

**TOWN OF ATLANTIC BEACH**  
TOWN COUNCIL SPECIAL MEETING

**TOWN OF ATLANTIC BEACH**

\*\*\*\*\*

**Monday, April 7, 2025**



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

## APPEARANCES

### **COUNCIL MEMBERS:**

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

### **Also Present:**

Linda Cheatham, Town Manager  
Cheryl Pereira, Town Clerk  
Chief Carlos Castillo  
Brad Smith, Esquire  
Glynes Cheatham  
Darryl Dawson  
Lynda Booker  
Reggie Lewis  
Joe Montgomery  
Patricia Mallett  
William Booker

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**EXHIBITS**

(No exhibits were marked during the board meeting.)

**STIPULATIONS**

It is stipulated and agreed that this hearing is being taken pursuant to the Administrative Procedures Act, the Practice Act and Regulations of the Board.



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**CALL TO ORDER**

**MAYOR PRO TEM DAVID:** I move that we come out of executive session into general session. Is there a second?

**COUNCILMAN CAMPBELL:** Second.

**MAYOR PRO TEM DAVID:** Roll call?

**TOWN CLERK PEREIRA:** Councilman Edward Campbell?

**COUNCILMAN CAMPBELL:** Yea.

**TOWN CLERK PEREIRA:** Councilwoman Carla Taylor?

**COUNCILWOMAN TAYLOR:** Yes.

**TOWN CLERK PEREIRA:** Councilwoman Jacqueline Gore?

**COUNCILWOMAN GORE:** Yea.

**TOWN CLERK PEREIRA:** Mayor Pro Tem John David?

**MAYOR PRO TEM DAVID:** Yes. We're out of the executive session into general session at 6:11 on April 7th, 2025. We will now make sure that everybody please turn off their cell phones or -- and I'd like to welcome the public. And if we can, stand for a moment of silence and the Pledge of Allegiance.

(Pledge of Allegiance recited.)

**MAYOR PRO TEM DAVID:** And so there's no ceremonial matter that I'm aware of, but we'll move to is there approval of the agenda? Is there a motion to approve the agenda?



1     **MOTION TO APPROVE AGENDA**

2     **COUNCILWOMAN TAYLOR:**    I move.

3     **MAYOR PRO TEM DAVID:**   Is there a second?

4     **COUNCILWOMAN GORE:**     Second.

5     **MAYOR PRO TEM DAVID:**   Is there any discussion in  
6         regards to the Minutes or approval of the  
7         agenda -- I'm sorry, approval of the agenda.  
8         If not, roll call.

9     **TOWN CLERK PEREIRA:**    Councilman Edward Campbell?

10    **COUNCILMAN CAMPBELL:**    Yea.

11    **TOWN CLERK PEREIRA:**    Councilwoman Carla Taylor?

12    **COUNCILWOMAN TAYLOR:**    Yes.

13    **TOWN CLERK PEREIRA:**    Councilwoman Jacqueline Gore?

14    **COUNCILWOMAN GORE:**     Yea.

15    **TOWN CLERK PEREIRA:**    Mayor Pro Tem John David?

16    **MAYOR PRO TEM DAVID:**   Yes. Next, we'll move down to  
17         old business.

18                   **OLD BUSINESS**

19    **MAYOR PRO TEM DAVID:**   There will be a public hearing  
20         for Ordinance Number 3, but I think we'll do  
21         the Minutes first and then we'll do Number 3.  
22         Is there a motion to approve the Minutes from  
23         March 3rd, 2025?

24    **MOTION TO APPROVE MINUTES**

25    **COUNCILWOMAN TAYLOR:**    I move that. Approve the



1 Minutes from March 3rd 2025 provided 2  
2 corrections.

3 **MAYOR PRO TEM DAVID:** Okay, please read the  
4 corrections.

5 **COUNCILWOMAN TAYLOR:** On page five of the Minutes,  
6 starting at line 25, the recorder was unable to  
7 complete the statement that was being read for  
8 the purpose of adding to the Minutes. From the  
9 comprehensive plan, the line that was to be  
10 deleted from the updated comprehensive plan  
11 where it said, and to high density residential  
12 accommodations and com- -- and entertainment  
13 uses near the ocean period, that was to be  
14 struck out. And on page 64 of the  
15 comprehensive plan, also referring to the  
16 Minutes on page 6, the reporter was unable to  
17 capture the sentences that were supposed to be  
18 struck from the comprehensive plan that read,  
19 along the ocean and near the terminus of 29th,  
20 30th, 31st and 32nd avenues, densities are  
21 anticipated to increase with the development of  
22 multi story, seasonal and transient hotel  
23 housing. Because of the high intensity nature  
24 of these uses and their proximity to the  
25 oceanfront, site design and development review





1 is perhaps the most critical of any area within  
2 the town. Those lines were to be struck and  
3 the recorder was unable to capture that in the  
4 Minutes, so.

5 **MAYOR PRO TEM DAVID:** I'll second. Any discussion?  
6 Discussion, we want to make sure that those  
7 were, those changes were accurately made it to,  
8 to the ordinance to whatever happened to make  
9 sure we review that sensitive information the  
10 recorder didn't get. Is there any other  
11 discussion in regards to the motion? If not,  
12 roll call.

13 **TOWN CLERK PEREIRA:** Councilman Edward Campbell?

14 **COUNCILMAN CAMPBELL:** Yea.

15 **TOWN CLERK PEREIRA:** Councilwoman Carla Taylor?

16 **COUNCILWOMAN TAYLOR:** Yes.

17 **TOWN CLERK PEREIRA:** Councilwoman Jacqueline Gore?

18 **COUNCILWOMAN GORE:** Yea.

19 **TOWN CLERK PEREIRA:** Mayor Pro Tem John David?

20 **MAYOR PRO TEM DAVID:** Yes.

21 **ORDINANCE 3-2025**

22 **MAYOR PRO TEM DAVID:** Next we have ordinance 3-2025,  
23 an ordinance to amend the zoning for numerous  
24 parcels to residential to district. This is  
25 the second reading and it's open for a public



1       hearing. Is there anybody that would like to  
2       speak in regards to it? I'll start off. This  
3       is something that we have thought about and  
4       have discussed at length. The key is there's  
5       deed restrictions that have been in place since  
6       George Tyson established certain lots, and we  
7       want to make sure that we are aligned with the  
8       deed restrictions as our comprehensive plan and  
9       Land Management ordinances have not been  
10      aligned. And I think it has led to our  
11      oceanfront being not built up over the years.  
12      We're all aware of redlining. We're all aware  
13      of not being able to get materials to build or  
14      insurance throughout history, especially from  
15      the 30s on up until, you know, now. So if we  
16      -- I think it's key to line our -- align our  
17      deed restrictions with our Land Management  
18      ordinance with our comprehensive plan, so that  
19      we can grow and develop the oceanfront. This  
20      does not preclude -- and we do want commercial  
21      development. We want commercial development of  
22      30th Avenue, and we're willing to work with  
23      folks to develop the kind of work we do want  
24      throughout the oceanfront, but we don't want to  
25      preclude the people from being able to build



1 residential and to be aligned with the deed  
2 restrictions. We also know that it's hard to  
3 get commercial loans, harder to get commercial  
4 loans than residential loans. And if folks are  
5 deeded residential, they're not going to be  
6 able to get commercial loans for the said lots,  
7 especially as they go through underwriting.  
8 So, we want to make it easier. We want growth  
9 in the town. We are seeking to move forward  
10 with this, and there's a whole plethora of  
11 information if different people want to discuss  
12 or not discuss. I don't know if anybody else  
13 want to say anything.

14 **COUNCILWOMAN TAYLOR:** Well, I'll just add that  
15 Hurricane Hugo came in 1989 and took out most  
16 of the structures that were located on the  
17 oceanfront. And the 35 years since, the only  
18 building that has taken place on the oceanfront  
19 has been residential. And so I think to  
20 increase development, then we should definitely  
21 align with the deed restrictions and continue  
22 to promote residential development in those  
23 areas as it has already started, organically.

24 **MAYOR PRO TEM DAVID:** And again, I'm going to add  
25 one more thing. It also increases our property



1 tax revenues for the town, which also increases  
2 revenues back to things that we are able to do.  
3 So, again, empty lots are empty lots. It  
4 brings in some revenue but an empty lot with a  
5 structure can bring us a whole bunch of  
6 revenue. So, we do look forward to that too  
7 because the more structures we have, the more  
8 revenue the town has, the more activities and,  
9 and growth and everything else that the town  
10 has. We've got anybody else or pe- ---

11 **COUNCILWOMAN GORE:** Oh, yes.

12 **MAYOR PRO TEM DAVID:** Go ahead.

13 **COUNCILWOMAN GORE:** First of all, I would like to  
14 clarify something. In 1989, Hugo came along,  
15 what -- can you tell me which building did Hugo  
16 destroy in 1989, because I know for sure that  
17 there were business on Atlantic Beach on the  
18 oceanfront in the 90s. My kids was born in the  
19 90s and they have enjoyed every bit of the  
20 oceanfront, from the patio over ---

21 **COUNCILWOMAN TAYLOR:** I do believe Pop's Tiding was  
22 taken out, the pier, in '89.

23 **COUNCILWOMAN GORE:** Oh yeah. Maybe the pier.

24 **COUNCILWOMAN TAYLOR:** And Hunt's Patio.

25 **COUNCILWOMAN GORE:** No, no the Patio. Patio has



1           been -- every year they put a signet door down  
2           there, but no, it didn't get destroyed during  
3           the storm.

4   **COUNCILWOMAN TAYLOR:**   So they replaced it after the  
5           storm.

6   **COUNCILWOMAN GORE:**   Well, they was kind of working  
7           on it when the storm came along.   They was  
8           actually putting a signet door on it.   It  
9           wasn't from the storm though.   I mean, I know  
10          for sure that nothing was destroyed down the --  
11          maybe up the street.   I might have missed that  
12          part of it, but definitely not on Ocean  
13          Boulevard.

14   **COUNCILWOMAN TAYLOR:**   Well, the point of my comment  
15          was that there's been no commercial development  
16          on the oceanfront since that time period.

17   **COUNCILWOMAN GORE:**   Well, no, that's not true.  
18          Anyway, there businesses on the ---

19   **COUNCILWOMAN TAYLOR:**   I said added to the oceanfront  
20          since that time.

21   **COUNCILWOMAN GORE:**   Maybe added, because there were  
22          businesses up in up until ---

23   **COUNCILWOMAN TAYLOR:**   Up until ---

24   **COUNCILWOMAN GORE:**   --- 2000.

25   **COUNCILWOMAN TAYLOR:**   But afterwards.



1     **COUNCILWOMAN GORE:** No, up until 2000.

2     **COUNCILWOMAN TAYLOR:** On the oceanfront?

3     **COUNCILWOMAN GORE:** Yes, the patios was still there  
4         during 2000. Yes, Joe Kelly's, Our Place was  
5         there. Yes, there were places right there on  
6         Ocean Boulevard up until 2000, for sure. And  
7         then when -- (inaudible) -- that and they  
8         demolished all of them, but no, it wasn't  
9         because of the storm for sure.

10    **COUNCILWOMAN TAYLOR:** So those buildings were  
11         dilapidated and, and in ruins?

12    **COUNCILWOMAN GORE:** Nobody's saying that. They was  
13         operated. In, in the winter time, nobody ever  
14         did anything, but in the summer time they were  
15         -- I think I may have some witnesses in here  
16         saying to that.

17    **COUNCILWOMAN TAYLOR:** That they were up to code?

18    **COUNCILWOMAN GORE:** I don't know about the code.  
19         I'm not a code person, but it seems -- yeah, I  
20         do know that there were buildings there and  
21         people were going in and they were making --  
22         (Technical break in audio.) -- cold, they was  
23         there. I know that. And I want to say this  
24         right here, with that being said, I think if  
25         you go and you buy property, whether it's



1 commercial or residential, you should be aware,  
2 buyer's beware. I feel like somebody went in  
3 and came in our town for a commercial property  
4 and didn't know that they were buying  
5 commercial property, well who's fault is that?  
6 It counts for -- and then we take it upon  
7 ourselves to satisfy each and every one of them  
8 because they bought something that they didn't  
9 want or they find out they can't use it what  
10 they want it for, and if they want -- for a  
11 residential, then let them try and get it  
12 rezoned with just -- you know, we will just  
13 rezone our whole oceanfront because somebody  
14 else don't like the situation? Now we, as  
15 black folks, are limit to where we can go at on  
16 the beach front to claim it as being our own.  
17 This is the only beach out of 60 miles that we  
18 have ever had who said was our own.

19 **COUNCILWOMAN TAYLOR:** I'm sorry, Jackie. What do  
20 you mean by that? That ocean front is still  
21 accessible to any and everybody.

22 **COUNCILWOMAN GORE:** Yeah, but do you really think it  
23 spares us for have to go down the street past  
24 two blocks behind somebody's house to go to the  
25 beach? Are we really ---



1     **COUNCILWOMAN TAYLOR:**   The only way to access the  
2           ocean legally without trespassing is the beach  
3           access is that the town will still maintain.

4     **COUNCILWOMAN GORE:**   Okay, yes, the town will still  
5           maintain somebody in their nice fancy home  
6           where they're going to say, oh, they're making  
7           too much noise coming by. It's just not right.  
8           How -- this is how we get from two streets of  
9           residential property. We got two streets with  
10          residents, straight residents, then we have a  
11          mixed-use and then we have a commercial, but  
12          yet somebody is so busy with whatever they want  
13          they acting like the Burger King will be here  
14          and they act like they can get their way, so  
15          therefore they go and they bring it to the  
16          attention to the right people.

17    **COUNCILWOMAN TAYLOR:**   But regardless of right ---

18    **COUNCILWOMAN GORE:**    Can I ---

19    **COUNCILWOMAN TAYLOR:**   --- about the part of the  
20          ocean front, that access that the town provides  
21          is the only access people will have to the  
22          ocean.

23    **COUNCILWOMAN GORE:**    Do what?

24    **COUNCILWOMAN TAYLOR:**   Public access is the only  
25          legal access anybody, regardless if it's





1 commercial or residential, people have to get  
2 into the ocean.

3 **COUNCILWOMAN GORE:** Yes, but the commercial property,  
4 if they put businesses on the commercial ocean  
5 -- ocean property there, don't you think that  
6 somebody might want to go down there and stand  
7 by and look at the ocean or whatever instead of  
8 having to go to somebody back yard to look at  
9 the ocean?

10 **COUNCILWOMAN TAYLOR:** Why would they have to go  
11 through the backyard? You have the access to  
12 go to the ocean.

13 **COUNCILWOMAN GORE:** So that's all you worried of is  
14 going to somebody's backyard ---

15 **COUNCILWOMAN TAYLOR:** How is it going into someone's  
16 backyard when you have public access?

17 **COUNCILWOMAN GORE:** --- going with you because I  
18 know whenever you

19 **COUNCILWOMAN TAYLOR:** If there was a hotel there,  
20 they're not gonna allow everybody off the  
21 street to go run through their high rise. You  
22 have to be a visitor there. So how are you  
23 gonna have -- what access ---

24 **COUNCILWOMAN GORE:** That's not even in the equation.

25 **COUNCILWOMAN TAYLOR:** But my point is, any



1 commercial development, whether it's commercial  
2 or residential on the ocean front, it's private  
3 property. You're not gonna be able to walk  
4 through someone's private property to get to  
5 the ocean regardless of what kind of  
6 development it is. That's why we have the  
7 public access that the town manages. So  
8 regardless of what the zoning is, the public  
9 cannot trespass our private property. That's  
10 why we have the public access. That's how you  
11 get to the ocean. That's how you're able to  
12 enjoy the ocean. Everyone is able to enjoy the  
13 ocean. No one will be limited from enjoying  
14 the ocean.

15 **COUNCILWOMAN GORE:** So don't you think if there was  
16 commercial properties on Ocean Boulevard that  
17 the public would have access to the ocean  
18 front, to the boulevard and all that?

19 **MAYOR PRO TEM DAVID:** No, because if you had a whole  
20 -- if you had a, if you had a high-rise hotel  
21 and they only allowed their high-rise condo  
22 folks to go in or their hotel folks, they have  
23 key cards. They're not going to allow you to  
24 go in that hotel.

25 **COUNCILWOMAN GORE:** Listen, you all have already



1           made this bed. It's fine with me. I'm just  
2           bringing it up to the public ---

3   **MAYOR PRO TEM DAVID:** Thank you.

4   **COUNCILWOMAN GORE:** --- letting everybody know that  
5           for all the years that we are holding on to our  
6           commercial zone, for our beach -- guys, listen,  
7           it was not me.

8   **MAYOR PRO TEM DAVID:** Okay.

9   **COUNCILWOMAN GORE:** It had nothing to do with me.  
10          So they wanting to sell out, it's done by this  
11          crew here.

12   **MAYOR PRO TEM DAVID:** Do we have any public comment?  
13          Anybody in the public that would like to speak?  
14          Ms. Booker?

15   **MS. BOOKER:** Yes.

16   **MAYOR PRO TEM DAVID:** Please give me an address and  
17          your name.

18   **MS. BOOKER:** Name, Lynda Booker. Address, 304 29th  
19          Avenue, South Atlantic Beach. First of all, I  
20          came here in 2008 and there were lots of  
21          hotels along the beach. They were all shut  
22          down. No one was using any of them. There was  
23          no activity. Patio was there. Nobody was  
24          using the Patio. It had been deserted. I, I,  
25          I know that there -- that Mr. Tyson was ahead



1 of his time and he was wise enough to put those  
2 deed restrictions in because he was blessed  
3 with someone coming in here that had purchased  
4 this land and could not use the land for the  
5 purpose that they thought they could use it  
6 for, and they blessed us. When Mr. Tyson  
7 purchased that land he blessed us. We're  
8 sitting here arguing and fussing and talking  
9 about we are the only this and the only that,  
10 but listen, we didn't have anything. There was  
11 no place for us to go and get in the ocean and  
12 enjoy the ocean. There wasn't any place for  
13 rides and for the kids and ice cream and hot  
14 dogs and all for the kids. He created that and  
15 he was wise enough to put deed restrictions in  
16 because he wanted African American families to  
17 have homes on the ocean front. And in an ocean  
18 town like North Myrtle Beach, like Myrtle  
19 Beach, like other cities along the coast. I  
20 respect him for that. And we keep talking  
21 about we had hotels and we had commercial  
22 development, because you did not honor the deed  
23 restrictions they were there. You didn't honor  
24 them. The, the town was lawless. You just did  
25 what you wanted to do. You -- like you said,



1       you're not cold person. There were no cold  
2       people. So I'm here to just say I support the  
3       change, and to you, Councilman Gore --  
4       Councilwoman Gore, I had a conversation with  
5       you a couple of years ago. There was one lot,  
6       not on the oceanfront, across the street, and  
7       I said can we just change that one lot to  
8       residential. You said, no, no, we're not --  
9       I'm not doing that. I said, but this is just  
10      -- no, no, no, you're asking for compromise.  
11      I asked you to compromise, and there was no, no  
12      conversation about compromise. Now their lease  
13      ---

14      **COUNCILWOMAN GORE:** Can you tell me whose lot was  
15      that though?

16      **MS. BOOKER:** It was, it was the lot beside -- it was  
17      with Mr. Whitten beside -- Doctor Williams  
18      owned the lot.

19      **COUNCILWOMAN GORE:** On 31st street?

20      **MS. BOOKER:** No, no, not on 31st. Across the  
21      street, there's the ocean front and then  
22      they're the houses across from the ocean. And  
23      I asked you -- I knew someone that wanted to  
24      buy that lot to build a house. And I asked  
25      you, would you consider just giving that



1 particular lot, making it residential? And  
2 you said absolutely not.

3 **COUNCILWOMAN GORE:** And that's still, that's still  
4 my opinion.

5 **MS. BOOKER:** Well, then you asking ---

6 **COUNCILWOMAN GORE:** Everybody -- everyone know that  
7 there no business ---

8 **MS. BOOKER:** You don't know what kind of ---

9 (Mrs. Booker and Councilwoman Gore talking over each  
10 other.)

11 **MAYOR PRO TEM DAVID:** Let her speak here. Let her  
12 speak. Let her speak.

13 **COUNCILWOMAN GORE:** That's what you need to talk to  
14 them, not ---

15 **MS. BOOKER:** I did talk to you. You the  
16 councilwoman, so I asked you. And that's what  
17 I got. And that's what I got.

18 **MAYOR PRO TEM DAVID:** Thank you, Mrs. Booker.  
19 Anybody else? If not, I'm going to read a  
20 couple of statements from two people that --  
21 from three people that, that want the, the  
22 residential rezoned from commercial. First, I  
23 have Ms. Julia Hi- -- Julianna Hines from 3103  
24 South Ocean Boulevard. She says, I am  
25 expressing my agreement with rezoning all



1 oceanfront lots and first row lands/lots from  
2 commercial to residential. Then we have the  
3 Gibson Girls I'll read off here. As lifelong  
4 residents of the Atlantic Beach community and  
5 owners on South Ocean Boulevard, we write a  
6 letter of support to rezoning Case -- the case  
7 rezone lots for South Ocean Boulevard,  
8 including our lot, from commercial to  
9 residential. This is particularly important to  
10 us, currently our personal home, which is one  
11 of the 72 historic properties which was listed  
12 as a part of the Atlantic Beach Historic  
13 District application to the National Park  
14 Service is one and has not ever been  
15 grandfathered in. If something were to happen  
16 to our house, the current zoning does not allow  
17 us to replace our historic structure. Further  
18 it is our belief that the rezoning allows us to  
19 mirror the original intent of our community as  
20 outlined by Mr. George Tyson, with residential  
21 along the waterfront with commercial districts  
22 on 31st and 30th Avenues. Thank you for the  
23 Town leadership for the foresight for bringing  
24 this proposal to the Planning Commission for  
25 their approval for the rezoning to recommend



1           about the Town Council. Next we have, from  
2           Anderson and Associates, from Ms. Anderson, I  
3           am in support of South Ocean lots being rezoned  
4           from commercial to residential, which includes  
5           my lot. It is my plans to retire and live in  
6           Atlantic Beach. We have another one from Ms.  
7           Maria Pierce and family, Ms. Helen Pierce. As  
8           lifelong residents to the Atlantic Beach  
9           Community and co-owner of property located on  
10          31 -- no, 30 -- 3001 South Ocean Boulevard, on  
11          behalf of the Pierce family, I write this  
12          letter of support to rezoning case, case  
13          including our lot is particularly important to  
14          our family and our personal home as we are also  
15          one of the 72 historic properties that were  
16          part of the Atlantic Beach Historic District  
17          application to the National Park Service. We  
18          have two letters that are against it. One is  
19          from the Morant property, Mr. Lewis Morant. In  
20          this letter I'll read the portion that says, we  
21          request that the town reconsider this request  
22          to avoid negative financial consequences to the  
23          citizens and withdraw same. In continuance of  
24          the request can be considered neglectful and a  
25          lack of concern to his residence. We have





1 another one from Mr. Brian Taylor. He says my  
2 family is adamant and object to the rezoning  
3 proposal before Planning Commission. We urge  
4 the Town Council to reject the proposal to  
5 rezone the properties from Waterfront 2 to  
6 Residential 2. It appears that there are --  
7 there has been no financial feasibility study  
8 done to assess the impact of rezoning our and  
9 other properties within the Waterfront District  
10 2. What the long term economic and social  
11 benefits to the town means. What is the  
12 comprehensive planned revitalization for the  
13 town? With that, I seek the motion to close  
14 the public hearing if there's no other public  
15 comment.

16 **MOTION**

17 **COUNCILWOMAN TAYLOR:** If there's no other public  
18 comment, I move that we close the public  
19 hearing portion of this.

20 **MAYOR PRO TEM DAVID:** I second. Roll call.

21 **TOWN CLERK PEREIRA:** Councilman Edward Campbell?

22 **COUNCILMAN CAMPBELL:** Yea.

23 **TOWN CLERK PEREIRA:** Councilwoman Carla Taylor?

24 **COUNCILWOMAN TAYLOR:** Yea.

25 **TOWN CLERK PEREIRA:** Councilwoman Jacqueline Gore?



1 COUNCILWOMAN GORE: Yea.

2 TOWN CLERK PEREIRA: Mayor Pro Tem John David?

3 MAYOR PRO TEM DAVID: Yes. Is there a motion to  
4 approve the second reading of Ordinance-3-2025?

5 **MOTION TO APPROVE ORDINANCE 3-2025**

6 COUNCILWOMAN TAYLOR: So moved.

7 MAYOR PRO TEM DAVID: Second. Roll call.

8 TOWN CLERK PEREIRA: Councilman Edward Campbell?

9 COUNCILMAN CAMPBELL: Yea.

10 TOWN CLERK PEREIRA: Councilwoman Carla Taylor?

11 COUNCILWOMAN TAYLOR: Yea.

12 TOWN CLERK PEREIRA: Councilwoman Jacqueline Gore?

13 COUNCILWOMAN GORE: Nay.

14 TOWN CLERK PEREIRA: Mayor Pro Tem John David?

15 MAYOR PRO TEM DAVID: Yes.

16 **ORDINANCE 4-2025**

17 MAYOR PRO TEM DAVID: Next, we'll move on to  
18 ordinance Dash 4-2025, an ordinance to amend  
19 the Atlantic Beach -- The Town of Atlantic  
20 Beach Code of Ordinances by adding property  
21 ordinances and provisions, second reading. Ms.  
22 Cheatham, do you have anything?

23 INTERIM TOWN MANAGER CHEATHAM: No.

24 MAYOR PRO TEM DAVID: Okay. Any questions in  
25 regards to parking? Basically, the town is



1           going to enter into a parking revenue-share to  
2           bring revenue into the town. People often park  
3           down on our ocean front for free, and this will  
4           now bring revenue to the town. Any questions,  
5           comments?

6       **COUNCILWOMAN TAYLOR:** I think it should be noted  
7           that the land owners will also share in the  
8           revenue earnings ---

9       **MAYOR PRO TEM DAVID:** Yes.

10      **COUNCILWOMAN TAYLOR:** --- of this ordinance.

11      **MAYOR PRO TEM DAVID:** That is a good point. We went  
12           into a revenue-sharing agreement with the land  
13           owners, and they will get revenue share and  
14           they're cooperating with the town. So they  
15           will get a portion of the income. The town  
16           will get a portion of the income and the  
17           company that we're partnering with would get a  
18           portion of the income. But it would be more  
19           income than we've ever had from parking in the  
20           past, which was zero. Is there a motion to  
21           approve Ordinance-4-2025?

22      **MOTION TO APPROVE ORDINANCE 4-2025**

23      **COUNCILWOMAN TAYLOR:** I move that we make a motion  
24           to pass ordinance 4-2025.

25      **MAYOR PRO TEM DAVID:** Second. Is there a



1 discussion? The only discussion I have, we do  
2 -- we may have to make a small amendment to it.  
3 I think a land owner or two is still adding  
4 other lots to it. So, we just have to make  
5 sure we fix that as it goes along. Roll call.

6 **TOWN CLERK PEREIRA:** Councilman Edward Campbell?

7 **COUNCILMAN CAMPBELL:** Yea.

8 **TOWN CLERK PEREIRA:** Councilwoman Carla Taylor?

9 **COUNCILWOMAN TAYLOR:** Yea.

10 **TOWN CLERK PEREIRA:** Councilwoman Jacqueline Gore?

11 **COUNCILWOMAN GORE:** Yea.

12 **TOWN CLERK PEREIRA:** Mayor Pro Tem John David?

13 **MAYOR PRO TEM DAVID:** Yes.

14 **ORDINANCE 5-2025**

15 **MAYOR PRO TEM DAVID:** Next we have ordinance dash --  
16 Ordinance Number 5-2025, an ordinance to amend  
17 the Town of Atlantic Beach Code of Ordinances  
18 by adding special event permits, second  
19 reading.

20 **COUNCILWOMAN TAYLOR:** Mr. Mayor, members of Council,  
21 the purpose of this ordinance is to develop  
22 procedures for special events that occur during  
23 the town. So the people who want to have  
24 events know how much time in advance they need  
25 to get with us, have to know about security



1 measures that they have to have, which is  
2 dependent upon the number of people they expect  
3 to participate, as well as have business  
4 licenses, as well as addressing the interests  
5 that we might have. We have used this a couple  
6 of times this year and it worked out pretty  
7 well. And so I recommend that we approve the  
8 ordinance. And I'll be glad to answer any  
9 questions you may have.

10 **MAYOR PRO TEM DAVID:** Any questions or comments?

11 **COUNCILWOMAN GORE:** I don't have any questions. I  
12 think everything is good. I just don't think  
13 that 60 days, I don't think that it needs to go  
14 -- why not 30 days? Why 60 days? I mean --  
15 because I mean within 60 days I could be had a  
16 plan to do something, but now all of a sudden  
17 30 days -- (inaudible) -- because 60 days may  
18 be too far for me to plan something. And now  
19 after the 30 days -- and I agree with it, you  
20 have to have -- (inaudible) -- but I think that  
21 60 days is a little too far out. I think that  
22 30 days would be better. I mean, that's just  
23 my opinion. I think 30 days would be better.  
24 I think we'll do better with it than 60 days.

25 **MAYOR PRO TEM DAVID:** From the experience from the



1 two times that we've tried this, people need to  
2 lay out maps. They need to have security.  
3 They need to have trash cleaned up. They need  
4 to have restrooms. Because at different times  
5 we've had people that have abused this. And it  
6 also gives the public a chance to understand  
7 and know that some activities are happening.  
8 So it also gives the town manager and the  
9 assistant manager a chance to work out the  
10 logistics of everything and notify everybody as  
11 well. So with 30 days, people are advertising  
12 stuff that hasn't even been approved or worked  
13 out or done anything, and there's no logistics  
14 to it. So people just need to hopefully plan  
15 a little bit better, plan a little bit further  
16 out and try to work with the town to move  
17 forward.

18 **COUNCILWOMAN GORE:** Yeah, but we've got a beach here  
19 that only time anybody is ever doing anything  
20 is in the summer months.

21 **MAYOR PRO TEM DAVID:** We hope to change that.

22 **COUNCILWOMAN GORE:** Well, we just saying you know  
23 with the cold right here nobody's really trying  
24 to come up, so they probably saying 30 days to  
25 me -- and y'all are gonna do what you wanna do



1           anyway. I'm just saying I think that it would  
2           be more feasible for 30 days than 60 days.

3   **MAYOR PRO TEM DAVID:**   Is there a motion? Oh, go  
4           ahead.

5   **INTERIM TOWN MANAGER CHEATHAM:**   Yes, one comment.  
6           The, the ordinance addresses the fact that good  
7           cause is shown the Town of Atlantic Beach  
8           should have the authority to consider any  
9           application at the time less than -- by the  
10          application date. So we have -- if a person  
11          can iden- ---

12       (inaudible)

13   **COUNCILWOMAN GORE:**   --- can identify why they didn't  
14          honor the 60 day request for administration.

15   **INTERIM TOWN MANAGER CHEATHAM:**   I can understand  
16          that.

17       (inaudible)

18   **MAYOR PRO TEM DAVID:**   Okay. Is there a motion on  
19          the floor to approve Ordinance Number 5-2025?

20   **MOTION TO APPROVE ORDINANCE 5-2025**

21   **COUNCILMAN CAMPBELL:**   So moved.

22   **MAYOR PRO TEM DAVID** Second.

23   **COUNCILWOMAN TAYLOR:**   Second.

24   **MAYOR PRO TEM DAVID** Roll call.

25   **TOWN CLERK PEREIRA:**   Councilman Edward Campbell?



1 COUNCILMAN CAMPBELL: Yea.

2 TOWN CLERK PEREIRA: Councilwoman Carla Taylor?

3 COUNCILWOMAN TAYLOR: Yea.

4 TOWN CLERK PEREIRA: Councilwoman Jacqueline Gore?

5 COUNCILWOMAN GORE: Yea.

6 TOWN CLERK PEREIRA: Mayor Pro Tem John David?

7 MAYOR PRO TEM DAVID: Yes.

8 **NEW BUSINESS**

9 **ORDINANCE NUMBER 6-2025**

10 **MAYOR PRO TEM DAVID:** Next with new business, we  
11 have Ordinance-6-2025, an ordinance to amend  
12 the Town of Atlantic Beach Code of Ordinances  
13 for council procedures by moving public time to  
14 the beginning of the meeting.

15 **INTERIM TOWN MANAGER CHEATHAM:** Mr. Mayor and  
16 members of council. We have had several  
17 requests to move public time to the beginning  
18 of the meeting. And so this is the first  
19 reading to do that, to make it at the beginning  
20 of the meeting rather than the end when all the  
21 business has been taken care of. I'll be glad  
22 to answer any questions.

23 **COUNCILWOMAN TAYLOR:** I don't have questions. I  
24 have a comment. One of the citizens of the  
25 town did approach me about this several weeks





1           ago, and it was always in my mind, as a  
2           constituent, that when we are able to speak,  
3           the voting has been done. So we have -- our  
4           words have absolutely no influence on the  
5           council. So I think this gives the people the  
6           opportunity to share their thoughts prior to  
7           the count -- the vote of the council. Whether  
8           it will be enough to sway or not is irrelevant.  
9           Just having your chance to speak your, your  
10          mind before the vote, I think, empowers the  
11          public more. So, I support it.

12       **MAYOR PRO TEM DAVID:** Well, we know looking for that  
13          member too, he better show up. He better show  
14          up. And then we know that Conway just move  
15          their's to the end. So, I mean, it's a, it's  
16          a -- I'm willing to give it a try and see how  
17          it goes. So, we'll see how it goes.

18       **COUNCILWOMAN TAYLOR:** Well, I, I need to look at it  
19          again, but I know there are some municipalities  
20          that make provisions that if you move it to the  
21          beginning that they can only speak to what's on  
22          the agenda. So if that's not a stipulation,  
23          then I, I move that we add that stipulation  
24          that the comments can only be what is -- that  
25          -- what has been published on the agenda and



1 not anything outside of that.

2 **MAYOR PRO TEM DAVID:** Okay. Is there any more  
3 discussion or is there a motion to move forward  
4 with the, the first reading of Ordinance- --  
5 Ordinance Number 6-2025?

6 **MOTION TO APPROVE ORDINANCE NUMBER 6-2025**

7 **COUNCILWOMAN TAYLOR:** So moved.

8 **MAYOR PRO TEM DAVID:** Second.

9 **MAYOR PRO TEM DAVID:** Roll call?

10 **TOWN CLERK PEREIRA:** Councilman Edward Campbell?

11 **COUNCILMAN CAMPBELL:** Yea.

12 **TOWN CLERK PEREIRA:** Councilwoman Carla Taylor?

13 **COUNCILWOMAN TAYLOR:** Yea.

14 **TOWN CLERK PEREIRA:** Councilwoman Jacqueline Gore?

15 **COUNCILWOMAN GORE:** Yea.

16 **TOWN CLERK PEREIRA:** Mayor Pro Tem John David?

17 **MAYOR PRO TEM DAVID:** Yes.

18 **RESOLUTION NO. 4-2025**

19 **MAYOR PRO TEM DAVID:** Next we have item B, which is  
20 a Resolution Number 4-2025, the fair housing  
21 approval of policy non-discrimination on the  
22 basis of disability status. Mrs. Cheatham.

23 **INTERIM TOWN MANAGER CHEATHAM:** Mr. Mayor, members  
24 of council, this is a fair housing resolution  
25 that says that the Town of Atlantic Beach will



1           strive that all its citizens be afforded the  
2           opportunity to obtain a de- -- safe and sound  
3           living environment. We published an ad in the  
4           paper that the town was going to pass a  
5           resolution declaring the month of April as Fair  
6           Housing Month. This is an annual event. And  
7           it's based on the Fair Housing Act, part of the  
8           Civil Rights Act of 1968, as amended. I'll be  
9           glad to answer any questions.

10       **MAYOR PRO TEM DAVID:** If there's no comments or  
11           questions, I move that we move forward with  
12           resolution number 4-2025. Is there a second?

13       **MS. Ct:** Yes, second.

14       **MAYOR PRO TEM DAVID:** Roll call?

15       **TOWN CLERK PEREIRA:** Councilman Edward Campbell?

16       **COUNCILMAN CAMPBELL:** Yea.

17       **TOWN CLERK PEREIRA:** Councilwoman Carla Taylor?

18       **COUNCILWOMAN TAYLOR:** Yea.

19       **TOWN CLERK PEREIRA:** Councilwoman Jacqueline Gore?

20       **COUNCILWOMAN GORE:** Yea.

21       **TOWN CLERK PEREIRA:** Mayor Pro Tem John David?

22       **MAYOR PRO TEM DAVID:** Yes.

23       **PRESENTATION BY MR. DAYSON AND MR. LEWIS OF IKHAAN**  
24       **ENTERTAINMENT**

25       **MAYOR PRO TEM DAVID:** Next is item C. Item C was



1           supposed to be a presentation and agreement  
2           between I-K-H-A -- IKHAAN Entertainment, LLC,  
3           and the Town of Atlantic Beach to provide  
4           entertainment for the Atlantic Beach Memorial  
5           Day Black Pearl Cultural and Bike Festival 2025  
6           with Jeffrey Gore. Jeffrey Gore was sick and  
7           could not make it tonight. Mr. Gore, hopefully  
8           -- we have a meeting coming up on the 14th.  
9           Hopefully, he will make his presentation on the  
10          14th and we'll move forward with that. Next we  
11          have, we have Darryl Dayson, Cladom  
12          Entertainment, LLC, and Dayson Diamond Youth  
13          Foundation for concert proposal for the summer.  
14          Mr. Dayson, if you move forward and provide  
15          your presentation we'll give you a microphone  
16          so you can speak into so everybody can hear  
17          you.

18       **MR. DAYSON:** How you guys doing? I'm Darryl Dayson.  
19           I'm from Brooklyn, New York. I moved down to  
20           Charlotte, North Carolina in the '90's and on  
21           the record label in '92. I started doing  
22           festivals in 2002 in Jacksonville, Florida. So  
23           this is my partner, Reggie Lewis. He's from DC  
24           and by the way of Virginia Beach. So we, we  
25           here to propose Atlantic Beach Series --



1 Concert Series. My festival been running for,  
2 like, 15 years, Diamond Seafood Fest. Last  
3 year we were down in South Myrtle Beach. This  
4 year, we want to bring it to North Myrtle  
5 Beach. That's -- this is my fourth year doing  
6 it. But we started in, in Charlotte, North  
7 Carolina across from the Charlotte Motor  
8 Speedway in 2011. So we want to go ahead and  
9 start with this presentation. You want me to  
10 introduce you?

11 **MAYOR PRO TEM DAVID:** Make sure you speak into the  
12 microphone.

13 **MR. LEWIS:** My name is Reggie Lewis ---

14 **MAYOR PRO TEM DAVID:** Speak into the microphone.

15 **MR. LEWIS:** My name is Reggie Lewis and I'm from  
16 Cladom, it's spelled Cladom. That's how it's  
17 pronounced, Cladom. And it's named after my  
18 daughters, Clarissa and Dominique. But anyway,  
19 I've been in business 43 years. I have  
20 promoted 85 percent of the entertainers that's  
21 out there today. I do the ZORA Festival, which  
22 as anyone knows that -- in Eatonville, Florida.  
23 I'm the promoter for that whole -- I've been  
24 doing that festival for about 9 years, 10 years  
25 now with Miss NY, Chad Mackenzie, and matter of



1 fact the Black Mayor's Alumni has their event  
2 there every year. And they having one coming  
3 in May called the Blockbusters that the mayors  
4 coming to. I don't know if the mayor here  
5 knows about it. You know about the  
6 Blockbuster?

7 **MAYOR PRO TEM DAVID:** (No audible response.)

8 **MR. LEWIS:** Okay. But anyway, yes again, I've been  
9 in business that long. I've promoted festivals  
10 up and down the East Coast. I've done  
11 rock'n'roll. I've done country and western.  
12 I've done NBA legends. I've done it all, you  
13 know. So what he -- we're proposing is, as  
14 Darryl was stating, is a series. We're not  
15 trying to do it in one night. That's it.  
16 We're just trying to do a series of the whole  
17 summer of the events.

18 **MR. DAYSON:** Basically, when we do our festivals we  
19 like to hire a lot of people from the area, you  
20 know, to make sure that it have a economic  
21 impact. We're also -- we, we actually want to  
22 put a lot of heads in events. So we promote  
23 from, we'll say, a, a 150 mile radius from  
24 Fayetteville, Florence, South Carolina, down to  
25 Charlotte, down to Charleston, trying to drive



1           everybody to the Myrtle Beach area. So we  
2           pretty much, we hire a lot of people. We look  
3           for, we look for local people to, to do the  
4           logistics with us, but we also have our own  
5           staff too that we bring in. The first one is  
6           going to be a -- we propose in June the 14th  
7           and the 15th. Basically, that's the a stepper,  
8           a stepper show. I'm gonna have him explain  
9           that 'cause he put this event together.

10       **MR. LEWIS:** That particular show is what we call --  
11           I know everybody done heard this about this  
12           thing, Boots on the Ground. Everybody done  
13           heard that, right, Boots on the Ground? This  
14           is, this is, this is Boots on the Ground what  
15           we're doing at the beach. You know, we bring  
16           our own fans and steppers and line dancers and  
17           we're doing it for the two days, 14th and 15th.  
18           We have over 2 bands and over 10 acts coming  
19           throughout the two days. And we'll --  
20           hopefully, we can go and get that approved and  
21           then we're going to the next one, which would  
22           be with old school funk face, Lakeside -- I  
23           don't know if too many people remember  
24           Lakeside, Lakeside ---

25       **MAYOR PRO TEM DAVID:** Fantastic Voyage.



1     **MR. LEWIS:**   Barcays.   Third Generation Parliament,  
2                   you know, Parliament with George Clinton don't  
3                   perform any more.   He's 88 years old and so he  
4                   don't perform, but his kids carry the band on  
5                   and they call themselves Third Generation  
6                   Parliament Funkadelics.   So we're trying to do  
7                   that.   Then we're gonna mix up with the country  
8                   and western.   We want to mix it up with some  
9                   Motown.   So, you know, as you see, we'll be  
10                  getting into a lot of the that.   Yeah, soul  
11                  food, I Love Seafood Fest.

12    **MR. DAYSON:**   Yeah, the I Love Seafood Fest.   It's  
13                  the fourth annual I Love Seafood Fest in this  
14                  area, but I started in 2011 in, in Charlotte,  
15                  North Carolina.   But I deal with a lot of local  
16                  fishermen, Harrell's Seafood.   I deal with a  
17                  lot of the people from Murrell's Inlet.   And  
18                  basically we, we pride ourselves on the  
19                  freshest catch.   So it's a seafood fest, and  
20                  basically we, we've tagged that along with  
21                  national recording artists.   So we have a, a  
22                  multi-culture event on that.   Now the Keep It  
23                  Classic event, I'm connected with a lot of old  
24                  school hip hop.   I'm from Brooklyn, New York.  
25                  I know -- I think we got Big Daddy Kane, DJ





1 Cool from DC, his area. And we, we soliciting  
2 a lot of old-school guys on that one. It's  
3 gonna be a Keep It Classic event. He's doing  
4 the Motown event.

5 **MR. LEWIS:** Well, the Motown event consists of six  
6 acts. We start with a -- if anybody doesn't  
7 know, Barry Gordy was a boxer. He started out  
8 as a boxer when he first started. And what it  
9 is, I've dealt with some people that's in his  
10 camp and they puttin' together a Motown tour  
11 that's -- they do like 40 minutes -- I mean, 30  
12 minutes of Motown. Then they come back and do  
13 30 minutes of Marvin Gaye. Then they do 30  
14 minutes of Gladys Knight, take an intermission,  
15 come back with 30 minutes of Smokey Robinson  
16 and the Miracles, 30 minutes with Diana Ross  
17 and the Supremes, and then end it with the  
18 Temptations. That would be the Motown show.

19 **MR. DAYSON:** And the grand finale, that will be a  
20 multi-culture event. We want to bring in  
21 everybody, like the, the Spanish, we want to do  
22 reggae tone, reggae, and just make it a multi-  
23 culture event. We, we gonna make sure that we  
24 include everybody on the multi-culture event.  
25 And that should -- this is the layout.



1     **MAYOR PRO TEM DAVID:** Can y'all see the layout?

2     **MR. DAYSON:** This is what we propose, and having the  
3           stage in the middle, right there on 29th  
4           Street, and then have the cabanas right beside  
5           it and, and the tables in the middle -- 60 inch  
6           rounds with like 8 tables around it, and all  
7           the vendors going down 2nd Street and, and  
8           Ocean. And, and in the back we have the porta-  
9           potties. But -- and the rest would be like the  
10          general admission, the, the filler part, the,  
11          the green part would be the, the general  
12          admission part. So, that's what we propose.

13    **INTERIM TOWN MANAGER CHEATHAM:** (inaudible)

14    **MR. DAYSON:** Yeah, the tables and chairs?

15    **INTERIM TOWN MANAGER CHEATHAM:** (inaudible)

16    **MR. DAYSON:** Oh, yeah, the tables would be out  
17          there. I left that out. Well, how we promote  
18          and market the event? We use a lot of social  
19          media, geofencing. We do fly-ins, posters,  
20          billboards. We're known for doing a lot of  
21          news because we have a, a nonprofit  
22          organization for children with incarcerated  
23          parents. That's what Dayson Diamond Youth  
24          Foundation is. So we're always on the Good  
25          Morning Carolinas. I've -- we've been on



1           there, like, four times. So we're looking to  
2           promote and actually interact with a lot of  
3           people here in Myrtle Beach and all of the  
4           radio stations. The first event we had on  
5           iHeart Radio, we was on like eight different  
6           radio stations and then we dealt with Cumulus  
7           Radio all throughout the Carolinas,  
8           Fayetteville Cumulus, Myrtle Beach Cumulus,  
9           Charleston and Florence. So we looking to  
10          market and promote the event real heavy. So  
11          there's gonna be a lot of traction. And every-  
12          -- Atlantic Beach is gonna be on display.  
13          Well, I mean, that, that pretty much concludes  
14          everything. If you guys have any questions,  
15          I'll be -- I'll feel free to answer any of the  
16          questions.

17       **INTERIM TOWN MANAGER CHEATHAM:** Just one question.  
18               Have you been in contact with landowners for  
19               possible use of their land because ...

20       **MR. DAYSON:** We have been in contact with the land  
21               owners.

22       **INTERIM TOWN MANAGER CHEATHAM:** Okay, so all that's  
23               been squared away?

24       **MR. DAYSON:** Working on it.

25       **INTERIM TOWN MANAGER CHEATHAM:** Working in it, okay.



1     **MR. DAYSON:**    Yeah, that's that's been working on.  
2                   That's what we're here for, to make sure that  
3                   we can get everything approved from you guys.  
4                   Anybody in the audience have any questions?

5     **UNKNOWN SPEAKER:**   (inaudible)

6     **MR. DAYSON:**    Oh yeah, absolutely, yeah.    They'll  
7                   have three I was in -- I was at Birds and  
8                   Chapelin (ph) Pavillion.    Yeah, right there  
9                   where they do the country music festival.   So  
10                  we're moving it to a new location this year and  
11                  we're going to bring the national recording  
12                  artists down here.   Because of the problem down  
13                  there, I can only get a hurricane date.   So I  
14                  want to make sure that we put it an in, in-  
15                  season not out-of-season.   So we, you know,  
16                  three years in a row it rained and then we had,  
17                  we had Hurricane Ian came in and that boat was  
18                  on, on the beach.   That was the same day we  
19                  were scheduled to do our event.   So every year  
20                  we scheduled to do our event it was -- we, we  
21                  looked at the Farming -- on the, you know,  
22                  Farmers Almanac, but we, we can't get a good  
23                  date.   So I was like we -- I need to bring --  
24                  I need to move it and make sure that we have a  
25                  flexibility to be able to pivot and move, move



1           if it is a rain -- if there's a tornado we can  
2           move it to a date within season, not out of the  
3           season.

4   **INTERIM TOWN MANAGER CHEATHAM:** Well hurry up before  
5           them houses come because you won't have a  
6           place.

7   **MR. DAYSON:** Well, yeah, yeah.

8   **MR. LEWIS:** We'll take the house revenue.

9   **MR. DAYSON:** Oh, yeah, we, we totally understand.

10   **MAYOR PRO TEM DAVID:** We need to do it that way.  
11           Anybody, anybody got any questions?

12   **MR. MONTGOMERY:** I have one.

13   **MAYOR PRO TEM DAVID:** Mr. Montgomery?

14   **MR. MONTGOMERY:** Can you comment on crowd control  
15           and security?

16   **MR. DAYSON:** Oh, yeah. We, we, we have, we have  
17           crowd control and security and we have  
18           volunteers. We, we always have a, a national  
19           security company. We, we will have a licensed  
20           security company. Last year I think we used  
21           the guys that secured the airport. What's the  
22           name of them?

23   **INTERIM TOWN MANAGER CHEATHAM:** AP Professionals.

24   **MR. DAYSON:** AP Professionals. They, they secure  
25           the airport and Ripley's Believe It Or Not.



1           So, so they work with, they work with SLED and  
2           they work with -- they will work with your  
3           local police department. That shouldn't be a  
4           problem.

5   **MS. BOOKER:** How much are the tickets?

6   **MR. LEWIS:** We haven't put that out.

7   **MR. DAYSON:** Yeah, but, but we, we do want to give  
8           the residents, people that live here, we're  
9           gonna give them the opportunity to get a  
10          discount for tickets.

11   **MR. LEWIS:** Have to get approval first.

12   **MR. DAYSON:** Absolutely, so ...

13   **MS. G. CHEATHAM:** How, how many people have you  
14          normally attracted to your events?

15   **MR. LEWIS:** For which one?

16   **MS. G. CHEATHAM:** Let's say your, your first event.

17   **MR. LEWIS:** The Boots on the Ground? Everywhere  
18          I've done, everywhere I've been, they're doing  
19          it with 3, 4,000 people with that Boots on the  
20          Ground because that is real, real big right  
21          now. So we're trying to hit it while it's hot  
22          because, you know, it's just a fad. I mean  
23          when your church starts doing Boots on the  
24          Ground in church, you know it's getting out  
25          there. Because I know y'all done see your



1 church doing Boots on the Ground. Church doing  
2 Boots on the Ground.

3 **MR. DAYSON:** Yeah, and, and, and your FunkFest,  
4 like, I don't know if you all know about the  
5 FunkFest in Virginia Beach is real popular.  
6 He, he started that.

7 **MR. LEWIS:** I started that.

8 **MR. DAYSON:** Yeah, he started that. So the Seafood  
9 Festival, we, we had up to 15,000 people in, in  
10 Charlotte.

11 **MS. G. CHEATHAM:** So this is like ---

12 **MR. DAYSON:** That's a major, major city, though.

13 **MS. G. CHEATHAM:** So this is, thinking about the  
14 numbers. So where are these people gonna stay?  
15 I mean, are you gonna publicize the, the ---

16 **MR. DAYSON:** Well, we're gonna ---

17 **MS. G. CHEATHAM:** --- where they gonna stay?

18 **MR. DAYSON:** Well, yeah, we're gonna -- we, we  
19 normally get with Elliott Realty -- Elliott,  
20 and Vacation Myrtle Beach. We get with the  
21 chambers and we also get with the city, which  
22 is you guys -- and well, well, you know, Visit  
23 Myrtle Beach and Visit, Visit Myrtle Beach has  
24 14 different hotels. So they put it on their  
25 website, and we're trying to drive the traffic



1           up there. But we're -- what we're gonna do is  
2           try to get the hotel right beside you guys on  
3           board, and I think it's ---

4   **MR. LEWIS:** What's -- what hotel is right down there  
5           that we was looking at earlier?

6   **MR. DAYSON:** Oh, Comfort Inn and then The Residence.

7   **MS. G. CHEATHAM:** Okay. This is my last question.  
8           So the traffic, are you going to provide  
9           shuttle services if you got people out, are you  
10          going to provide shuttle services because it's  
11          minimal amount of parking.

12   **MAYOR PRO TEM DAVID:** Well, the goal is too, since  
13          we do have parking in place, that we're going  
14          to try to utilize our parking lots that we have  
15          here at the beach. And of course Trump's  
16          special event parking. And -- but I think  
17          they're limited to only 2,000 ticket sales, so  
18          they're not going to have more than that, so,  
19          you know.

20   **MR. LEWIS:** We gotta cut it off at 2,000.

21   **MS. MALLETT:** I want to say welcome to Atlantic  
22          Beach. I'm so glad to hear this. You know  
23          what it sounds like, it sounds wonderful ---

24   **MR. DAYSON:** Thank you so much.

25   **MS. MALLETT:** --- something we need so much. But





1           thank you. Welcome home.

2   **MR. DAYSON:** Oh, yeah. Thank you.

3   **COUNCILWOMAN GORE:** And the nice hotel they're  
4           trying to build down there, they're staying  
5           there.

6   **MS. BOOKER:** Is it too late for you to add Con Funk  
7           Shun?

8   **MR. DAYSON:** Con Funk Shon?

9   **MR. LEWIS:** Con Funk Shun? Yeah, yeah ...  
10          (inaudible)

11   **MR. LEWIS:** I can bring anybody you want in.

12   **MAYOR PRO TEM DAVID:** Okay. We gonna move on.  
13           We're going to close out. Is it -- is there a  
14           motion to authorize the interim town manager to  
15           enter into a contract with Cladom and Dayson  
16           for the Con- -- Atlantic Beach Concert Series  
17           proposal for the summer of 2025?

18   **MOTION**

19   **COUNCILWOMAN TAYLOR:** So moved.

20   **COUNCILMAN CAMPBELL:** Second.

21   **MAYOR PRO TEM DAVID:** Roll call.

22   **TOWN CLERK PEREIRA:** Councilman Edward Campbell?

23   **COUNCILMAN CAMPBELL:** Yea.

24   **TOWN CLERK PEREIRA:** Councilwoman Carla Taylor?

25   **COUNCILWOMAN TAYLOR:** Yes.



1     **TOWN CLERK PEREIRA:** Councilwoman Jacqueline Gore?

2     **COUNCILWOMAN GORE:** Yes.

3     **TOWN CLERK PEREIRA:** Mayor Pro Tem John David?

4     **MAYOR PRO TEM DAVID:** Yes. Next, we'll -- thank you  
5             all very much. You get with Ms. Cheatham and  
6             we'll work the rest of everything out, as, as  
7             well as the land owners.

8     **AUTHORIZE INTERIM TOWN MANAGER TO ENTER INTO CONTRACT**  
9     **WITH WATSON AND RICE ACCOUNTING SERVICES**

10    **MAYOR PRO TEM DAVID:** Next is E, to authorize the  
11           interim town manager to enter into a contract  
12           with Rice -- Watson Rice for accounting  
13           services. Ms. Cheatham?

14    **INTERIM TOWN MANAGER CHEATHAM:** Mr. Mayor, members  
15           of council and citizens. For some reason, I  
16           don't know why, our accountant quit.

17    **MAYOR PRO TEM DAVID:** You're working him too hard.

18    **INTERIM TOWN MANAGER CHEATHAM:** And so I immediately  
19           put out a, a request for proposal, which we  
20           received at the end of February. We got three  
21           responses. I am proposing that we contract  
22           with Watson Rice for accounting services to do  
23           the town's, the town's accounting. I'll be  
24           glad to answer any questions. The highest bid  
25           was, like, \$82,000 a year. The second highest



1           was \$81,000 a year. This will be about 35.

2   **MAYOR PRO TEM DAVID:** Job well done.

3   **INTERIM TOWN MANAGER CHEATHAM:** Be glad to answer  
4           any questions you may have.

5   **MAYOR PRO TEM DAVID:** Is there a motion to approve?

6   **MOTION**

7   **COUNCILWOMAN TAYLOR:** So moved.

8   **MAYOR PRO TEM DAVID:** Second. Roll call.

9   **TOWN CLERK PEREIRA:** Councilman Edward Campbell?

10   **COUNCILMAN CAMPBELL:** Yea.

11   **TOWN CLERK PEREIRA:** Councilwoman Carla Taylor?

12   **COUNCILWOMAN TAYLOR:** Yea.

13   **TOWN CLERK PEREIRA:** Councilwoman Jacqueline Gore?

14   **COUNCILWOMAN GORE:** Yea.

15   **TOWN CLERK PEREIRA:** Mayor Pro Tem John David?

16   **MAYOR PRO TEM DAVID:** Yes.

17   **AUTHORIZE INTERIM TOWN MANAGER TO PURCHASE ITEMS FOR**  
18   **BIKEFEST**

19   **MAYOR PRO TEM DAVID:** Next we have item F, to  
20           authorize the interim town manager to purchase  
21           the following items for Bikefest. Ms.  
22           Cheatham?

23   **INTERIM TOWN MANAGER CHEATHAM:** Thank you. Bikefest  
24           is fast approaching. For porta-johns, golf  
25           carts and cleanup, a request for proposal was



1 submitted. We're proposing to contract with  
2 Elvis for porta-johns. They had the best  
3 price. They've done it in the past. Tower  
4 lights is a company called HERC. All of these  
5 are based on getting three or more proposals or  
6 bids. Golf carts will be with Graham Golf  
7 Carts. The clean up, we only received one  
8 proposal for \$12,500. Tables and chairs is  
9 primarily for the police to set up in the  
10 Housing Authority lot where we feed people --  
11 we feed the SLED and all the police officers  
12 who work here all weekend. And we have  
13 proposals for that for a minimum amount of  
14 dollars. We don't have enough. I thought we,  
15 maybe, had enough tables and chairs, but we  
16 don't. It'll be about \$1200.

17 **MAYOR PRO TEM DAVID:** How many more are they giving  
18 us than what we got? Or are they giving us a  
19 lot more than we got?

20 **INTERIM TOWN MANAGER CHEATHAM:** They're giving us a,  
21 a lot more plus a lot of times the guests don't  
22 take care of your good stuff, so we thought we  
23 would take a look at that. And the electrical  
24 services, there's a lot of work to be done to  
25 energize the poles. There's a lot of



1           electrical work to be done to make sure that  
2           the cooking site has the appropriate  
3           electricity so that we can feed people. So  
4           those are the things that I'd like to have  
5           permission to ...

6       **MAYOR PRO TEM DAVID:** Again, we hope to, we hope to  
7           minimize all costs compared to last year.

8       **INTERIM TOWN MANAGER CHEATHAM:** Yeah, we will  
9           minimize all costs, yes.

10      **COUNCILWOMAN TAYLOR:** My question is who's catering  
11           or how are we feeding law enforcement?

12      **INTERIM TOWN MANAGER CHEATHAM:** We're feeding the  
13           law enforcement people and the, the chief is  
14           back there and can add on and do anything. Go  
15           ahead.

16      **CHIEF CASTILLO:** Yeah, so, so that's -- I'm sorry.

17      **MAYOR PRO TEM DAVID:** Come to the microphone,  
18           please.

19      **CHIEF CASTILLO:** You want me to give my address too?

20      **MAYOR PRO TEM DAVID:** Yes.

21      **CHIEF CASTILLO:** Good evening. So, yeah, so SC  
22           Needs, they provide all the food and  
23           everything. The town doesn't pay for the food.  
24           There is drinks that we have to provide, but  
25           the food and everything is brought in by them



1 and donations from their organization.

2 **COUNCILWOMAN TAYLOR:** What's it called?

3 **CHIEF CASTILLO:** SC Needs.

4 **MR. MONTGOMERY:** What, what that acronym stands for,  
5 SC Needs?

6 **CHIEF CASTILLO:** That's a good question. I'll get  
7 back to you. Anything else?

8 **MOTION**

9 **MAYOR PRO TEM DAVID:** With that I move to authorize  
10 the interim town manager to purchase the  
11 following items listed for Bikefest, porta-  
12 johns, tower lights, golf carts clean-up,  
13 tables, chairs and electrical service. Is  
14 there a second?

15 **COUNCILWOMAN TAYLOR:** So moved.

16 **MAYOR PRO TEM DAVID:** Roll call.

17 **TOWN CLERK PEREIRA:** Councilman Edward Campbell?

18 **COUNCILMAN CAMPBELL:** Yea.

19 **TOWN CLERK PEREIRA:** Councilwoman Carla Taylor?

20 **COUNCILWOMAN TAYLOR:** Yes.

21 **TOWN CLERK PEREIRA:** Councilwoman Jacqueline Gore?

22 **COUNCILWOMAN GORE:** Yea.

23 **TOWN CLERK PEREIRA:** Mayor Pro Tem John David?

24 **MAYOR PRO TEM DAVID:** Yes.

25 **AUTHORIZE INTERIM TOWN MANAGER TO PURCHASE ITEMS FOR**



**THE GULLAH GEECHEE FESTIVAL**

**MAYOR PRO TEM DAVID:** Next item G, to authorize the town manager to purchase the following items for Gullah Geechee Festival with funds received from the Gullah Geechee organization, rental of chairs, tables, tents and band, and I'm gonna add in here, if I can, from any funds received in regards to the Gullah Geechee organization or Gullah Geechee funds received.

**INTERIM TOWN MANAGER CHEATHAM:** Yeah, that is correct. Thank you. There's a Gullah Geechee Festival schedule-- scheduled for August the 29th through the 31st. It is getting an enormous amount of publicity. So -- and we have had a, a proposal to rent chairs, tables, tents and to pay a deposit on the van. So we're asking permission to do that as we move along.

**MOTION**

**MAYOR PRO TEM DAVID:** I'll make the motion and there's other things -- I'm going to be all-inclusive because again, for the Gullah Geechee Festival, we're going to have to pay for entertainers, we're going to have to pay for -- and Ms. Cheatham, maybe, to get three quotes on



1 all this stuff, which I hate. But we have to  
2 pay for storytellers. We may have to pay for  
3 more stages and stuff like that, so I move that  
4 the interim town manager have the ability to  
5 purchase all the it- -- items necessary for the  
6 Gullah Geechee Festival with funds received  
7 through all funding sources. Is there a  
8 second?

9 **COUNCILWOMAN TAYLOR:** Second.

10 **MAYOR PRO TEM DAVID:** Roll call.

11 **TOWN CLERK PEREIRA:** Councilman Edward Campbell?

12 **COUNCILMAN CAMPBELL:** Yea.

13 **TOWN CLERK PEREIRA:** Councilwoman Carla Taylor?

14 **COUNCILWOMAN TAYLOR:** Yes.

15 **TOWN CLERK PEREIRA:** Councilwoman Jacqueline Gore?

16 **COUNCILWOMAN GORE:** Yea.

17 **TOWN CLERK PEREIRA:** Mayor Pro Tem John David?

18 **MAYOR PRO TEM DAVID:** Yes.

19 **BEAUTIFICATION COMMITTEE APPOINTMENTS**

20 **MAYOR PRO TEM DAVID:** Next item H, we have the  
21 Beautification Committee, which is restarting,  
22 appointments. Ms. Cheatham, go ahead?

23 **INTERIM TOWN MANAGER CHEATHAM:** The Beautification  
24 Committee has been reinstituted and the  
25 following appointments are proposed, Kenneth





1 McIver, the Chair, Will Thomas, Jane Isom, Ms.  
2 Sarah Blair, Tiquita Lynn and Lynda Booker.

3 **COUNCILWOMAN GORE:** Can I ask a question?

4 **INTERIM TOWN MANAGER CHEATHAM:** Yes, ma'am.

5 **COUNCILWOMAN GORE:** Where do these names come from?

6 I mean, was it not asked amongst the council to  
7 put in somebody for this position? I mean,  
8 just like everybody and whatever, is there,  
9 like, is there, like, they are just names that  
10 were randomly put or people just came up there  
11 and put in or where these names coming from?

12 **INTERIM TOWN MANAGER CHEATHAM:** We had talked about  
13 the Beautification Committee in one of the  
14 earlier meetings. Some people just came  
15 forward, you know. You could talk to the Mayor  
16 Pro Tem.

17 **COUNCILWOMAN GORE:** No, I'm just trying ---

18 **INTERIM TOWN MANAGER CHEATHAM:** But people came up  
19 and said they, they wanted to volunteer, and  
20 some people asked them.

21 **MAYOR PRO TEM DAVID:** I think Ms. Gore also had  
22 mentioned putting in something to make sure  
23 that all -- we had something in place to make  
24 sure all funding was submitted to the town for  
25 a deposit versus, you know, just to make sure



1           that was done and make sure that's in the  
2           Beautification Committee charge or information.

3           **MOTION**

4           **MAYOR PRO TEM DAVID:**     With that, I move that we  
5           reinstate the Beautification Committee with the  
6           appointments of Mr. Will Thomas, Jamie Isom,  
7           Sarah Blair, Tiquita Lynn, Lynda Booker and  
8           Kenneth McIver as the Chair.     Is there a  
9           second?

10          **COUNCILWOMAN TAYLOR:**     Second

11          **MAYOR PRO TEM DAVID:**     Roll call.

12          **TOWN CLERK PEREIRA:**     Councilman Edward Campbell?

13          **COUNCILMAN CAMPBELL:**     Yea.

14          **TOWN CLERK PEREIRA:**     Councilwoman Carla Taylor?

15          **COUNCILWOMAN TAYLOR:**     Yes.

16          **TOWN CLERK PEREIRA:**     Councilwoman Jacqueline Gore?

17          **COUNCILWOMAN GORE:**       Yea.

18          **TOWN CLERK PEREIRA:**     Mayor Pro Tem John David?

19          **MAYOR PRO TEM DAVID:**     Yes.

20          **MANAGER'S REPORT**

21          **MAYOR PRO TEM DAVID:**     Next we'll move to the  
22                                   Managers Report.   Ms. Cheatham?

23          **INTERIM TOWN MANAGER CHEATHAM:**   Thank you.   The Town  
24                                   Beautification Report will be postponed until  
25                                   the Beautification Committee can meet and make



1 a report. We hope to have it soon. We are in  
2 the process of reviewing and revising the  
3 Comprehensive Plan. We received three  
4 proposals in February. The Evaluation  
5 Committee has been appointed consisting of the  
6 Planning Commission Chair, Mr. Meets, Bruce  
7 Robinson, Sheila Robinson. I service the staff  
8 as well as Lee Kane. We met last Wednesday.  
9 We are having presentations on Wednesday, April  
10 the 16th, with two of the successful proposals,  
11 and we hope to have a recommendation in April  
12 that will go before the Planning Commission as  
13 well as the town council soon. The proposals  
14 came in under budget. We were delighted about  
15 that. Proposals seemed to be very good and so  
16 we're pleased. They will be able to revise the  
17 Comprehensive Plan, the Land Management  
18 Ordinance and the 30th Avenue corridor to get  
19 into compliance with the state law regarding  
20 updates to the Comprehensive Plan.

21 **MAYOR PRO TEM DAVID:** I'll just point out that this  
22 has been referenced back when we were talking  
23 about the hotel. It was referenced when we  
24 were talking about re-zoning to R2. So we also  
25 want to make sure that all citizens know that



1           this is a community document, and we want to  
2           make sure that all citizens know that there  
3           will be multiple times where there will be  
4           citizen or community input so that we can  
5           foster how our town will move forward in the  
6           next 10 years. We have a master plan out there  
7           that was, I guess, obsolete from the moment it  
8           was written because this is a town that  
9           individuals own 50 x 150 lots, not where people  
10          own the whole entire town and can decide what  
11          to do with it, like that Master Plan. And we  
12          want to make sure that we do our Land  
13          Management ordinances that are reflective of  
14          the deed restrictions as well as, as we move  
15          forward with the growth of the town, especially  
16          our Main Street corridor so that we can  
17          increase commercial development and do things  
18          to make it -- to foster people developing on  
19          that street, whereas it may not have been that  
20          way before. So we want to make sure that we  
21          are tying in the community, tying in the  
22          landowners, tying in the growth and tying in  
23          making it -- the deed restrictions and tying in  
24          our National Historic District as well as  
25          making sure that it's easier for folks to



1 build. And we, and we can put them with the  
2 money folks to help them build, especially on  
3 the commercial properties.

4 **COUNCILWOMAN GORE:** We will have all -- all deed  
5 restrictions will be available whenever this  
6 come about I'm assuming.

7 **MAYOR PRO TEM DAVID:** They will not because deed  
8 restrictions are individual parcels, so they  
9 will not all be available. We will structure  
10 the whole town as far as the Comprehensive  
11 Plan, but if you want deed restriction, you're  
12 gonna have to go and pull each individual deed  
13 if you want to quote each individual deed.

14 **COUNCILWOMAN GORE:** Okay. Question with that now.  
15 So therefore they're public records there,  
16 right?

17 **INTERIM TOWN MANAGER CHEATHAM:** They are public  
18 records.

19 **MAYOR PRO TEM DAVID:** Yes, ma'am. You can go pull  
20 them.

21 **COUNCILWOMAN GORE:** So therefore, well, I been over  
22 there and I couldn't find any. I only found  
23 like two out of all of them. So therefore,  
24 what I'm trying to say is, if they were pulled,  
25 and they were pulled for the public to use them



1           for whatever need to be used to be the reason  
2           or whatever, so therefore we didn't get a copy  
3           of them and put them in our town hall, we don't  
4           have a copy of the deed restrictions?

5   **MAYOR PRO TEM DAVID:** We don't have a copy of deeds  
6           in our town hall for every parcel of land in  
7           the entire town, we do not.

8   **COUNCILWOMAN GORE:** So how do we know there is  
9           restrictions if we don't have a copy of it?

10   **MAYOR PRO TEM DAVID:** Because ---

11   **COUNCILWOMAN GORE:** And there's public records there.

12   **MAYOR PRO TEM DAVID:** Well, you can go to the public  
13           records and get that.

14   **COUNCILWOMAN GORE:** I don't -- listen, you all are  
15           running the town hall over there.

16   **COUNCILWOMAN TAYLOR:** This ---

17   **COUNCILWOMAN GORE:** Hold up. Wait a minute.

18   **MAYOR PRO TEM DAVID:** We didn't pull them.

19   **COUNCILWOMAN GORE:** Y'all went and pulled them. All  
20           of y'all are saying there are restrictions. We  
21           didn't get a copy of them?

22   **MAYOR PRO TEM DAVID:** Again, you can go pull them if  
23           you like.

24   **COUNCILWOMAN GORE:** I, I ---

25   **MAYOR PRO TEM DAVID:** Go ahead. Ms. Taylor, go



1           ahead, Ms. Taylor.

2       **COUNCILWOMAN TAYLOR:**   It's my understand that, yes,  
3           anyone who has access to HorryCounty --  
4           HorryCounty.org can go online and look at deed  
5           or request access to a deed, and that the deed  
6           -- the enforcement of deed restrictions is  
7           based on the land owners. And we are making  
8           these adjustments because the land owners,  
9           majority of the land owners who are directly  
10          impacted have expressed this is their desire to  
11          support what is written in the deeds of their  
12          individual lots. It's not the town who's  
13          writing this. It's not the town who wrote  
14          this. It's the property owners who bought the  
15          property with the deeds stating this and they  
16          want to see that upheld. So we're trying to  
17          abide based on the will of the people who own  
18          the property.

19       **COUNCILWOMAN GORE:**   So, so they got off scott free  
20          because there is a fee to re-zone the town,  
21          right? So therefore if a property owner go and  
22          ask for a re-zone, they don't have to pay  
23          anything? Is that free?

24       **MAYOR PRO TEM DAVID:**   They do, if they ask for a  
25          zoning variance. There's different things.



1           You're conflating different things together.

2           So what if ---

3   **COUNCILWOMAN GORE:**   I, I'm trying to figure out ---

4   **MAYOR PRO TEM DAVID:**   If you're going to the  
5           Planning Commission.

6   **COUNCILWOMAN GORE:**   The Planning Commission didn't  
7           even get the letters that -- they didn't even  
8           have that to read off to the ---

9   **MAYOR PRO TEM DAVID:**   Well, we're not gonna re-lit-  
10          -- we're not gonna re-litigate this so.

11   **COUNCILWOMAN GORE:**   We aren't going to, but we're  
12          going to talk about it, 'cause I have just as  
13          much right to talk about this ---

14   **MAYOR PRO TEM DAVID:**   Well you -- again, you're,  
15          you're ---

16   **COUNCILWOMAN GORE:**   Well all I'm asking ---

17   **MAYOR PRO TEM DAVID:**   You need to ask ---

18   **COUNCILWOMAN GORE:**   --- I was asking to get it from  
19          her, okay?   What I'm asking is if we get all  
20          this, we have to ---

21   **MAYOR PRO TEM DAVID:**   We're gonna move to the next  
22          item.   So next ---

23   **COUNCILWOMAN GORE:**   We have rezoned ---

24   **MAYOR PRO TEM DAVID:**   Ms. Cheatham, if you'll move  
25          -- if you'll move to item C.   We'll move on





1           because we're not going to go through this.

2       **COUNCILWOMAN GORE:** We have owned our property down  
3           there, you mean to tell me that we don't have  
4           anything in our town hall saying that there's  
5           restrictions on these properties?

6       **MAYOR PRO TEM DAVID:** Item C, Ms. Cheatham.

7       **INTERIM TOWN MANAGER CHEATHAM:** Item C, we have a  
8           number of positions being advertised at the  
9           moment, and several will be advertised this  
10          week, a planner, a building official, police  
11          officer. We also have two parking positions  
12          for the parking program that's gonna be  
13          instituted. And later on this week we'll be  
14          advertising for an assistant town manager and  
15          a police chief. We've advertised for a town  
16          manager and we hope we'll be conducting  
17          interviews soon.

18       **MAYOR PRO TEM DAVID:** And I do encourage -- there's  
19          two positions advertised for the parking, but  
20          there's four actual jobs, and they're still  
21          actively looking, so if you all know of anyone  
22          who's looking for parking positions or part-  
23          time positions, I think, \$15 dollars, \$15 and  
24          a half an hour, basically from, I guess, from  
25          now until November 1st. So please let anyone



1 know -- make -- reach out to myself or the town  
2 manager or -- and we can provide them with the  
3 information for the parking contact if, if  
4 somebody wants a part-time job for the summer.  
5 Next item.

6 **INTERIM TOWN MANAGER CHEATHAM:** I'm gonna turn items  
7 D and E over to Mr. Booker, but there are two  
8 other things. We applied for a \$50,000 grant  
9 from Horry County for accommodations tax.  
10 Hopefully, we'll hear about that on Wednesday.  
11 Business licenses are now due -- will do -- be  
12 due through the end of the month without a  
13 penalty. Our franchise agreement with Santee  
14 Cooper ends in June. We will be doing a new  
15 ordinance that will hopefully be introduced  
16 next week on the 14th. I don't know if those  
17 of you who remember the first agreement that we  
18 had, took some of the money for -- to bury the  
19 -- under -- to bury the wires underground. And  
20 the town decided that they didn't have enough  
21 money in it and so we took that out. We would  
22 like to go back into that, make a 40 percent  
23 match, so hopefully we can get more money to  
24 bury the wires in the town. And lastly, but  
25 not least, we will have new macro- --



1           microphones the next time we meet. Thank you.

2       **MAYOR PRO TEM DAVID:** Mr. Booker?

3       **MR. BOOKER:** Good evening Mayor, Mayor Pro Tem and  
4           the council. I have a couple of subjects I'd  
5           like to talk about it. You can see them  
6           printed on your agenda. The first one has to  
7           do with the Bikefest preparation. And as  
8           usual, with -- in concert with Bikefest  
9           preparation, we do a spring cleanup. And so  
10          beginning this Friday coming, the 9th of April,  
11          we will bring in dumpsters for us to do our  
12          spring cleaning around our homes and in our  
13          yards. And so we're gonna bring in four  
14          dumpsters. One will be located in the public  
15          housing lot on 29th Avenue. Two will be  
16          located in the cut-through between 30th and  
17          31st Avenue, midway the street. And the fourth  
18          will be on the west side at the public housing  
19          parking lot between 29th and 30th Avenues just  
20          behind the appliance store. So those dumpsters  
21          will stay there until May 11th. So if you --  
22          we encourage everyone, neighbors to do all  
23          their spring cleaning and put all your stuff in  
24          there. If they're any rules, they'll be posted  
25          at the dumpster in terms of metal or yard



1        debris and so forth. If the, if the dumpster's  
2        fill up between then, we'll empty them and  
3        bring them back. So just go ahead and put all  
4        your stuff in. In addition to that we talked  
5        about the, the -- we always have a, a lot of  
6        electrical work that needs to be done with  
7        people who rent their lots to vendors. You  
8        have power poles, and those power poles take a  
9        beating from the salt air. And so we're going  
10       to have an electrician, Jimmy Montgomery, who  
11       typically does this for us, he's going to be  
12       available to inspect the power poles. If  
13       people need power, get him to come to the town  
14       hall and get your power pole inspection permit  
15       and Jimmy will come and look at it, tell you  
16       what needs to be done, if anything, and once  
17       it's in shape to receive power he'll put a  
18       sticker on it. And then when Santee Cooper  
19       comes, they can energize it. And Santee  
20       Cooper's last day coming to town is going to be  
21       April -- I mean, May the 19th, which is the  
22       Monday of the Bikefest. After the 19th, they  
23       say things get a little busy around here, so  
24       they're trying to get all that done ahead of  
25       time. So I'm encouraging everyone to be



1 proactive, go ahead and get your inspections  
2 done at the -- sign up at the town hall so  
3 Jimmy can come and look at your equipment and  
4 get it ready to receive power. So that's,  
5 basically, what I have for the Bikefest. We  
6 talked about the entertainment. We have chosen  
7 one entertainment, IKHAAN Entertainment.  
8 That's the company owned by Jeffrey Gore.  
9 He'll be here in the next meeting to talk a  
10 little bit more about what he intends to do as  
11 far as entertainment is concerned. So that's  
12 it in terms of Bikefest prep. Any questions  
13 from anyone? Okay, hearing none, the next  
14 topic is the 30th, 30th Avenue re-paving. If  
15 you will -- we've been in contact with the  
16 County Transportation Committee and we  
17 requested that 30th Avenue be re-paved, and  
18 that has been approved, \$485,000. North Myrtle  
19 Beach will manage that project for us. I don't  
20 have a timeline on exactly when that's going to  
21 take place, but they're gonna manage that whole  
22 project along with some other work that's going  
23 to happen on 3rd Avenue with the water line  
24 that's coming through with some street  
25 disruption and re-paving and sidewalks and that



1 sort of thing. We've made a request to the  
2 County Transportation Committee for paving of  
3 31st Avenue, Seaview. 3rd Avenue is gonna get  
4 taken care of by the, the water line and 4th  
5 Avenue. I need to go back and modify that  
6 request to take care of 29th, 30th, 31st and  
7 32nd on the west side because that wasn't done  
8 earlier. So the ultimate goal is to get all of  
9 our streets re-paved. And so we're working on  
10 that through the County Transportation  
11 Committee, and we'll keep you posted as things  
12 develop. Any questions?

13 **MR. MONTGOMERY:** Yeah. When will they start on  
14 that?

15 **MR. BOOKER:** I don't have a start date yet, but by  
16 the next meeting I hope to tell you -- give  
17 your schedule.

18 **MR. MONTGOMERY:** Good.

19 **MR. BOOKER:** Yeah, other questions? Thank you.

20 **UPCOMING EVENTS**

21 **MAYOR PRO TEM DAVID:** Next, number 8, upcoming  
22 events and activities key dates. Our next  
23 meeting will be on April 14th, which will be a  
24 budget workshop, also on the 29th, possibly a  
25 budget workshop. Just a reminder that May's



1           spring cleaning is coming up as Mr. Booker  
2           noted the date -- or Ms. Cheatham noted the  
3           dates.

4   **COUNCILWOMAN TAYLOR:**   Excuse me?

5   **MAYOR PRO TEM DAVID:**   Go ahead.

6   **COUNCILWOMAN TAYLOR:**   Just a reminder that those  
7           budget workshop meetings will begin at 5:30  
8           instead of 5:00 o'clock.

9   **MAYOR PRO TEM DAVID:**   Yes, and the executive session  
10          may last a little time in between that too. So  
11          be aware of the announcements that come out.  
12          Bikefest, again, is May 23rd through the 26th.  
13          Public hearing for the first reading of the  
14          budget proposal is on June 2nd. 2nd reading is  
15          on June 16th, if not earlier, and the Gullah  
16          Geechee Fest again is August 29th through the  
17          31st. And be on the lookout for the concert  
18          dates, the concert series dates as we move  
19          forward with that as well.

20   **COUNCILWOMAN GORE:**   When are those dates again?

21   **MAYOR PRO TEM DAVID:**   29th through the 31st of  
22          August.

23   **PUBLIC TIME**

24   **MAYOR PRO TEM DAVID:**   If, if -- now we'll move into  
25          public time. I don't have any comments or



1 anything to say.

2 **COUNCILWOMAN GORE:** Can I just say that to this  
3 clean up, this right here. Is there a way that  
4 we can monitor those functions because we get  
5 so much garbage from other towns that comes in  
6 here with their trash. I mean, it's just  
7 ridiculous. I found last year where they have  
8 some hotels over there, they put beds on them.  
9 (inaudible)

10 **MAYOR PRO TEM DAVID:** And if you see anything, let  
11 them know because we'll report them.

12 **COUNCILWOMAN GORE:** The neighborhoods (inaudible) ---

13 **MAYOR PRO TEM DAVID:** Anybody want -- Ms. Pat  
14 Mallett?

15 **MS. MALLET:** I want -- I just want to thank  
16 everyone from the town and all of us who worked  
17 so hard to have the, the blythe road (ph) -- I  
18 meant drama students and performance for the  
19 play was outstanding. They represented us  
20 well. I am so proud of Coastal Carolina for  
21 allowing such an incident -- thing to happen  
22 for our town. It truly gave some background  
23 about the Tysons' background, why we got what  
24 we have, what we have sustained for 91 years  
25 here, and it's because of our forefathers,





1           particularly Mr. Tyson started it. And I just  
2           want to thank you all so much for showing up  
3           for us.

4       **MAYOR PRO TEM DAVID:** I want to second that from Ms.  
5           Mallett. I had the opportunity to go to the  
6           play. It was a beautiful experience that  
7           curtailed the history from early on to the  
8           present day. And some of the same things that  
9           we were talking about and arguing about and,  
10          and trying to move forward in the town. I  
11          think there was an element of the grandparents  
12          that originally met here in Atlantic Beach.  
13          And then they moved on to the grandchildren  
14          that were trying to determine where the one  
15          grandchild wanted to sell and -- to a  
16          developer, and the other grandchild wanted to  
17          keep it for the family. And they worked out  
18          that they ended up being a compromise where  
19          the, the, the property was kept and they still  
20          worked to develop the town. So it was a  
21          beautiful play with beautiful actors, and thank  
22          you, Coastal Carolina, as well as all the folks  
23          that attended. With that, any other -- Mr.  
24          Montgomery?

25       **MR. MONTGOMERY:** I also attended the, attended the



1 play and was impressed. Those, those students  
2 were very talented and they told the story of  
3 Atlantic Beach. I was impressed with the play.  
4 But I have another question. I'm sure Mr.  
5 Booker and Ms. Cheatham, you all have covered  
6 this, but I just want to raise the question in  
7 regards to insurance for the festival series.  
8 The insurance, that's in proper order, right?

9 **INTERIM TOWN MANAGER CHEATHAM:** Yes, sir.

10 **MR. MONTGOMERY:** Okay.

11 **MAYOR PRO TEM DAVID:** They will have insurance.  
12 Parking folks got insurance. We're trying to  
13 make sure everybody got insurance.

14 **MR. BOOKER:** Which I'd like to add. One of the  
15 features of the special events permits is to  
16 make sure that when the people come in with  
17 these special events, is to make sure that they  
18 are insured to protect the town and everybody  
19 involved. And that's just one of the many  
20 other benefits to having that.

21 **MAYOR PRO TEM DAVID:** Anyone else want to ask  
22 anything? If not, I thank you all and I  
23 appreciate it.

24 **ADJOURNMENT**

25 **MAYOR PRO TEM DAVID:** And let's go -- let's say we'd



1           like to adjourn the meeting at -- adjourn,  
2           adjourn the meeting at 7:28 on Monday, April  
3           the 7th, 2025. Is there a motion?

4   **COUNCILWOMAN GORE:** So moved.

5   **COUNCILWOMAN TAYLOR:** Second.

6   **MAYOR PRO TEM DAVID:** Roll call.

7   **ROLL CALL**

8   **TOWN CLERK PEREIRA:** Councilman Edward Campbell?

9   **COUNCILMAN CAMPBELL:** Yea.

10   **TOWN CLERK PEREIRA:** Councilwoman Carla Taylor?

11   **COUNCILWOMAN TAYLOR:** Yea.

12   **TOWN CLERK PEREIRA:** Councilwoman Jacqueline Gore?

13   **COUNCILWOMAN GORE:** Yea.

14   **TOWN CLERK PEREIRA:** Mayor Pro Tem John David?

15   **MAYOR PRO TEM DAVID:** Yes, ma'am. Thank y'all,  
16           y'all have a great night.

17   **(There being no further discussion or questions, the**  
18   **Council meeting adjourned.)**

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### **CERTIFICATE**

This is to certify the transcript of the Atlantic Beach Town Meeting consists of seventy-five (75) 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 5, 2025.



M. Sean Cary  
Court Reporter

Notary Public for South Carolina  
My Commission Expires: May 2, 2033



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