

**TOWN OF ATLANTIC BEACH
SOUTH CAROLINA**

TOWN COUNCIL MEETING

Tuesday, April 29, 2025



CREEL COURT REPORTING, INC.
1230 Richland Street / Columbia, SC 29201
(803) 252-3445 / contact@creelreporting.com

APPEARANCES

COUNCIL MEMBERS:

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

ALSO PRESENT:

Linda Cheatham, Town Manager
 Carnisha Hennigan, Assistant Town Clerk

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CALL TO ORDER:

FEMALE SPEAKER: Councilwoman Carla Taylor.

MS. TAYLOR: Yay.

FEMALE SPEAKER: Mayor Pro Tem John David.

MR. DAVID: Yes. I'd like to welcome everybody and
ask everybody turn their cell phones off.
Would you stand up for the moment of silence
and pledge allegiance?

MOMENT OF SILENCE / PLEDGE OF ALLEGIANCE:

(Pledge of Allegiance recited.)

MR. DAVID: Next, is there a motion to approve the
agenda?

APPROVAL OF AGENDA:

MS. TAYLOR: I move that we approve the agenda as
stated.

MR. CAMPBELL: Second.

MR. DAVID: Roll call.

FEMALE SPEAKER: Councilman Edward Campbell.

MR. CAMPBELL: Yay.

FEMALE SPEAKER: Councilwoman Carla Taylor.

MS. TAYLOR: Yay.

FEMALE SPEAKER: Mayor Pro Tem John David.

MR. DAVID: Yes.

OLD BUSINESS:



1 **MR. DAVID:** We'll move into Old Business, town
2 meeting minutes. Meeting Minutes, Town Council
3 held from March 3rd and March 17th. Hear any
4 motion on the floor to approve the minutes?

5 **FEMALE SPEAKER:** Turn your mic on.

6 **MR. DAVID:** Is there a motion on the floor to
7 approve the minutes?

8 **FEMALE SPEAKER:** Turn it on now.

9 **MS. TAYLOR:** I move that we approve the minutes
10 dated March 3rd, 2025, and March 17th, 2025.

11 **MR. CAMPBELL:** 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:** Mayor Pro Tem John David.

18 **MR. DAVID:** Yes.

19 Next we have item B, Ordinance Number 7-
20 2025, an ordinance granting unto South Carolina
21 Public Service Authority a franchise to own,
22 operate and maintain an electrical utility
23 system within the corporate limits of the Town
24 of Atlantic Beach, South Carolina, second
25 reading. Ms. Cheatham.



1 **MS. CHEATHAM:** Mr. Mayor Pro Tem and members of
2 Council, this is a -- this is a renewal of our
3 franchise agreement with Santee Cooper in 1975.
4 It was signed again in -- forget what year --
5 and at one -- some point in time, we removed
6 the Town's contribution to bury the utility
7 wires. This amendment to this adds the burial
8 of utility wires at 40 percent and all other
9 provisions remain the same. It was 2005 when
10 I think the franchise agreements were taken
11 out. I'll be glad to answer any questions
12 (inaudible).

13 **MS. TAYLOR:** So, 40 percent of the franchise fees
14 that the Town would receive will be put in this
15 -- this account?

16 **MS. CHEATHAM:** The Town would match the franchise
17 fee with 40 percent of its own revenue.

18 **MS. TAYLOR:** Okay.

19 **MR. DAVID:** No, the -- Santee Cooper would match 40
20 percent of the five percent of the revenue ---

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

22 **MR. DAVID:** --- that goes into the Town.

23 **MS. CHEATHAM:** Yes.

24 **MR. DAVID:** And for underground fees.

25 **MS. TAYLOR:** So, the percent -- so 40 percent of



1 what the Town collects in franchise fees from
2 Santee Cooper.

3 **MR. DAVID:** So, the Town recei- -- Santee Cooper
4 collects five percent from citizens, and then
5 they give that to the Town.

6 **MS. TAYLOR:** Yes.

7 **MR. DAVID:** Then we get a check from that and then
8 -- but we're gonna give -- do 40 percent match
9 with Santee Cooper of that five percent. And
10 then they will do a matching for underground
11 development of power lines.

12 **MS. TAYLOR:** Okay.

13 **MR. DAVID:** Yeah.

14 **MS. CHEATHAM:** Let me -- yeah, thank you.

15 **MR. DAVID:** Any other comments? Questions? Is
16 there a motion on the floor to approve the
17 second reading?

18 **MR. CAMPBELL:** So moved.

19 **MS. TAYLOR:** Second.

20 **MR. DAVID:** Roll call.

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

22 **MR. CAMPBELL:** Yay.

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

24 **MS. TAYLOR:** Yay.

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



1 **MR. DAVID:** Yes.

2 **BUDGET WORKSHOP:**

3 **MR. DAVID:** Next, we move into Budget Workshop.
4 Ms. Cheatham.

5 **MS. CHEATHAM:** Yes, thank you. The Town's budget
6 for fiscal 2025 was \$1.3 million. The revised
7 estimate for 2025 is \$1.6 million. That
8 increase consists of grants and income that the
9 Town has received during this fiscal year,
10 which include \$24,000 to help us with the EV
11 chargers, that one is outside on 32nd and
12 there's another one on 30th. The Town received
13 \$212,000 in oper (ph) funds in 2021 and \$83,000
14 needed to be expended by December 31st, 2024,
15 and we have done that by purchasing EV
16 chargers, as well as getting the roof fixed.
17 There was \$17,000 in a grant that we received
18 from the Donnelly Foundation that we had paid
19 the money out of the general fund, but that
20 money was sitting in a grant. There was
21 \$11,000 in a police reserve fund. We are going
22 to receive \$1,000 from Santee Cooper from the
23 eco- -- sorry, Economic Development Fund. And
24 we are selling an easement to North Myrtle
25 Beach for the water project on Third Avenue, as



1 well as there's money from the parking program
2 that was instituted last week, as well as the
3 concert series. And so that totals the
4 difference between the budget of 1.3 and the
5 revised budget of one -- almost 1.6.

6 The expenditures, I've talked about some
7 of those things that we've done. We also had
8 a lot of expenditures in legal fees in 2025 for
9 the various cases with the election lawsuits.
10 I'll be glad to answer any questions that
11 anyone has about the numbers for 2025.

12 **MR. DAVID:** So, the next steps in the process would
13 be we'll have an ordinance that will read the
14 plan for moving forward with the -- with the
15 business license and the ---

16 **MS. CHEATHAM:** Oh, yeah.

17 **MR. DAVID:** --- and the property taxes for next --
18 next year?

19 **MS. CHEATHAM:** Yes. That's for '26.

20 **MR. DAVID:** Okay.

21 **MS. CHEATHAM:** Yeah.

22 **MR. DAVID:** So, we'll have that prepared by the
23 attorney, and we'll read that out in some dates
24 coming forward, right?

25 **MS. CHEATHAM:** Yeah, that would be -- I think the



1 calendar shows that the first reading of the
2 budget ordinance would be in June, and -- with
3 a public hearing, and there'll be a second
4 reading two weeks later in June.

5 **MR. DAVID:** And, theoretically, if we meet in May,
6 we can push that up, right? Just -- just
7 something to think ---

8 **MS. CHEATHAM:** Theoretically, yes.

9 **MR. DAVID:** Okay.

10 **MS. CHEATHAM:** Yes, theoretically. Any questions
11 for '25?

12 **MS. TAYLOR:** No.

13 **MR. CAMPBELL:** No.

14 **MS. CHEATHAM:** In '26, there's a percent about five
15 or six percent increase in the property tax
16 revenue. And one of the first budget hearings
17 that we talked about reducing the property tax
18 -- I'm sorry, reducing the business license
19 fees for people who own property in town,
20 because, as we all know, we have one of the
21 highest business licenses in the state. And so
22 this budget reflects a reduction of \$18,516 for
23 the new rates that would be effective in April
24 of 2026 for business license tax which the
25 business licenses are due tomorrow. It's April



1 1st through April 30th of any given fiscal
2 year.

3 **MR. DAVID:** And our goal is to keep trying to
4 increase revenue through the Town, through
5 development of properties, so we have no empty
6 lots, and I think that was one of the reasons
7 why we opted to align the deed restrictions
8 with the land management ordinance, as well as
9 to have different events that will bring in
10 revenue and parking so that we can decrease the
11 business taxes, as well as to decrease the
12 property taxes this year and in future years
13 coming to give some relief to our citizens.

14 **MS. CHEATHAM:** The income also is increased. We
15 adopted a concert series at the last regular
16 meeting, which there'll be a -- a series of
17 four concerts this summer and the Town will
18 share in the revenue. Which that's estimated
19 at the \$120,000 and we've also got \$100,000
20 estimated for the parking program in fiscal
21 '26.

22 **MR. DAVID:** What's this line for police for? Is
23 this ---

24 **MS. CHEATHAM:** Line for police?

25 **MR. DAVID:** In the back.



1 **MS. CHEATHAM:** It's expenses for police that the
2 previous accountant had in there. It's
3 supplies and materials, and it needs some work.

4 **MR. TAYLOR:** Okay.

5 **MS. CHEATHAM:** You will also notice that in the
6 utilities have been reduced slightly to reflect
7 the program that you all passed last year for
8 the LED lighting, but they've also recognized
9 the increases that the Santee Cooper is going
10 to impose. What else was I gonna say?

11 **MR. DAVID:** And there will be some revenue once the
12 EV chargers -- there could be some revenue from
13 that, I guess, ideally, if we -- the more we --
14 -

15 **MS. CHEATHAM:** Yes, the more -- we are looking at -
16 --

17 (Inaudible due to simultaneous speakers.)

18 **MS. CHEATHAM:** --- into getting ourselves on the
19 directory of EV chargers and Mr. McIver talked
20 about having some better signage for that.

21 Legal fees have been reduced from an
22 estimate of -- well, legal and accounting from
23 \$193,000 in '25 to \$100,000 in '26.

24 The Bike Fest funds are not reflected in
25 the general fund. We're trying to segregate



1 the different funds that the Town receives, so
2 the revenues and expenditures for Bike Fest are
3 in a separate account -- bank account.

4 I think we've got funds for emergency
5 reserves of \$200,000 next year and some capital
6 improvements of \$100,000. Be ready to answer
7 any questions.

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

9 (No response.)

10 **MS. CHEATHAM:** The budget also reflects the
11 addition of another police officer in '26.

12 **MR. DAVID:** What would be the -- well, '26, are we
13 looking to hire June 1st or we're looking to --
14 -

15 **MS. CHEATHAM:** We're looking to hire in June.

16 **MR. DAVID:** Okay.

17 **MS. CHEATHAM:** We're looking to hire as soon as
18 possible.

19 **MR. DAVID:** Okay.

20 **MS. CHEATHAM:** And we'd like the person to be here
21 by Bike Fest, because we have one officer on
22 light duty.

23 **MR. DAVID:** Have we started the process for that
24 yet?

25 **MS. CHEATHAM:** Yes.



1 **MR. DAVID:** Okay.

2 **MS. CHEATHAM:** Yes.

3 **MS. TAYLOR:** Under equipment rental and equipment
4 purchase, the actual -- or the estimate for
5 2025, we're not sure.

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

7 **MS. TAYLOR:** Under equipment rental versus
8 equipment purchase, those are both left blank.

9 **MS. CHEATHAM:** Yeah, we -- we don't -- I put the
10 equipment purchase under capital purchase,
11 \$71,000, and those were the EV chargers ---

12 **MS. TAYLOR:** Okay.

13 **MS. CHEATHAM:** --- that we purchased, major equip-
14 -- capital purchase. I don't -- the -- most of
15 the purchases would be under supplies.

16 **MS. TAYLOR:** Okay.

17 **MS. CHEATHAM:** And the equipment rental is
18 primarily a Bike Fest item that we would rent
19 any equipment for, and those are coming out of
20 ---

21 **MS. TAYLOR:** Bike Fest.

22 **MS. CHEATHAM:** --- the Bike Fest fund.

23 (Inaudible due to simultaneous speakers.)

24 **MR. DAVID:** I don't know if there's a concert
25 series account 'cause I think we do have some



1 equipment rental with that with Mr. Booker that
2 we may have to -- the fencing ---

3 **MALE SPEAKER:** Yeah.

4 **MS. CHEATHAM:** Oh, okay.

5 **MR. DAVID:** So, we may need to ---

6 **MS. CHEATHAM:** Okay.

7 **MR. DAVID:** --- have that account segregated ---

8 **MS. CHEATHAM:** All right.

9 **MR. DAVID:** --- or put in there the line item.

10 **MS. CHEATHAM:** Okay.

11 **MR. DAVID:** Or, if you have it separate, like Bike
12 Fest, to keep track of the monies.

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

14 **MR. DAVID:** Any other questions, any comments,
15 anything?

16 **MR. CAMPBELL:** I have a question about the fines
17 and ---

18 (Inaudible due to simultaneous speakers.)

19 **MS. CHEATHAM:** Yes, sir.

20 **MR. CAMPBELL:** 24-25 doesn't have anything, just
21 waiting till the end of the year.

22 **FEMALE SPEAKER:** 24-25 ...

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

24 **MR. CAMPBELL:** For the fines (inaudible).

25 **MS. CHEATHAM:** Fines enforce, that's 7,023.



1 **MR. CAMPBELL:** Uh-huh.

2 **MS. CHEATHAM:** 333. There was no budget in '25.

3 **MR. DAVID:** There was none budgeted.

4 **MS. CHEATHAM:** There was none budgeted, but we do
5 have income from fines. Is that what you're --
6 -

7 **MR. CAMPBELL:** Yeah.

8 **MS. CHEATHAM:** Yeah. I don't know why they didn't
9 budget. And we've been -- we've been meeting
10 with the clerk, as well as the judge, about the
11 need to -- I gave you a printout at one of the
12 first meetings talking -- showing the
13 expenditures of the court versus the revenue
14 that's taken in. And we are trying to get them
15 to see what we can do, which is one of the
16 reasons that the attorney is drafting new
17 ordinances so that the Town police can issue
18 more citations for town things.

19 **MR. CAMPBELL:** Okay.

20 **MR. DAVID:** Is trash collection a little bit higher
21 because of -- just because we gonna have more
22 of the rollbacks here a little bit more or ---

23 **MS. CHEATHAM:** Yes, primarily. And made me do --
24 put one.

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



1 **MS. CHEATHAM:** It's to keep our town beautiful.

2 **MR. DAVID:** Exactly. They've been filling up, I
3 see, everywhere.

4 (Inaudible due to simultaneous speakers.)

5 **FEMALE SPEAKER:** Yeah, west side is full.

6 **MR. DAVID:** And the east side. Okay. Any
7 questions, comments? If not ---

8 **MS. CHEATHAM:** If I could just on the Bike Fest, we
9 had spoken -- and maybe I told you this before,
10 we've got two lights on this side during Bike
11 Fest, two of the light towers ---

12 **FEMALE SPEAKER:** Yes.

13 **MS. CHEATHAM:** --- we've made. Okay. I didn't
14 know if I had told you that.

15 **MR. CAMPBELL:** Where it's going to be located? On
16 which Street?

17 **MALE SPEAKER:** 32nd and 29.

18 **MR. CAMPBELL:** Okay.

19 **MS. CHEATHAM:** And we also had -- we've talked with
20 the police chief about security.

21 **FEMALE SPEAKER:** On the west side?

22 **MS. CHEATHAM:** On the west side, yes. Yes, ma'am.

23 **MR. DAVID:** Okay. That concludes the budget
24 workshop. We'll move next, item seven. Is
25 there any new business?



1 **FEMALE SPEAKER:** No.

2 **PUBLIC TIME:**

3 **MR. DAVID:** Okay. Public time, any public ---
4 (Inaudible due to simultaneous speakers.)

5 **MR. DAVID:** Okay. Okay. If that is it, I seek a
6 motion to adjourn the meeting at 6:52 on the
7 29th of April.

8 **FEMALE SPEAKER:** Excuse me, I think we have one
9 person would like to ---

10 **MR. DAVID:** Oh, you have comments?

11 **MR. VAUGHN:** Do I need a card?

12 **MR. DAVID:** No, go ahead, sir. You're a good voter
13 in the Town of Atlantic Beach, good resident.
14 Give us your name and address, please.

15 **MR. VAUGHN:** My name is (inaudible) Vaughn, 2812
16 South Ocean Boulevard. So, I have just a few
17 questions that there was something mentioned
18 about four concerts. What exactly were those?

19 **MR. DAVID:** We have a concert series that we
20 approved last meeting. We will be -- they're
21 working out the concert series that will run
22 from June to November. We have some -- Mr.
23 Booker is working out the finalities of the
24 information to get the contract signed. And
25 once we have that, we'll post the different



1 event calendar to the Town and on the website
2 and everywhere else.

3 **MR. VAUGHN:** Awesome, awesome.

4 **FEMALE SPEAKER:** But we can't go ahead and announce
5 the first one, the Boots on the Ground. Was
6 that June 14th?

7 **MR. VAUGHN:** Oh, June, okay.

8 **FEMALE SPEAKER:** Yeah, the first one's already been
9 scheduled.

10 **MR. DAVID:** We have -- we have the schedule, but we
11 just want to make sure we get everything ---

12 **FEMALE SPEAKER:** Yeah.

13 **MR. DAVID:** --- signed off first before we send it
14 out.

15 **MR. VAUGHN:** Okay.

16 **MR. DAVID:** Hopefully, that'll be soon.

17 **FEMALE SPEAKER:** (inaudible)

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

19 **MR. VAUGHN:** And then I had a question that you
20 mentioned something about or -- the ordinance
21 for buried lines.

22 **MR. DAVID:** We don't have an ordinance for burying
23 lines, but we would like to have our lines --
24 oh, well, we have -- we're signing -- going
25 into an agreement with Santee Cooper to put 40



1 percent of the monies that we get that they
2 assess the citizens, and that instead of
3 getting a check back to directly to the town,
4 we're going to put 40 percent of that money to
5 an underground burial match with them. So, to
6 bury -- give you a hypothetical -- or true, to
7 bury the power lines on Ocean Boulevard, such
8 as they're doing outside of Atlantic Beach, is
9 \$2.9 million. So, we'll collect about 20-
10 something thousand a year with Santee Cooper.
11 So, we're going to match -- we're going to put
12 40 percent of that to get a match so and
13 hopefully we'll get some grants or secure some
14 other funding so that we can get our power
15 lines buried, ideally on Ocean and 30th, as
16 well as one day in the whole Town.

17 **MR. VAUGHN:** Okay.

18 **MS. CHEATHAM:** And just -- just to close the loop,
19 the 2.9 million is just Santee Cooper's cost.
20 It does not include any of the other
21 communications that have lines, all of our
22 cable TVs and so.

23 **MR. DAVID:** Yes.

24 **MR. VAUGHN:** Did you mention that -- I thought I
25 heard you mention something about there was



1 something in place that started, like, in the
2 70s, or something like that?

3 **MR. DAVID:** These franchises started back in the
4 70- -- 1975 I think this was.

5 **FEMALE SPEAKER:** Between the Town and Santee
6 Cooper.

7 **MR. DAVID:** Yes.

8 **MR. VAUGHN:** So, there was a pot then? They
9 started a pot then or ...

10 **MR. DAVID:** They started a pot then, and the pot
11 ended, and then they took the money back from
12 the pot ---

13 **MR. VAUGHN:** Oh.

14 **MR. DAVID:** --- a little while back, and then we're
15 gonna go back into it.

16 **MR. VAUGHN:** Oh, okay. Okay. All right.

17 **MS. CHEATHAM:** I think -- I'm sorry. I think when
18 the pot ended, there may have been \$60,000 in
19 it, which wouldn't have buried much.

20 **MR. DAVID:** A foot.

21 **MR. VAUGHN:** Right, right, right.

22 (Laughter)

23 **MR. VAUGHN:** Okay. And then you mentioned
24 something about the legal fees. I was just
25 wondering, was there any tally of how much



1 legal fees were spent like 24-25 towards, you
2 know, issues with the election and everything?

3 **MS. CHEATHAM:** A lot.

4 **MR. VAUGHN:** Okay.

5 (Laughter)

6 **MS. CHEATHAM:** If you -- if you call me, I can -- I
7 can -- if you call, I can tell you what that
8 number is.

9 **MR. VAUGHN:** Okay. All right. And then just two
10 last questions, two more questions. You
11 mentioned something about hiring a new police
12 officer. So, how many -- how many do we have
13 right now?

14 **MS. CHEATHAM:** At the moment, we have three police
15 officers and a chief.

16 **MR. VAUGHN:** So, four. And what's ---

17 **MS. CHEATHAM:** Well, five. How many?

18 **MR. DAVID:** Four.

19 **MS. CHEATHAM:** Four, okay.

20 **MR. VAUGHN:** So, what's the -- what's the like, I
21 guess, the top number we're looking ---

22 **MALE SPEAKER:** Five.

23 **MR. DAVID:** We have -- I think we can have the
24 abil- -- we can have as many as we can pay for.
25 But so we're moving to five.



1 **MR. VAUGHN:** Okay.

2 **MR. DAVID:** So, we're adding revenue and moving to
3 five. We'd hope to get the six, ten, twelve,
4 as many as we can have, but we got to get more
5 revenue.

6 **MR. VAUGHN:** Okay. And then, and my last question,
7 someone said something about issuing more
8 citations, like what -- we having a lot of
9 situations where citations should be issued,
10 but they haven't been?

11 **MR. DAVID:** Well, we -- of course, I'm sure.

12 **MS. CHEATHAM:** Yes.

13 **MR. DAVID:** So, we -- that's why we're changing --
14 upgrading the ordinances to try to be able to
15 have some teeth with some of the things.

16 **MR. VAUGHN:** Thank you. I appreciate all the work
17 that you all have been doing. You're doing a
18 great job, and I love the transparency and --
19 and just the movement that's going on in the
20 Town. I'm extremely happy. So, thank you.

21 **MR. DAVID:** Thank you, sir.

22 **FEMALE SPEAKER:** We appreciate your support.

23 **MR. DAVID:** If there's no other questions, comments,
24 is there a motion to adjourn?

25 **ADJOURNMENT:**



1 **MS. TAYLOR:** I move that we adjourn.

2 **MR. CAMPBELL:** Second.

3 **MR. DAVID:** Roll call.

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

5 **MR. CAMPBELL:** Yay.

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

7 **MS. TAYLOR:** Yay.

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

9 **MR. DAVID:** Yes. Meeting's adjourned at 6:58 on
10 April 29th.

11 **(The meeting was adjourned.)**

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CERTIFICATE

This is to certify the transcript of the Atlantic Beach Town Meeting consists of twenty three (23) 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 July 9, 2025.



Amanda J. Creel Godfrey
Court Reporter

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



CREEL COURT REPORTING, INC.
1230 Richland Street / Columbia, SC 29201
(803) 252-3445 / contact@creelreporting.com