-year slot.

9 **MR. DAVID:** Yes.

10 **MR. GORE:** So -- so, once the confusion came up
11 with the five-year slot, the -- the artists
12 that we had on lock, we sold 'em because I
13 wasn't sure if I was going to have it. And --
14 and I love entertainment, but I don't want them
15 performing just for me. I don't want to spend
16 80,000 just for them to perform for me. So --
17 so -- so -- so, some of the acts that we -- we
18 got rid of, now we're trying to get some --
19 some one-offs, meaning that, okay, we send them
20 to you all, so, maybe we can -- they can come
21 and do something here. Like, right now, we --
22 we got rid of one of my friends now -- now, he
23 has King George over at the House of Blues.
24 So, now we reached out to them yesterday, and
25 they gonna let us know, so he may be able to



1 come here and do ---

2 **MALE SPEAKER:** (Inaudible)

3 **MR. GORE:** Come -- yeah, come do a couple songs for
4 us. So, it's just stuff like that that we're
5 -- we are waiting to see. It's just --
6 because, you know, this thing people need to
7 know well in advance. And -- and just like
8 right now with the sponsors' dollars, we really
9 coming off the hip with it, because the sponsor
10 dollars are -- by this time right here, most
11 people has got they -- have gotten their
12 sponsorship dollars spent already.

13 **MR. DAVID:** Well, let's speak to that. I know
14 you've mentioned that there was the idea of a
15 five-year contract, but again, there was none
16 signed. But -- and I talked to you previously
17 about the opportunities to do a longer contract
18 if you can get us better entertainment. But,
19 again, I'll tell everybody here, if you come to
20 the Council with a proposal for, you know,
21 three years maybe, or something, and you show
22 the cost benefit to the Town for those three
23 years, it allows you to get better
24 entertainment, then we'll certainly entertain
25 it. So, come back with a nice, strong, tight



1 proposal after this is done, and -- and let's
2 -- we can talk. The other thing, if you don't
3 come back with strong proposal, we do
4 anticipate putting out announcements earlier.
5 So, we would like to have entertainment --
6 well, ideally, we would like to have the
7 announcement out ---

8 **MR. GORE:** I'm a have a proposal to you (inaudible)

9 **MR. DAVID:** Don't have it to me, 'cause you need to
10 work on what you gotta do until after May.

11 **MR. GORE:** --- in your May meeting.

12 **MR. DAVID:** So -- so, no, you ain't gonna have it
13 then. So, let's go June or July. But we hope
14 to have this entertainment proposal out -- RFP
15 out on the streets by June, July, August, so
16 that we can have entertainment named by
17 December. So, you'll have more months to
18 prepare, or whoever to prepare.

19 **MALE SPEAKER:** Okay.

20 **MR. DAVID:** But so, you need to get your proposal
21 in with your cost and what you can -- what the
22 Town can make from that before July.

23 **MR. GORE:** You know, it's -- it's -- it's -- I
24 mean, I'm glad you said that. A lot of times
25 in the -- in -- in -- in this -- in this field,



1 in this -- the entertainment business, and you
2 start talking about sponsorship dollars, you
3 know, it's like people -- companies that --
4 that invest their money for ad dollars, they --
5 they look for stability. Just like -- it's
6 just like any other business model. They look
7 for stability. So, like, right now, I got a
8 few sponsors that we had last year and -- and
9 they was ready to step to the plate, and when
10 they said you got contracts, and I told them
11 that I had the contracts -- that I -- I told
12 'em that I had it for a consecutive year.
13 However, I wasn't able to -- at the time, I
14 could not say, oh, I got it 'cause I didn't
15 have it.

16 **MR. DAVID:** Yeah, exactly.

17 **MR. GORE:** So -- so, now, they're saying, do you
18 have it for next year.

19 **MR. DAVID:** Again ---

20 **MR. GORE:** But -- but ---

21 **MR. DAVID:** I hear you. We don't disagree.

22 **MR. GORE:** --- but -- but -- so, what I'm saying
23 is, you're asking me to prepare something,
24 right?

25 **MR. DAVID:** No.



1 **MR. GORE:** No, listen to me.

2 **MS. GORE:** Yes.

3 **MR. DAVID:** Go ahead.

4 **MR. GORE:** Hear what I'm saying. You asked me to
5 prepare, you know, to get good entertainment,
6 to prepare a proposal.

7 **MR. DAVID:** Yes.

8 **MR. GORE:** But now, before this event, is the time
9 that if -- even if you gonna send out RS- ---

10 **FEMALE SPEAKER:** RSP.

11 **MR. GORE:** --- send 'em out now, so that -- so that
12 -- so that people that's bidding for those
13 entertainment, for those sponsorship dollars,
14 can get their people here to see what's going
15 on in the midst of it. You understand me?

16 **MR. DAVID:** I hear you.

17 **MR. GORE:** So, even if it's not for me, for whoever
18 ---

19 **MR. DAVID:** I hear you.

20 **MR. GORE:** You know.

21 **MR. DAVID:** Yeah.

22 **MR. GORE:** Yeah.

23 **MR. DAVID:** Thank you for that.

24 **MR. GORE:** Yeah.

25 **MR. DAVID:** We'll work on it. We're working.



1 **MR. GORE:** All right. You know I ain't gonna tell
2 you nothing wrong.

3 **MR. DAVID:** I ain't gonna tell you nothing wrong
4 either. We'll both try to work it out.

5 **MR. GORE:** All right.

6 **MR. DAVID:** Thank you very much. Any other
7 questions? Anybody got any more questions?

8 **MALE SPEAKER:** I've got a comment.

9 **MR. DAVID:** Go ahead.

10 **MALE SPEAKER:** I've had one request. We've talked
11 a little bit about this, but I've had some
12 requests from the public. Whatever
13 entertainers you get, please ask them to pay
14 attention to the vulgarities and the way they
15 talk about women, please.

16 **MR. DAVID:** Okay.

17 **MALE SPEAKER:** Okay.

18 **MR. GORE:** Well, that's -- that is something that I
19 think we should -- everybody -- it should be a
20 law not to talk about women in a derogatory
21 way.

22 **MALE SPEAKER:** Right.

23 **MR. GORE:** And we will make sure that is a
24 highlighted thing, because this not the place
25 for that.



1 **MALE SPEAKER:** Right.

2 **MR. GORE:** Yeah. No setting is the place for that.

3 **MR. DAVID:** Good family entertainment.

4 **MR. GORE:** Yeah, yeah.

5 **MR. DAVID:** And, again, like you said, the faster
6 we could do this, the better. We could be
7 putting out announcements throughout our
8 website and the Chamber, depending on -- and
9 other avenues advertising to say what
10 entertainment is, 'cause I remember two years
11 ago when they did say King George was coming,
12 and I think it word of mouth, but, you know,
13 everybody was excited.

14 **MALE SPEAKER:** Yeah.

15 **MR. DAVID:** So, you know, one day, maybe we'll get
16 somebody, King John or King George, King Bob,
17 or somebody.

18 (Laughter)

19 **FEMALE SPEAKER:** At our next meeting you will have
20 more information ---

21 **MALE SPEAKER:** Yes.

22 **FEMALE SPEAKER:** --- about the itinerary, who's
23 gonna be performing and what time?

24 **MR. GORE:** Yeah, get it early enough, I might can
25 get King David.



1 **MR. DAVID:** Pay him enough. Thank you very much.

2 **MR. GORE:** All right.

3 **MR. DAVID:** Have a good day.

4 **FEMALE SPEAKER:** Take care.

5 **MR. DAVID:** And we'll talk after. I got something
6 to tell you.

7 **MR. GORE:** Huh?

8 **MR. DAVID:** I got something to tell you after.

9 **BUDGET WORKSHOP:**

10 **MR. DAVID:** Next, we're going to move into the
11 Budget Workshop.

12 **MS. CHEATHAM:** Yes.

13 **MR. DAVID:** Ms. Cheatham?

14 **MS. CHEATHAM:** Yes. I just wanted ---

15 **MR. DAVID:** Actually, did we approve? No, we
16 didn't have to approve that. It's already been
17 approved last time.

18 **MS. CHEATHAM:** Can you pass -- take one. This is
19 just -- yeah, this is a Bike for -- a Bike Fest
20 report from the Bike Fest bank account, which
21 differs a little from -- I know there was a
22 Bike Fest report prepared for the Council in
23 September, but there is a bank -- there is a
24 bank account for the Bike Fest. And so I just
25 went through and it's for last year. The



1 account started with \$40,206 in October of '23
2 and this is a list of all the debits and all
3 the credits. And so the beginning balance was
4 40,206. There was \$79,263 worth of deposits.
5 There were \$57,532 worth of expenditures. And
6 so, at the end of Bike Fest, there was \$61,937
7 available. So that's in the Bike Fest bank
8 account, which we will use again this year to
9 put all the debits and run all the credits
10 rather than going through the general fund.

11 **MR. DAVID:** So, basically, we made \$37,000 or, if
12 my math is right, 30- ---

13 **MS. CHEATHAM:** We made 20- ---

14 **MR. DAVID:** Last year.

15 **MS. CHEATHAM:** Made \$21,000. You started with
16 40,000 and ---

17 **MR. DAVID:** And we're at 79.

18 **MS. CHEATHAM:** No, you're at 61,900, almost 62,000.
19 That's -- that's the ---

20 **MR. DAVID:** Oh, okay. I see the other. Okay. So,
21 this year, you know, we spoke -- but the goal
22 is to monetize Bike Fest.

23 **MS. CHEATHAM:** Yes.

24 **MR. DAVID:** And we looked at -- I think Mr. Bellamy
25 did a Bike Fest report ---



1 **MS. CHEATHAM:** Right.

2 **MR. DAVID:** --- last year.

3 **MS. CHEATHAM:** Yes.

4 **MR. DAVID:** And in there, it noted a lot of things
5 that we did not monetize correctly.

6 **MS. CHEATHAM:** Yes.

7 **MR. DAVID:** Such as -- a lot of things, such as
8 alcohol license that didn't account for a lot
9 of alcohol and beer license ---

10 **MS. CHEATHAM:** Yes, yes.

11 **MR. DAVID:** It didn't account for a lot of RVs. It
12 didn't account for a lot of things that the
13 Town should be paying for. I think it only had
14 like 30 or 40 -- or 30-so vendors. So, we need
15 to make sure that we monetize this event to the
16 maximum.

17 **MS. CHEATHAM:** In addition, and I don't know that I
18 went back -- I don't think I went back to
19 address it, there were charges made to the
20 general fund that were really Bike Fest
21 expenditures. And so, they were -- the checks
22 were made out of the wrong -- the wrong fund.
23 So, I ---

24 **MR. DAVID:** So, it's even less money made last
25 year.



1 **MS. CHEATHAM:** Yes.

2 **MS. GORE:** Well, you know, we're talking about how
3 we can make money for Bike Fest. What -- do we
4 even have a trademark on the Town of Atlantic
5 Beach Bike Fest, whatever? Because that's
6 what's going on. We have all these vendors
7 that's selling product. They're saying
8 Atlantic Beach, and we weren't making a dime
9 off of it. I think we need to look into
10 trademarking the name because at one time, I
11 don't even think we had anything trademark
12 here, but the Town was making anybody that was
13 using the Town of Atlantic Beach name, they had
14 to pay for it. So, I think, though -- I mean,
15 once -- that's kind of iffy, because at one
16 time, there was a time when that trademark was
17 gone. So, I'm not sure if somebody kept it up
18 and let it go or whatever, but I think we need
19 to look into that, because that way we could
20 get money off our (inaudible), 'cause right now
21 we aren't getting anything off of it, and
22 they're making thousands of dollars of the Town
23 of Atlantic Beach (inaudible). So, I think
24 that's something that might (inaudible).

25 **MR. DAVID:** And -- and to tie into Ms. Gore's



1 comments, we checked with our t-shirt guy
2 that's here at the beach about getting some --
3 some Atlantic Beach memorabilia and other
4 things. And we've checked -- I've checked with
5 two other vendors, I haven't got anything back,
6 to have some Atlantic -- we'd like to sell
7 Atlantic Beach memorabilia. And I know y'all
8 got a bunch of jobs already to do, but if
9 there's some way we can look at that, if not
10 this year, in the future, 'cause I think that's
11 excellent with the trademarks ---

12 **MS. CHEATHAM:** Yeah, it is.

13 **MR. DAVID:** --- and especially with the
14 memorabilia, too. We should almost have a
15 booth out there where we're selling our own
16 stuff, as well.

17 **MS. CHEATHAM:** Yeah, that's right, especially as we
18 get ready to work on our museum and our
19 visitor's center.

20 **MR. DAVID:** Yes, ma'am.

21 **MS. CHEATHAM:** Yes. Okay. All right. The next
22 sheet is a review of the current year that
23 we're in, fiscal '25. And so, you know, we
24 lost our accountant, so, I picked up another
25 hat. And so, what I tried to do was provide



1 you information on where we were with
2 expenditures and revenue as of the end of
3 January, when the accountant left, and for some
4 items, how much money we received in February
5 and March of this year, what the anticipated
6 revenue or expenditure is for April through
7 June, and what the projection would be as of
8 June 30, '25. So, for property taxes, we had
9 a budget of 302 -- 302,000. We think we'll end
10 the year with \$360,768, and that's after we do
11 the rollback. This is money that we would --
12 be in our treasures. It would not be any money
13 that we needed to send back.

14 The next largest item is licenses and
15 permits. We had a budget of 644. We think
16 we'll end the year with 647.

17 the other income is on the back, the last
18 pa- -- well, the third page, what that other
19 income is, because there wasn't anything. It
20 was \$57,000 budgeted, but in other income, we
21 received a \$24,000 grant for the electric
22 chargers. We had some American Rescue money of
23 \$83,000 that we used to fix the roof and to buy
24 the additional EV chargers. We had -- we got
25 a historic preservation grant from the Donnelly



1 Foundation that we paid out of the general
2 fund. And so that foundation owes us \$17,000.

3 **MR. DAVID:** They paid it, or they owe it to us?

4 **MS. CHEATHAM:** They paid it ---

5 **MR. DAVID:** And we spent it?

6 **MS. CHEATHAM:** We spent it, but we owe it back to
7 ourselves.

8 **MR. DAVID:** Okay.

9 **MS. CHEATHAM:** There's \$11,000 in a police reserve
10 fund that I don't know what that's for, so I'm
11 going to claim that. We applied for Santee
12 Cooper grant for economic development, which
13 they denied everything except the computer.
14 And that totals \$136,000. And then for the 3rd
15 Street water project, we're going to get
16 \$69,000 from that. So, that makes that other
17 income. That's the one ---

18 **MR. DAVID:** That's not in there, though.

19 **MS. CHEATHAM:** I know, it's not in there. I'm
20 sorry. So, there's another \$69,000 that should
21 be added to the other income. I keep playing
22 with the numbers. And then the parking program
23 is new for \$40,000. Hopefully, we can get
24 between now and June 30th for the parking
25 program.



1 **MR. DAVID:** But you don't have that on there?

2 **FEMALE SPEAKER:** Yeah, I was gonna say, we gotta
3 add that too.

4 **MS. CHEATHAM:** Yeah, you see, parking program is
5 the last thing.

6 **MR. DAVID:** Oh. Oh, it's on here.

7 **FEMALE SPEAKER:** Where?

8 **MR. DAVID:** That's a different page.

9 **MS. CHEATHAM:** So, that's our income. We had a
10 budget for FY '25 of 1.292, a million-three,
11 and we think we'll end up with a million-five
12 in other income.

13 **MR. DAVID:** The auditor has started, though, right?

14 **MS. CHEATHAM:** The auditor has started. We've paid
15 \$7,000; we owe them another seven.

16 **MR. DAVID:** When do they finish, supposedly?

17 **MS. CHEATHAM:** They -- I asked them to have a
18 proposal -- a draft proposal, I hope by May the
19 2nd, and a final proposal by the first meeting
20 in June. So, we can get it out of here.

21 **MR. DAVID:** 'Cause we got one reading or two on
22 that audit?

23 **MS. CHEATHAM:** I'm sorry?

24 **MR. DAVID:** One reading or two on that audit?

25 **MS. CHEATHAM:** It's just a report. There's no ---



1 **MR. DAVID:** It's just a report; we approve it.

2 **MS. CHEATHAM:** Just -- no reading.

3 **MR. DAVID:** Okay.

4 **MS. CHEATHAM:** So, hopefully, they'll ---

5 **MR. DAVID:** (Inaudible) And then what about the
6 accountant?

7 **MS. CHEATHAM:** The account starts ---

8 **MR. DAVID:** When the accountant ---

9 **MS. CHEATHAM:** --- the accountant starts to -- she
10 started today, but I told her I couldn't have
11 a -- so, I'm meeting with her tomorrow to go
12 over the scope of work.

13 **MR. DAVID:** Okay.

14 **MS. CHEATHAM:** This is the new accountant.

15 **MR. DAVID:** Right.

16 **MS. CHEATHAM:** We met on Friday.

17 **MR. DAVID:** Okay.

18 **MS. CHEATHAM:** So ---

19 **FEMALE SPEAKER:** What's her name?

20 **MS. CHEATHAM:** Her name is Mava (ph) Collins, I
21 think. She's with a firm called Watson Rice
22 out of DC.

23 **MR. DAVID:** We were allocated or approved by the
24 committee for 10,000 in aid tax money for ---

25 **MS. CHEATHAM:** That's on the last pa- -- you see



1 that?

2 **MR. DAVID:** --- for the Gullah Geechee, so, I guess
3 that would roll into the Gullah Geechee account
4 when -- and they have to go and approve that
5 through the full Council, Horry County ---

6 **MS. CHEATHAM:** Right.

7 **MR. DAVID:** --- and then they would -- and then
8 we'd, I guess, hopefully, get the money, and
9 then that would go into the Gullah Geechee
10 account.

11 **MS. CHEATHAM:** Right. And so at the moment, so,
12 I'm assuming that the A tax, the chamber money,
13 and the Gullah Geechee money would be in the
14 same account. Is that the way ---

15 **MR. DAVID:** A tax, Gullah Geechee, chamber money
16 that would be in there 'cause we -- we spent
17 that for that so, yes, ma'am. Yes, ma'am.

18 **MS. CHEATHAM:** Okay.

19 **MR. DAVID:** I think it's 42-something.

20 **MS. CHEATHAM:** Okay. I just ---

21 **MR. DAVID:** Yeah, round up.

22 **MS. CHEATHAM:** So, I will ---

23 **MR. DAVID:** And we're steadily -- we gotta
24 fundraise for that, too, Gullah Geechee.

25 **MS. CHEATHAM:** There's -- on the expenditure side,



1 once again, all the Bike Fest expenditures are
2 not in the -- this is a general fund only. So,
3 there are no Bike Fest -- Bike Fest
4 expenditures, or any kind of festival
5 expenditures. Okay. This is a piece of paper
6 that has the positions proposed for last year,
7 this year and next year, with salaries and
8 fringes. So, you see, for FY '23, the salaries
9 and benefits for the Town were \$629,000. The
10 Town Manager was paid as a consultant in '23-24
11 at a cost of \$92,000. So, these are not
12 reflected in the salaries and benefits. For
13 '24-25, we estimated almost \$700,000. We've
14 added an Assistant Town Manager. We swapped
15 out a crime analyst for an assistant town
16 clerk. We've added an evidence clerk. And
17 what else? We swapped the police lieutenant
18 for a police officer. So, in '23-24, we had
19 nine and a half positions. '24-25, ten and a
20 half. And for '25-26 right now we're looking
21 at some money for a grant writer. What's the
22 other? And that's all.

23 **FEMALE SPEAKER:** A lieutenant. Police Lieutenant?

24 **MS. CHEATHAM:** I'm sorry.

25 **FEMALE SPEAKER:** Looks like we want to add a police



1 lieutenant in '25-26.

2 **MS. CHEATHAM:** Yeah, well, yeah. Yes.

3 **MR. DAVID:** So, we'll have a total of what ---

4 **MS. CHEATHAM:** Twelve and a half.

5 **MR. DAVID:** I mean, but we'll have five officers,
6 and now we got four?

7 **MS. CHEATHAM:** Yes.

8 **MR. DAVID:** So, we'll add one more.

9 **FEMALE SPEAKER:** How about crime (inaudible)?

10 **MR. DAVID:** Yeah, what was a crime --

11 **FEMALE SPEAKER:** Yeah, what's a crime ---

12 **MR. DAVID:** Well, a crime analysis will be removed
13 and changed to ---

14 **MS. CHEATHAM:** Crime analyst was changed to the
15 assistant town clerk.

16 **MR. DAVID:** Okay. That's good. Yeah, 'cause that
17 would ...

18 **MS. CHEATHAM:** And ---

19 **MR. DAVID:** Various departments.

20 **MS. CHEATHAM:** In prior years, the building
21 official and the judge were listed as -- as
22 professional services. They're now on the
23 payroll. So, that's another reason why it's
24 ...

25 **MR. DAVID:** We need to add their -- they're not in



1 -- they're not listed, though, right?

2 **MS. CHEATHAM:** No, they -- no. They aren't listed.

3 **FEMALE SPEAKER:** So, you said the building
4 official?

5 **MS. CHEATHAM:** The building official and the judge.

6 **FEMALE SPEAKER:** And the judge. (Inaudible)

7 **MS. CHEATHAM:** There are -- you know, there are
8 some -- there -- there are some -- there are
9 some pluses and minuses for carrying people as
10 employees.

11 **FEMALE SPEAKER:** Right.

12 **MS. CHEATHAM:** Because when you carry them as
13 employees, you're responsible for FICA and
14 Medicaid and Social Security. And so it adds
15 ---

16 **MR. DAVID:** Money.

17 **MS. CHEATHAM:** --- you know, on a -- on a regular
18 tip, you know, it adds almost 10 percent to the
19 payroll, but ...

20 **MR. DAVID:** Plus benefits.

21 **MS. CHEATHAM:** Plus benefits, yeah. But they
22 aren't getting any.

23 **FEMALE SPEAKER:** (Inaudible)

24 **MS. CHEATHAM:** Right.

25 **MR. DAVID:** The judge ---



1 **MS. CHEATHAM:** Yes.

2 **MR. DAVID:** --- and the court, and I know we talked
3 about this before, the costs associated with it
4 ---

5 **MS. CHEATHAM:** Yes.

6 **MR. DAVID:** --- and I hope that we could do monthly
7 reports with the police and the courts to give
8 us -- and so that they will be aware of how
9 much money they are spending or how much money
10 they are bringing in on a monthly basis,
11 because I think we're losing money quite a bit
12 on the court. And if they're not aware, and if
13 they're not keeping track of, they won't track
14 it. So ...

15 **BOARD MEMBER:** But they have to do -- they supposed
16 to do a monthly report every month in order to
17 keep -- be in compliance with the -- Mr.
18 Booker, am I right?

19 **MR. BOOKER:** Yes.

20 **BOARD MEMBER:** Yes.

21 **MS. CHEATHAM:** Uh-huh.

22 **BOARD MEMBER:** So, therefore, I don't see why that
23 would be ---

24 **MR. DAVID:** So, we ain't seen that, though, have
25 we?



1 **MALE SPEAKER:** They -- they do the report to ---

2 **MS. CHEATHAM:** To assist.

3 **MALE SPEAKER:** --- court administration.

4 (Inaudible due to simultaneous speakers.)

5 **MR. DAVID:** But it ain't -- it ain't financed?

6 **MS. CHEATHAM:** Yeah, it is. What you mean it's ---

7 **FEMALE SPEAKER:** Yeah.

8 **MR. DAVID:** Have we seen -- where's it at?

9 **BOARD MEMBER:** Well, that's kind of different ---

10 **MS. CHEATHAM:** You mean, what they get?

11 **MR. DAVID:** Are they reporting on cases or they
12 reporting ---

13 **MS. CHEATHAM:** They're reporting on money. They're
14 reporting on the money.

15 **MR. DAVID:** So, we got a annual report from last
16 year that we can look at?

17 **MS. CHEATHAM:** I don't know. Well, I don't know
18 about ---

19 **MR. DAVID:** Well ---

20 **MALE SPEAKER:** What we're talking about, like, two
21 different aspects of the court.

22 **MR. DAVID:** Okay.

23 **BOARD MEMBER:** Right, exactly.

24 **MALE SPEAKER:** One is his uniform citations, all
25 the money that comes in, all the cases get



1 reported to Court Administration.

2 **FEMALE SPEAKER:** That's right.

3 **MALE SPEAKER:** But there's a cost to operating the
4 court, which has to do with salaries and all
5 the operating costs of operating the Court that
6 has nothing to do with the tickets, which, I
7 think that's part of what you're after.

8 **MR. DAVID:** Yes.

9 **MALE SPEAKER:** So, we need to figure a way to bring
10 all that into one report so we can see what's
11 the Court generating and what it's costing.

12 **MR. DAVID:** Yes, exactly.

13 **FEMALE SPEAKER:** Right.

14 **BOARD MEMBER:** Because the Court really is supposed
15 to take care of this ---

16 **MS. CHEATHAM:** Right.

17 **BOARD MEMBER:** --- with the police ---

18 (Inaudible due to simultaneous speakers.)

19 **MR. DAVID:** But it's not ---

20 **MS. CHEATHAM:** So, you've got -- you have a report
21 for five years about ---

22 **MR. DAVID:** Yes, ma'am. Yes, ma'am.

23 **MS. CHEATHAM:** --- the judge ---

24 **MR. DAVID:** But we want -- we want to start making
25 sure that monthly report is put together ---



1 **BOARD MEMBER:** Generated.

2 **MR. DAVID:** --- so, we can see it and that they can
3 see it and that they know their cost ---

4 **MALE SPEAKER:** Yes.

5 **MR. DAVID:** --- and that's the police department
6 too.

7 **MALE SPEAKER:** Yeah.

8 **MR. DAVID:** So, that they can see their cost, from
9 vehicles being driven, to staff to everything,
10 so, they can have an idea, and when they report
11 to us at the end of the year or mid year, or
12 whatever, that we can see, as well, because
13 some things have to be done better if
14 everybody's operating at a negative.

15 **MS. CHEATHAM:** I understand.

16 **BOARD MEMBER:** But that report, like I was saying,
17 it 'posed to be done unless the Town is
18 (inaudible) Town or Police Department or
19 whatever, it's something that was required to
20 be done ---

21 **MR. DAVID:** Right.

22 **MALE SPEAKER:** Right.

23 **MS. CHEATHAM:** Yeah.

24 **BOARD MEMBER:** --- on a monthly basis.

25 **MALE SPEAKER:** And they're doing that.



1 **MS. CHEATHAM:** They're doing it. They're doing it.

2 **BOARD MEMBER:** Yeah, and then ---

3 **MS. CHEATHAM:** 'Cause the money gets divided
4 between the State, the victim witness ---

5 **BOARD MEMBER:** (inaudible)

6 **MS. CHEATHAM:** --- and the Town.

7 **BOARD MEMBER:** Right. So, I guess ---

8 **MS. CHEATHAM:** So, we get a report every month.
9 (Inaudible due to simultaneous speakers.)

10 **BOARD MEMBER:** --- really need probably is just to
11 be able to put generation (inaudible) able to
12 see 'cause I know for sure that's something
13 that is a requirement.

14 **MALE SPEAKER:** Yeah, it is.

15 **MR. DAVID:** But also, like Mr. Booker said, we want
16 to make sure we apply this for the salaries and
17 everything else to that so they can see, and we
18 can see.

19 **BOARD MEMBER:** So we can see, because they see.

20 **FEMALE SPEAKER:** You want a day-to-day report.

21 **MR. DAVID:** But they don't see -- they don't see
22 the salaries and the cost of the court.

23 **BOARD MEMBER:** No, no, no, this right here ---

24 **MR. DAVID:** Yeah.

25 **BOARD MEMBER:** Like I said, it's two different



1 things.

2 **MR. DAVID:** Yeah, so, we need to fix that together.

3 **MS. CHEATHAM:** Okay. Any questions on -- on fiscal
4 '25?

5 **MR. DAVID:** No, ma'am. Got something to talk about
6 '26?

7 **MS. CHEATHAM:** Yeah, it's -- yeah, yes, I do. So,
8 this page shows the last -- it shows '24 --
9 '23, '24 and '25. So, you can get a glimpse.
10 It doesn't have any court information on it
11 though. So, the parking program is the last
12 item on that page ---

13 **BOARD MEMBER:** Uh-huh.

14 **MS. CHEATHAM:** --- under revenue. And I think we
15 talked about the fact that it -- we would get
16 140 and they would get 140 for the parking, so,
17 I've just broken it down to 40,000 in this
18 fiscal year and \$100,000 in the next.

19 **MR. DAVID:** I do think we should bring that down a
20 little bit ---

21 **MS. CHEATHAM:** Okay.

22 **MR. DAVID:** --- just because ---

23 **MS. CHEATHAM:** I just ---

24 **MR. DAVID:** --- just because of year one.

25 **MS. CHEATHAM:** All right.



1 **MR. DAVID:** Maybe about -- maybe, let's say 50
2 maybe.

3 **MS. CHEATHAM:** You want to bring it to 50 ---

4 **MR. DAVID:** Just in case.

5 **MS. CHEATHAM:** --- for '26?

6 **MR. DAVID:** Yes, ma'am.

7 **MS. CHEATHAM:** All right.

8 **MR. DAVID:** Well, actually we have -- '26, we
9 started -- I would say, let's go 60 or so. 60
10 or 70 -- 60.

11 **MS. CHEATHAM:** You got July, August, September.

12 **MR. DAVID:** And then we got -- and then we got
13 April, May, ---

14 **MS. CHEATHAM:** April, May and June.

15 **MR. DAVID:** Yes, ma'am.

16 **MS. CHEATHAM:** You got ---

17 **MR. DAVID:** Yes, ma'am. So, we have some more
18 months, but, you know.

19 **MS. CHEATHAM:** Yes.

20 **MR. DAVID:** And I think we'll be full fledge,
21 'cause we did miss a few months this time.

22 **MS. CHEATHAM:** So, what are we doing?

23 **MR. DAVID:** Hold on there.

24 **MS. CHEATHAM:** Well, we can -- let's ---

25 **MR. DAVID:** We'll play with it.



1 **MS. CHEATHAM:** Let's play with it.

2 **MR. DAVID:** Yes, ma'am.

3 **MS. CHEATHAM:** I mean, we have -- we have some
4 time.

5 **MR. DAVID:** Yes, ma'am.

6 **MS. CHEATHAM:** What I didn't do, and I need to go
7 back ---

8 **MR. DAVID:** 'Cause we also have to remember that
9 we're cost sharing ---

10 **MS. CHEATHAM:** Yeah, this ---

11 **MR. DAVID:** --- so we -- we're ---

12 **MS. CHEATHAM:** --- this is our share.

13 **MR. DAVID:** But we also gotta share with the owners
14 ---

15 **MS. CHEATHAM:** Yes.

16 **MR. DAVID:** --- as well.

17 **MS. CHEATHAM:** Yeah, yeah. I took that out.

18 **MR. DAVID:** Yes, ma'am.

19 **MS. CHEATHAM:** I tried to take that out.

20 **BOARD MEMBER:** So, I got a question. So, like,
21 right now, we have the parking attendants,
22 right?

23 **MR. DAVID:** We would hope to have 'em. I think
24 they're having a little lag in getting 'em all
25 hired, so, yes.



1 **BOARD MEMBER:** So, my question is to you, not
2 putting nothing negative in this game ---

3 **MR. DAVID:** Uh-huh.

4 **BOARD MEMBER:** --- but at the same time, say, we
5 have these people that work on a day, how many
6 days -- they work -- Somebody work every day?

7 **MR. DAVID:** Yeah, they would have to, yes.

8 **MS. CHEATHAM:** Uh-huh.

9 **MR. DAVID:** During those times.

10 **BOARD MEMBER:** And just -- just say, hypothetically,
11 if (inaudible) two or three cars park there,
12 so, how will we go back -- how we pay them?
13 Where does that money come from?

14 **MR. DAVID:** It's gonna be a revenue share with the
15 parking folks. I think it's -- so, it will
16 come out of their share of their money. And,
17 again, when -- I (inaudible)

18 **BOARD MEMBER:** (inaudible)

19 **MR. DAVID:** I hear what you're saying, but we had -
20 - say, for instance, if there's ten cars down
21 there today ---

22 **BOARD MEMBER:** Uh-huh.

23 **MR. DAVID:** --- and I know some people park on the
24 street, but if there was ten, they paid
25 whatever parking they paid for ten cars for



1 however many hours they're there. Another
2 caveat to this is that there's the citations
3 part, and there's also the year-round permits.
4 And I was up at the Town Hall today and at
5 least two or three people came in asking for
6 year-round permits. So, the year-round permits
7 are \$200 and they pay for those permits. So,
8 that's another I think estimated \$42,000 for
9 the year with that. So, even though every day
10 -- every day everybody ain't down their
11 parking, the revenue is still paid out of the
12 Pivot parking share of the money.

13 **BOARD MEMBER:** Well, my question is this, I'm just
14 trying to figure out where do the money for the
15 employees come from before we park cars?

16 **MR. DAVID:** Pivot.

17 (Inaudible due to simultaneous speakers.)

18 **MR. DAVID:** They get -- they get a share, and we
19 get a share, and they pay for the parking out
20 of their monies.

21 **BOARD MEMBER:** Gotcha.

22 **MR. DAVID:** We don't pay for anything except for
23 providing land, and we have to pay the land
24 owners.

25 **BOARD MEMBER:** Right.



1 **MR. DAVID:** Yes.

2 **BOARD MEMBER:** Okay.

3 **MR. DAVID:** So, it comes out of their share. The
4 only thing we pay for -- you have this e-mail
5 too. We pay for an overage of signage, which
6 may be about \$1,500 and they have an office
7 here, so that's the only cost that we've had
8 right off, that we will have.

9 **BOARD MEMBER:** So, the signs -- I've seen the signs
10 ---

11 **MR. DAVID:** They paid ---

12 **BOARD MEMBER:** --- put up down there.

13 **MR. DAVID:** Yeah, they put up the signs, but they
14 paid the first 5,000.

15 **MS. CHEATHAM:** They -- and we had a \$24,000 bill
16 for workers' comp.

17 **FEMALE SPEAKER:** It's in miscellaneous from 2023 --
18 -

19 **MS. CHEATHAM:** Yeah, yeah.

20 **MR. DAVID:** 'Cause they just put it all in there?

21 **MS. CHEATHAM:** We can make sure that the police and
22 the various pieces of the organization have --
23 know what they're spending against.

24 **FEMALE SPEAKER:** Have a departmental budget.

25 **MS. CHEATHAM:** Yes.



1 **MR. DAVID:** Yes. That's why we want that
2 departmental budget, 'cause if they ---

3 **MS. CHEATHAM:** Yes.

4 **MR. DAVID:** --- they can be broken out into
5 sections ---

6 **MS. CHEATHAM:** Yes.

7 **MR. DAVID:** --- for income and expenditures on both
8 sides, 'cause, again, if they're not paying
9 attention to it, we gotta pay attention to it
10 ---

11 **MS. CHEATHAM:** Right.

12 **MR. DAVID:** --- and they gotta pay attention to it.
13 They need to pay attention.

14 **MS. CHEATHAM:** Right. We can do that.

15 **MR. DAVID:** We -- two things -- we are gonna do the
16 roll -- tax -- taxes on the ---
17 (Inaudible due to simultaneous speakers.)

18 **MS. CHEATHAM:** Yes.

19 **MR. DAVID:** We are gonna do the rollback tax
20 credit.

21 **MS. CHEATHAM:** Yes.

22 **MR. DAVID:** And we need to figure out what -- we
23 are gonna lower our tax rate hopefully, our
24 millage. Are you have anything on that or any
25 ---



1 **MS. CHEATHAM:** No, no. This is -- it's ---

2 **MALE SPEAKER:** (Inaudible)

3 **MR. DAVID:** We already talked -- we'll go to that
4 one next.

5 **MS. CHEATHAM:** This is 70 -- this is at 77 cents,
6 so, we'll make a little money too if you want
7 to ---

8 **MR. DAVID:** But we need to -- our current millage
9 is at 84.

10 **MS. CHEATHAM:** 84 and a half, yes.

11 **MR. DAVID:** Can we get some numbers at our next
12 meeting to say ---

13 **MS. CHEATHAM:** Oh, yes.

14 **MR. DAVID:** --- what the revenue looks like if we
15 do ---

16 **MS. CHEATHAM:** Yes, I had that ---

17 **MR. DAVID:** --- 82 and ---

18 **MS. CHEATHAM:** Yes.

19 **MR. DAVID:** --- 80 cent?

20 **BOARD MEMBER:** Yeah, if we ---

21 (Inaudible due to simultaneous speakers.)

22 **MR. DAVID:** 'Cause we want to drop it some ---

23 (Inaudible due to simultaneous speakers.)

24 **MR. DAVID:** --- but we want to make sure we still
25 have revenue, too.



1 **MS. CHEATHAM:** I will -- I will have that to you
2 before the meeting.

3 **MR. DAVID:** Okay.

4 **MS. CHEATHAM:** I have that. I just didn't --
5 didn't bring it.

6 **MR. DAVID:** Okay.

7 **MS. CHEATHAM:** So, the rollback takes us to 77
8 cent, and you want some options at 80?

9 **MR. DAVID:** 80 and 82.

10 **MS. CHEATHAM:** Okay. Okay.

11 **MR. DAVID:** And 81, if you can.

12 **MS. CHEATHAM:** I'll give you -- you know, I'll tell
13 you what -- I'll tell you what every penny is
14 worth.

15 **MR. DAVID:** Yes, ma'am. And then we -- 'cause
16 we're gonna meet again on the 29th, right?

17 **MS. CHEATHAM:** Yes, that's -- hopefully, that will
18 be our last meeting before we say it's a wrap.

19 **MR. DAVID:** Yes, ma'am.

20 **MS. CHEATHAM:** If not, you know, we'll keep it
21 moving.

22 **MR. DAVID:** And then -- so, we'll get that. And
23 then we talked last meeting, which I think we
24 agreed to drop the -- to 90 cents for the
25 business tax. Drop it to 90 cents and 26 cents



1 from our current rate is \$100 per first \$2,000,
2 which is high. And then our rate after that,
3 for every \$1,000 is 28 cents, which is high.
4 And I think we talked about it -- I thought we
5 had -- hope we -- I thought we agreed to it,
6 the -- do 90 cents, because we had the two
7 proposals in front of us. The 90 cents and for
8 the first 2000, and 26 cent for the thousands
9 after that.

10 **MS. CHEATHAM:** 26?

11 **MR. DAVID:** Yes, ma'am. So, we ---

12 **BOARD MEMBER:** So ---

13 **MR. DAVID:** Go ahead.

14 **BOARD MEMBER:** So, that's for the business license?

15 **MR. DAVID:** Yes.

16 **BOARD MEMBER:** And so, therefore, we're saying, drop
17 it from 100 to 90, by 10?

18 **MR. DAVID:** Yes.

19 **BOARD MEMBER:** And do what we have that's going to
20 take the balance from that? I mean, 'cause
21 that's gonna be taken away. Do we have
22 anything that's gonna -- other than the
23 parking?

24 **MR. DAVID:** Yes, so, we have -- I think that number
25 gets us minus 16 to \$18,000, and we've



1 increased our property tax, as you see, I think
2 by about \$40,000 at that current rate of 77
3 cent. And if we go higher than that, it'll be
4 slightly higher than that. So, we will make
5 that revenue back with -- even if we decrease
6 the millage. But it does give the -- build our
7 businesses some relief, and also hopes to keep
8 the businesses here, because, again, our
9 business license tax is one of the highest in
10 the states, if not the highest, and our tax
11 millage is one of the highest in the State.
12 So, we hope to give our land owners and
13 businesses some relief since, you know,
14 assessments went up last year with property
15 taxes. So, we do make money from that. And
16 the other revenue generators that we do have,
17 such as the concert series or the parking and
18 any other things that we're able to bring
19 forward to the Town.

20 **BOARD MEMBER:** But don't we want -- do we really
21 want to do these at the same time, though?

22 **MR. DAVID:** Yes, 'cause they're overdue.

23 **BOARD MEMBER:** Well, I mean, I understand ---
24 (Inaudible due to simultaneous speakers.)

25 **MR. DAVID:** And it's only a difference -- even if



1 you look at it, again, if we bring the business
2 taxes down -- and you have the sheet in your
3 la- -- in your packet, it is only -- not in
4 this package, the last one in your folder, it's
5 only 17 to \$18,000 with decreasing the business
6 taxes that much. And we actually have gained
7 last year, even with the rebates that we have
8 to do, we gained basically 41 -- \$42,000, so,
9 we haven't lost anything in revenues. We've
10 actually gained.

11 **FEMALE SPEAKER:** And it's good PR, trying to
12 attract ---

13 **BOARD MEMBER:** Yeah.

14 **FEMALE SPEAKER:** --- businesses.

15 **MR. DAVID:** More businesses.

16 **BOARD MEMBER:** I mean, I'm not fighting the cause,
17 I'm just wondering whether or not we'll have
18 something to -- and what you said that we
19 actually did 40-plus there. So, therefore, I'm
20 just wondering now the balances ---

21 (Inaudible due to simultaneous speakers.)

22 **FEMALE SPEAKER:** We shouldn't lose anything.

23 **MR. DAVID:** Yeah, we're not losing anything today.

24 **BOARD MEMBER:** All right.

25 **MR. DAVID:** But -- and we also have, again, a few



1 revenue generators. Again, we didn't have
2 parking before. Even if we make \$2, it was \$2
3 more than we had. And if the concert series
4 does half as well as what we think, we'll have
5 some money from that, too.

6 **BOARD MEMBER:** Okay.

7 **FEMALE SPEAKER:** (Inaudible)

8 **MR. DAVID:** Go ahead.

9 **MALE SPEAKER:** Got an interview (inaudible)

10 **MR. DAVID:** Okay. What time is it now?

11 **FEMALE SPEAKER:** It's 7:00.

12 **MALE SPEAKER:** 7:00.

13 **MR. DAVID:** Okay. We're good to go then. So,
14 you'll bring ---

15 **MS. CHEATHAM:** Yes.

16 **MR. DAVID:** We'll answer these few questions, and
17 we'll have a estimated thought or draft of what
18 we're gonna be proposing for our ---

19 **MS. CHEATHAM:** Yes.

20 **MR. DAVID:** --- our budget resolution.

21 **MS. CHEATHAM:** Yes. And I'll have the detail of
22 what the professional service and legal and
23 accounting fees are so we can take a closer
24 look at that and see if there's anything we
25 want to add or take away. I'll add the concert



1 series, the Juneteenth, some more special event
2 money. We'll have emergency reserve, capital
3 improvement, and the business licenses.

4 **MR. DAVID:** And -- and take away from -- a little
5 bit from the -- the parking, just in case.

6 **MS. CHEATHAM:** Take -- okay, how much?

7 **MR. DAVID:** We'll get -- we'll work on a number.

8 **MS. CHEATHAM:** Huh?

9 **MR. DAVID:** We'll work on it.

10 **FEMALE SPEAKER:** (Inaudible)

11 **MS. CHEATHAM:** Okay. You'll let me know.

12 **MR. DAVID:** Yeah, yeah.

13 **MS. CHEATHAM:** Okay. All right.

14 **MR. DAVID:** Yeah, 60 -- 60 ---

15 **MS. CHEATHAM:** 60 ---

16 **MR. DAVID:** 30 and 60.

17 **BOARD MEMBER:** Yeah.

18 **MS. CHEATHAM:** 30 and 60?

19 **MR. DAVID:** Yeah.

20 **BOARD MEMBER:** Right.

21 **MS. CHEATHAM:** Okay.

22 **BOARD MEMBER:** (inaudible)

23 **MR. DAVID:** Just in case we got a slow uptick.

24 **MS. CHEATHAM:** All right.

25 **MR. DAVID:** Yeah.



1 **BOARD MEMBER:** So, they don't ---

2 **MR. DAVID:** And minus the monies that we have to
3 pay the landowners too.

4 **MS. CHEATHAM:** Right.

5 **MR. DAVID:** Okay. Any questions? Any more
6 comments? We're gonna go into Executive
7 Session. Yep. Well, we approved the agenda.
8 Let's see, is there a motion to move into
9 executive session and then a readout of the
10 items afterwards?

11 **BOARD MEMBER:** So moved.

12 **MR. DAVID:** Is there a second?

13 **BOARD MEMBER:** Second.

14 **MR. DAVID:** Roll call?

15 **FEMALE SPEAKER:** Councilman Edward Campbell.

16 **MR. CAMPBELL:** Yay.

17 **FEMALE SPEAKER:** Councilwoman Carla Taylor.

18 **MS. TAYLOR:** Yay.

19 **FEMALE SPEAKER:** Councilwoman Jacqueline Gore.

20 **MS. GORE:** Yay.

21 **FEMALE SPEAKER:** Mayor Pro Tem John David.

22 **MR. DAVID:** Yes, ma'am.

23 (The Council entered Executive Session.)

24 **ADJOURNMENT**

25 (The meeting was adjourned.)



CERTIFICATE

This is to certify the transcript of the Atlantic Beach Town Meeting consists of eighty one (81) pages. This transcript was prepared by me without the benefit of my being present during the meeting. Additionally, this transcript was prepared from a audio recording provided to me.

I further certify that I am neither employed by nor related to any of the parties in this matter or their counsel; nor do I have any interest, financial or otherwise, in the outcome of same.

IN WITNESS WHEREOF I have hereunto set my hand and seal this June 19, 2025.



Amanda J. Creel Godfrey
Court Reporter

Notary Public for South Carolina
My Commission Expires: May 27, 2031



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