

TOWN OF ATLANTIC BEACH TOWN COUNCIL MEETING

Monday, May 5, 2025

6:00 p.m.

The Town of Atlantic Beach Town Council General Session Meeting was held and recorded at Atlantic Beach Community Center, 1010 32nd Avenue South, Atlantic Beach, South Carolina, on the 5th day of May, 2025, and transcribed by Amanda Quigley Williams, Notary Public in and for the State of South Carolina.



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APPEARANCES

COUNCIL MEMBERS:

John David, Mayor Pro Tem
Edward Lamar Campbell, Councilman
Jacqueline Gore, Councilwoman
Carla Taylor, Councilwoman

ADMINISTRATION:

Linda Cheatham, Interim Town Manager
Cheryl Pereira, Town Clerk

ALSO PRESENT:

Jeffrey Gore of IKHAAN Entertainment, LLC

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1 **CALL TO ORDER:**

2 **MR. DAVID:** We'll call this meeting to order and
3 welcome everybody. Please turn your cell
4 phones off and/or turn them down. And we'll
5 start with a moment of silence and a pledge of
6 allegiance.

7 (Moment of silence observed.)

8 **PLEDGE OF ALLEGIANCE:**

9 **MR. DAVID:** Thank you. Pledge Allegiance.

10 (Pledge of Allegiance recited in unison.)

11 **CEREMONIAL MATTERS:**

12 **MR. DAVID:** We'll next move to -- there's no
13 ceremonial matters.

14 **MOTION FOR APPROVAL OF THE AGENDA:**

15 **MR. DAVID:** Is there a motion to approve the agenda?

16 **MS. GORE:** So moved.

17 **MR. CAMPBELL:** Second.

18 **MR. DAVID:** Go ahead.

19 **MS. TAYLOR:** We need to make one alteration.

20 **MR. DAVID:** Okay.

21 **MS. TAYLOR:** We need -- go ahead.

22 **MR. DAVID:** Ms. Cheatham.

23 **MS. CHEATHAM:** Under new business, Ordinance No. 5-
24 2025 needs to be postponed, the first reading.

25 **MR. DAVID:** Thank you, Ms. Cheatham.



1 MS. CHEATHAM: Uh-huh.

2 MR. DAVID: Okay, is there approval of the agenda
3 with the -- with the amendment?

4 MS. GORE: So moved.

5 MR. DAVID: Second, is there a second?

6 MR. CAMPBELL: Second.

7 MR. DAVID: Roll call.

8 MS. PEREIRA: Councilman Edward Campbell?

9 MR. CAMPBELL: Yay.

10 MS. PEREIRA: Councilwoman Carla Taylor?

11 MS. TAYLOR: Yay.

12 MS. PEREIRA: Councilwoman Jacqueline Gore?

13 MS. GORE: Yay.

14 MS. PEREIRA: Mayor Pro Tem John David?

15 MR. DAVID: Yes, ma'am. Next we'll move into old
16 business.

17 OLD BUSINESS:

18 MR. DAVID: Is there an approval of the previous
19 town council minutes? There are none. Next we
20 move to Item B, which is Mr. Jeffrey Gore who
21 is in a presentation agreement between IKHAAN
22 ---

23 MS. GORE: IKHAAN.

24 MR. CAMPBELL: IKHAAN.

25 MR. DAVID: IKHAAN, LLC and the Town of Atlantic



1 Beach to provide musical entertainment to the
2 Atlantic Beach Memorial Bike Fest. Mr. Gore,
3 if you'll please come to the podium, for 2025.

4 **MR. GORE:** How y'all doing today?

5 **MR. DAVID:** All right, all right.

6 **MS. TAYLOR:** Thank you.

7 **MR. GORE:** How everybody doing? Everybody. Now I'm
8 gonna tell you something. I -- I got a couple
9 more artists that they're supposed to be
10 sending me. I got a meeting right after we
11 leave here. I'm going to check with the guys
12 about the Junkyard Band out of D.C. And I got
13 another -- a band called Live in the -- I'm
14 sorry, I just went right into it. I'm supposed
15 to come in here and giving you all, letting you
16 know the entertainment. There are some of the
17 members who wanted to know the entertainment
18 that we're having for the stage this year.

19 **MS. TAYLOR:** And the time frame.

20 **MR. GORE:** Excuse me?

21 **MS. TAYLOR:** And the timing of the artist's
22 performances.

23 **MR. DAVID:** Like if you put on your flier -- I know
24 you got a flier, but I know you'll probably
25 redo the flier. But if you put timeline --



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1 times for the different DJs or for the
2 different performers so people will know when
3 they can look at their favorite people.

4 **MR. GORE:** Well you're gonna -- we're gonna have to
5 post that.

6 **MR. DAVID:** Yes.

7 **MR. GORE:** Because I don't have the times right
8 here.

9 **MR. DAVID:** Well when you get the times we'll post
10 it one the website.

11 **MR. GORE:** Actually -- actually, I -- I got a team
12 that they work on this stuff and I don't do
13 none of the work. You know ...

14 **MR. DAVID:** That's fine.

15 **MS. GORE:** But it will be done prior to ---

16 **MR. GORE:** Yeah, I'll have it prior to. They're
17 supposed to have everything to me today but I'm
18 just -- I mean, I'm just getting into town
19 right now.

20 **MR. DAVID:** But if you can get it to us next week or
21 as soon as possible ---

22 **MR. GORE:** Yeah, I -- I ---

23 **MR. DAVID:** --- and we'll put it on the website.

24 **MR. GORE:** Yes. Yes, sir. Yes, sir, we definitely.
25 But anyway, we got a -- a list of the people.



1 We got -- I got a guy named Young LA. I know
2 most of y'all probably don't know him.

3 **MR. DAVID:** We do not.

4 **MR. GORE:** Anyway, he's real good. He performed for
5 me Saturday night, I think at one of my bars.

6 **MR. DAVID:** Okay.

7 **MR. GORE:** They had a performance there.

8 **UNIDENTIFIED SPEAKER:** Is he a DJ or is he ---

9 **MR. GORE:** Huh?

10 **UNIDENTIFIED SPEAKER:** Is he a DJ?

11 **MR. GORE:** No, he's a artist.

12 **UNIDENTIFIED SPEAKER:** All right.

13 **MR. GORE:** He sang. We got Petey Pablo, he's a
14 North Carolina ---

15 **MR. DAVID:** Petey Pablo gonna be there?

16 **MR. GORE:** Yeah.

17 **UNIDENTIFIED SPEAKER:** All right.

18 **MR. DAVID:** Get out of here, no he ain't. No he
19 ain't.

20 **MR. GORE:** Yeah.

21 **MR. DAVID:** I'm getting on the stage.

22 **MR. GORE:** It's not really official, Petey. I was
23 supposed to keep it under my hat.

24 **MR. DAVID:** Is he over there? Hey man.

25 **MR. GORE:** Sorry about that.



1 **MR. DAVID:** Ain't nobody watching this.

2 **MR. GORE:** However we got a band called Live in the
3 Flesh and we got DJ B-Lord. Everybody know B-
4 Lord. We got DJPayme, he the number one land
5 -- what they call that, the trail -- the trail
6 dancer ---

7 **MR. DAVID:** Trail ride.

8 **MR. GORE:** Trail ride dancers, he's the number one
9 guy in the country right now. We got DJ Cleve,
10 he's like the number two guy in the country
11 right now. We got DJ Lord Jazz, DJ Big Boy.
12 We got a group called Lil Roy and the
13 Revelation. We got this young boy I just
14 signed last week called -- on my label called
15 Fresha Da God, he a real good artist, clean --
16 clean rap. It's real good, based on like a
17 Jazzy Jeff type of artist. I think he gonna do
18 real well.

19 **MR. DAVID:** And if you can get the Junk Yard Band,
20 that'd be really nice.

21 **MR. GORE:** Excuse me.

22 **MR. DAVID:** And if you could Junk Yard Band, that'd
23 be real nice.

24 **MR. GORE:** Matter of fact, I'm leaving right now to
25 go meet with a gentleman about doing the --



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1 getting the Junk Yard Band. If we can come to
2 the terms on the numbers.

3 **MR. DAVID:** Yeah. The only thing, like Ms. Taylor
4 said, if you -- I saw your flier. But if you
5 do get -- the artists you got and if you get
6 any additional, it'd be nice if you had, I
7 think instead of putting all the DJs, clump
8 them all together, if you had like time slots
9 listed for each one.

10 **MR. GORE:** Well, well -- well understand this --
11 understand this. This is the -- doing the
12 marketing process, you know, we -- we -- it's
13 just the way we market it. Because if I tell
14 you when a certain band coming, you're gonna go
15 there and wait.

16 **MR. DAVID:** Exactly. That's what ---

17 **MR. GORE:** But if I -- but I need you there the
18 whole weekend.

19 **MR. DAVID:** But ---

20 **MS. TAYLOR:** Think about -- think about those of us
21 of a certain age who really are looking to
22 enjoy specific types of entertainment. We need
23 to know when that entertain is gonna start.

24 **MR. GORE:** Yeah, well we -- we'll put -- we'll come
25 up with something.



1 **MR. DAVID:** You're older now, right?

2 **MS. TAYLOR:** I didn't say what age, I said a certain
3 -- I didn't say what age we were, I just said
4 for -- at a certain age we wanna know.

5 **MR. GORE:** We'll come up with something for y'all --
6 -

7 **MS. TAYLOR:** Okay.

8 **MR. GORE:** --- people of certain ages.

9 **MS. TAYLOR:** Y'all. Us.

10 **MR. DAVID:** Thank you, Mr. Gore. Thank you very
11 much.

12 **MR. GORE:** All right.

13 **MR. DAVID:** Okay. And as soon as you get the flier,
14 we'd like to post it on the website and
15 everywhere else we possibly can.

16 **MR. GORE:** All right. I'll definitely -- I'll try
17 to -- in fact, I'll try to get it together so
18 y'all -- probably by tomorrow, no later than
19 Wednesday.

20 **MR. DAVID:** You got until next Monday. Okay.

21 **MR. GORE:** I'll see y'all.

22 **MR. DAVID:** Thank you.

23 **NEW BUSINESS:**

24 **MR. DAVID:** Next we'll move to Item B, to authorize
25 the interim Town Manager to hire a public



1 defender. Is there a motion on the floor or
2 Ms. Cheatham if you have some discussion in
3 regards to that?

4 **MS. GORE:** So moved.

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

6 **MR. CAMPBELL:** Second.

7 **MR. DAVID:** Roll call.

8 **MS. PEREIRA:** Councilman Edward Campbell?

9 **MR. CAMPBELL:** Yay.

10 **MS. PEREIRA:** Councilwoman Carla Taylor?

11 **MS. TAYLOR:** Yay.

12 **MS. PEREIRA:** Councilwoman Jacqueline Gore?

13 **MS. GORE:** Yay.

14 **MS. PEREIRA:** Mayor Pro Tem John David?

15 **MR. DAVID:** Yes. Next we have Item C, to authorize
16 the interim town manager to negotiate and hire
17 a town manager. Is there a motion on the
18 floor?

19 **MS. GORE:** So moved.

20 **MR. DAVID:** Is there a second or a discussion. Is
21 there a second?

22 **MS. TAYLOR:** Second.

23 **MR. DAVID:** Any discussion? Okay, roll call.

24 **MS. PEREIRA:** Councilman Edward Campbell?

25 **MR. CAMPBELL:** Yay.



1 **MS. PEREIRA:** Councilwoman Carla Taylor?

2 **MS. TAYLOR:** Yay.

3 **MS. PEREIRA:** Councilwoman Jacqueline Gore?

4 **MS. GORE:** Yay.

5 **MS. PEREIRA:** Mayor Pro Tem John David?

6 **MR. DAVID:** Yes. Next we have upcoming events and
7 activities. Key dates, Ms. Cheatham?

8 **MR. CHEATHAM:** I got a manager's report.

9 **MR. DAVID:** Okay, I missed that. Manager's report
10 and then that. So thought you were gonna ---

11 **MS. CHEATHAM:** Mr. Mayor Pro Tem, you want me to
12 skip it? I can skip it.

13 **MR. DAVID:** No, ma'am. Go ahead.

14 **MANAGER'S REPORT:**

15 **MS. CHEATHAM:** Members of council, first I'd like to
16 thank all the residents and property owners who
17 provide assistance whenever we call for help.
18 As a -- as some of you know, Steve Fera worked
19 with us on a proposal to change from florescent
20 to LED lighting in the town hall and the
21 community center. This is gonna save the town
22 over \$25,000 dollars over a period of five
23 years. Ron -- Ron Kirby, Michael Graves (ph)
24 and Rodney Brown worked on the entertainment
25 evaluation committee. Charles Russell worked



1 on the clean up evaluation committee, along
2 with Councilwoman Jackie Gore. Bruce Robinson,
3 Dr. Sheila Robertson and Titus Leakes worked on
4 the evaluation committee for the re-write of
5 our comprehensive plan land management
6 ordinance and master plan. And I just want to
7 say thank you for the help that residents and
8 property owners provide whenever we call.

9 (Applause given.)

10 **MS. GORE:** I want to say something.

11 **MS. CHEATHAM:** Oh.

12 **MS. GORE:** This right here (inaudible) I see that we
13 had the guys down there parking the cars and
14 there's been a few coming down there but if we
15 don't get them people some umbrellas or
16 something down there, they're gonna have to
17 call -- have to call 9-1-1. They need to get
18 some tents down there ---

19 **MR. DAVID:** We'll provide umbrellas and we'll talk
20 to the parking company who actually hired them
21 to do something else. They're talking about
22 building a little structure.

23 **MS. GORE:** Yeah.

24 **MR. DAVID:** But I got an umbrella back at the house
25 I'll bring. Okay. Ms. Cheatham.



1 **MS. CHEATHAM:** Where am I? All the contractual
2 arrangements have been made with all -- all of
3 the vendors. We are placing light towers and
4 security on the west side this year. They've
5 already been ordered and discussed. The
6 roofing work is completed on this building.
7 The new website is up and running. I'd like
8 you to give feedback to us about is it working
9 for you, what you like, what you don't like.
10 We also are establishing some social media
11 sites for those people younger than myself.
12 Instagram and Facebook will be up and running
13 also. Both of the EV charging stations, the
14 one right outside the community center on 30th
15 Avenue are operational. The Beautification
16 Committee has already told me that -- or
17 complained about the way they look. And so
18 we'll be asking for some volunteers to paint
19 them.

20 **UPCOMING EVENTS:**

21 **MS. CHEATHAM:** And speaking of painting, on May the
22 14th we'll be painting a street mural at the
23 intersection of 32nd Avenue and Seaview. All
24 are welcome to participate. It's going --
25 you've heard us talking for the past couple of



1 years about our involvement with the Thriving
2 Communities and the Department of
3 Transportation Plan. Well our three years is
4 coming to a close and so this is our final
5 event and we want to do something that reminds
6 us of them and -- and ourselves.

7 **UNIDENTIFIED SPEAKER:** What are the hours?

8 **MS. CHEATHAM:** They will be there Tuesday afternoon
9 starting at 2:00 or 3:00 but it'll be all day
10 on Wednesday and most of Thursday. We've been
11 nominated by Horry County for a historic
12 preservation award for our placement on the
13 National Historic Register. The ceremony will
14 be May 19th, 2025 at 5:30 p.m. If you're
15 interested in attending, please let me know.
16 Last year we got about four or five awards, so
17 we're really being recognized for our efforts.
18 This is probably more of an other event, but
19 there's gonna be a Juneteenth Festival on June
20 the 19th.

21 **MR. DAVID:** Just 21st.

22 **MS. CHEATHAM:** Through the 21st.

23 **MR. DAVID:** June 21st.

24 **MS. CHEATHAM:** June -- oh, June 21st, not the 19th?

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



1 **MS. CHEATHAM:** Okay, sorry. And we've been talking
2 about the coming summer concert series that
3 starts June 14th?

4 **MR. DAVID:** June 14th, 15th.

5 **MS. CHEATHAM:** Okay, 14th and 15th. I'll be glad to
6 answer any questions if anyone has any.

7 **MR. DAVID:** Ms. Cheatham will you tell them more
8 about the planning commission meeting, which
9 will have the selected comprehensive plan,
10 folks to come out and give an update of the
11 timeline plan and -- before they move to talk
12 to council and then move to talk to the
13 community?

14 **MS. CHEATHAM:** I was -- I'm sorry. You want me to
15 give you ---

16 **MR. DAVID:** Just give them -- well, I guess I done
17 did it. But ---

18 **MS. CHEATHAM:** Thank you.

19 **MR. DAVID:** The planning commission, we will have
20 folks that were selected for the comprehensive
21 plan, master plan and land management
22 ordinance. And they'll come out and speak to
23 the planning commission and give them some time
24 tables, guidelines and speak about their
25 proposal, how we're gonna move forward and then



1 they'll talk to council hopefully in June. And
2 then they'll start setting some dates to talk
3 to different community stakeholders in the
4 community so that they could start gathering
5 information of where we want to be in ten years
6 for our, let's say for our 100 year anniversary
7 in 19- -- from 1934 in 2034 and from our 70
8 year anniversary from being incorporated in --
9 from 1966 to 2036. So we want to come up with
10 a catchy slogan and that for those two events
11 that are coming, our 100 and 70 year
12 anniversaries.

13 **MS. CHEATHAM:** The rest of the upcoming events, we
14 hope to have the first reading of the '25/'26
15 budget on June the 2nd. We also should be
16 receiving, on June the 2nd, the audit report
17 for the year that ended on June 30 of '24.
18 That has to be in the Treasurer's office by
19 July and we want to adopt a budget on June
20 16th. I'll be glad to answer any questions.

21 **MS. GORE:** Are we still ---

22 **MS. CHEATHAM:** Yes.

23 **MS. GORE:** --- seeking volunteers from the community
24 to help with Bike Fest?

25 **MS. CHEATHAM:** Yes.



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1 MS. GORE: Okay. I just wanted to ---

2 MS. CHEATHAM: Yes, we're still seeking volunteers
3 to help with Bike Fest.

4 MR. DAVID: Any questions, comments from the council?

5 PUBLIC TIME:

6 MR. DAVID: Any questions, comments from the
7 community?

8 COMMUNITY MEMBER: (Inaudible.)

9 MR. DAVID: Over in the courthouse I think.

10 MS. CHEATHAM: Yes.

11 MR. DAVID: 130 Laurel -- no, that ain't it.

12 MS. CHEATHAM: No, it's on 2nd Avenue ---

13 MR. DAVID: Yeah, yeah.

14 MS. CHEATHAM: --- in the county courthouse
15 building.

16 MR. DAVID: On the ---

17 COMMUNITY MEMBER: In Conway?

18 MS. CHEATHAM: In Conway.

19 MR. DAVID: Yeah.

20 MS. CHEATHAM: Yes.

21 MR. DAVID: Second floor, I think.

22 MS. CHEATHAM: Second -- I'll send out more
23 information.

24 MS. GORE: (Inaudible.)

25 MR. CAMPBELL: It's the same day as the meeting,



1 right?

2 **MR. DAVID:** No, the meetings on the 19th -- the
3 meetings on the 20th.

4 **MS. CHEATHAM:** The meeting's on the 20th. They've
5 asked to know how many people are coming. They
6 had really good refreshments last year. So I
7 want to make sure that they continue to be good
8 by letting them know.

9 **MR. DAVID:** Okay. If there's no more comments from
10 the audience, is there a motion to adjourn this
11 meeting at 7:00 o'clock in the 5th of May.

12 **MS. GORE:** So moved.

13 **MS. TAYLOR:** Before we adjourn, we (inaudible)
14 announce to the public that we have ---

15 **MR. DAVID:** I'm sorry. We did have a candidate for
16 a town manager, Mr. Adrian Jones and his wife
17 are here. If you'd like to meet them, talk to
18 them, they'll be in town over the next day or
19 two. So feel free to meet and greet and meet
20 our candidate.

21 **ADJOURNMENT:**

22 **MR. DAVID:** Is there a motion to adjourn at 7:02?

23 **MS. GORE:** So moved.

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

25 **MR. CAMPBELL:** Second.



1 **MR. DAVID:** Roll call.

2 **MS. PEREIRA:** Councilman Edward Campbell?

3 **MR. CAMPBELL:** Yay.

4 **MS. PEREIRA:** Councilwoman Carla Taylor?

5 **MS. TAYLOR:** Yay.

6 **MS. PEREIRA:** Councilwoman Jacqueline Gore?

7 **MR. DAVID:** Say something, yeah, she called your
8 name.

9 **MS. GORE:** Yeah. I mean ---

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

11 **MS. GORE:** Yes.

12 **MS. PEREIRA:** Mayor Pro Tem John David?

13 **MR. DAVID:** Yes. Meeting adjourned.

14 **(There being nothing further, the meeting concluded**
15 **at 7:02 p.m.)**

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CERTIFICATE

This is to certify the transcript of the Atlantic Beach Town Meeting consists of twenty (20) 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 May 28, 2025.



Amanda Q. Williams

Notary Public for South Carolina
My Commission Expires: May 28, 2025



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