

TOWN OF ATLANTIC BEACH SPECIAL SESSION MEETING

Tuesday, May 20, 2025

6:00 p.m.

The Town of Atlantic Beach Town Council Special Session Meeting was held and recorded at Atlantic Beach Community Center, 1010 32nd Avenue South, Atlantic Beach, South Carolina, on the 20th day of May, 2025, and transcribed by Amanda Godfrey, Notary Public in and for the State of South Carolina.



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OLD BUSINESS:

MR. DAVID: All right, second reading of Ordinance Number 6-2025?

MR. CAMPBELL: So moved.

MR. DAVID: Second?

MS. TAYLOR: Second.

MR. DAVID: Roll call.

MS. PEREIRA: Councilman Edward Campbell?

MR. CAMPBELL: Yay.

MS. PEREIRA: Councilwoman Carla Taylor?

MS. TAYLOR: Yay.

MS. PEREIRA: Mayor Pro Tem John David?

MR. DAVID: Yes.

NEW BUSINESS:

MR. DAVID: Next we're moving to new business. We have Ordinance Number 8-2025, an ordinance to define criminal offenses, miscellaneous provisions and penalties - first reading. Ms. Cheatham?

MS. CHEATHAM: Mr. Mayor Pro Tem and members of council and residents, the purpose of this ordinance is to cautify some of the -- the issues that residents, as well as council people were observing. There are issues regarding loitering. There's issues around the



1 abandonment -- abandonment of autos. And so
2 the attorney has been working with the police
3 department to try and strengthen some of the
4 things that have been going on that people have
5 found offensive. I'd be glad to answer any
6 questions that you might have.

7 **MS. TAYLOR:** No questions, just the comment that
8 having read the first reading, that I think the
9 citizens and residents of the town would
10 appreciate this effort to make our town more
11 secure.

12 **MR. DAVID:** And I think it does deal with hate
13 crimes and civil rights in the town, as well as
14 making sure the beach front is safe and the
15 town is safe harassment, loitering, people that
16 are -- that have not -- that's gone unchecked
17 in time. So I hope that you will -- if it
18 hadn't been posted on the website ---

19 **MS. CHEATHAM:** Yes.

20 **MR. DAVID:** --- please post it on the website ---

21 **MS. CHEATHAM:** It will be.

22 **MR. DAVID:** --- so that ---

23 **MS. CHEATHAM:** It will be.

24 **MR. DAVID:** --- all the citizens can read and review
25 it.



1 **MS. CHEATHAM:** Yes.

2 **MR. DAVID:** And if they have any comments, we can
3 address those ---

4 **MS. CHEATHAM:** We will do that.

5 **MR. DAVID:** --- before the second reading.

6 **MS. CHEATHAM:** Yes.

7 **MR. DAVID:** Councilman Campbell, you have any
8 comments or anything?

9 **MR. CAMPBELL:** No comment.

10 **MR. DAVID:** Okay. Is there a motion to approve the
11 first reading of Ordinance Number 8-2025?

12 **MS. TAYLOR:** So moved.

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

14 **MR. CAMPBELL:** Second.

15 **MR. DAVID:** Okay. Roll call.

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

17 **MR. CAMPBELL:** Yay.

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

19 **MS. TAYLOR:** Yay.

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

21 **MR. DAVID:** Yes. Next we'll move to Item B, which
22 is council approval to hire a new Town Manager.
23 Ms. Cheatham?

24 **MS. CHEATHAM:** Certainly. Mr. Mayor Pro Tem,
25 members of Council, and residents, several



1 weeks ago I was authorized to negotiate a
2 contract with a new Town Manager and I'm
3 pleased to announce that Mr. Adrian Jones has
4 agreed to become the Town Manager of Atlantic
5 Beach effective June the 2nd. I'd be glad to
6 answer any questions that I might have -- that
7 you may have.

8 **MR. DAVID:** We hope the hiring of Mr. Jones will be
9 a momentous good happening for the town. We
10 look forward to him starting and is there
11 anything else?

12 **MS. TAYLOR:** No, just a -- hopefully a beginning of
13 a mutually positive relationship between our
14 Town Manager and Government and citizens,
15 residents, and continue to move in our forward
16 projection.

17 **MR. DAVID:** Is there a motion to -- for Council to
18 approve to hire the new Town Manager, Adrian
19 Jones?

20 **MS. TAYLOR:** So moved.

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

22 **MR. CAMPBELL:** Second.

23 **MR. DAVID:** 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:** Mayor Pro Tem John David?

4 **MR. DAVID:** Yes. Next we have Item C, approval and
5 change of ownership and land name of business
6 for Atlantic Watersports. I believe we have
7 Mr. Zimmerman to come up, speak at the
8 microphone. I think you have to push the
9 little red button.

10 **MR. ZIMMERMAN:** Okay.

11 **MR. DAVID:** Or you can take this one, either way.
12 If you'll push that little black button, I'm
13 sorry. And it should ---

14 **MR. ZIMMERMAN:** There you go.

15 **MR. DAVID:** --- there you go. Welcome, and
16 congratulations on your new baby.

17 **MR. ZIMMERMAN:** Thank you. Just left the hospital.

18 **MS. TAYLOR:** What's his name?

19 **MR. ZIMMERMAN:** My name is Shawn Zimmerman.

20 **MR. DAVID:** What's the baby's name?

21 **MS. CHEATHAM:** What's the baby's name?

22 **MR. ZIMMERMAN:** Oh, I'm sorry. Robert, Robert
23 Zimmerman.

24 **MR. DAVID:** Okay. That's okay, go ahead.

25 **MS. TAYLOR:** Happy birthday, Robert.



1 **MR. ZIMMERMAN:** Thank you. I own Myrtle Beach
2 Watersports. I've been in business for 30
3 years in the Grand Strand. I think I'm trying
4 to -- I'm buying the business that's already
5 here and I think we're here just to see if the
6 Town approves it to take over. Do you want to
7 know more about me and what we do?

8 **MR. DAVID:** Yeah, yeah. Give us a little bit.

9 **MR. ZIMMERMAN:** Okay. So we've been in business 30
10 years. We do jet skis, pontoon boats, tritoon
11 boats. We have the Sea Screamer, the Sea
12 Thunder. They do 150 passenger dolphin tours
13 out in the ocean. I don't know if you've seen
14 the yellow -- the yellow boats out in the
15 ocean.

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

17 **MR. ZIMMERMAN:** The Sea Thunder, and then I have a
18 80 foot pirate ship down at 501 for kids. And
19 here we're gonna do jet ski rides, banana
20 boats, and the chair and umbrella rentals on
21 the beach.

22 **MR. DAVID:** And life guard.

23 **MS. TAYLOR:** And life guards.

24 **MR. ZIMMERMAN:** And -- correct, the life guarding.
25 The paperwork that I gave you, I'm sorry I



1 didn't bring it with me.

2 **UNIDENTIFIED SPEAKER:** They have it. They all have
3 it.

4 **MR. ZIMMERMAN:** You guys all see all that there?

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

6 **MR. ZIMMERMAN:** Safety is our number one goal. I've
7 been -- I've got letter of recommendations from
8 my insurance company from people I lease from
9 now. I did a little bit of investigation about
10 -- very important about they have to be Red
11 Cross certified. I hired a company out of
12 Charlotte to come down and train. And then I
13 have ocean rescue guys from Myrtle Beach that
14 are gonna continue -- every two week they're
15 gonna come and do continuous training to make
16 sure that they can swim and do. The life guard
17 thing is new to me but I'm very, you know --
18 safety is very important to me. And I know
19 with the beach being out there, probably need
20 two life guards most of the time, but they're
21 gonna advise me on -- I'm meeting with them on
22 Thursday. They're actually here training right
23 now.

24 **MR. DAVID:** Okay.

25 **MR. ZIMMERMAN:** Any questions about that?



1 **MR. DAVID:** We're excited about the opportunity and
2 look forward to meet -- hanging out with you
3 and ---

4 **MR. ZIMMERMAN:** I think you have a beautiful ---

5 **MR. DAVID:** --- and the business relationship.

6 **MR. ZIMMERMAN:** --- beautiful beach and it's a lot
7 of opportunity here.

8 **MR. DAVID:** Yes. We look forward to exploring all
9 of that.

10 **MR. ZIMMERMAN:** All right, thank you.

11 **MR. DAVID:** Yes.

12 **MS. TAYLOR:** Thank you.

13 **MR. DAVID:** Is there a motion on the floor to
14 approve the change of ownership and land name
15 for a business, for Atlantic Watersports?

16 **MR. CAMPBELL:** So moved.

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

18 **MS. TAYLOR:** Second.

19 **MR. DAVID:** Roll call.

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

21 **MR. CAMPBELL:** Yay.

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

23 **MS. TAYLOR:** Yay.

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

25 **MR. DAVID:** Yes, ma'am. Next we have the manager's



1 report.

2 **MANAGER'S REPORT:**

3 **MS. CHEATHAM:** Okay, thank you. We're getting ready
4 to have a party, y'all. Bike Fest is here. We
5 -- as of today we have 31 vendors who have paid
6 and signed up. We are excited. The porta-
7 johns will be delivered tomorrow. The big
8 office for the police headquarters is already
9 here. We are getting our door painted at Town
10 Hall. And so I am excited. We had a prayer
11 vigil on Sunday to pray that nothing bad happen
12 and to pray for success and good weather. We
13 have hired a new police officer who will start
14 work one day this week we hope. We also
15 settled a case that has been lingering since at
16 least 13, 14 years.

17 **MR. BOOKER:** 13, 14 years.

18 **MS. CHEATHAM:** 13 or 14 years. So we are very
19 pleased with that. We are continuing to accept
20 business license payments. We've got some
21 computer language talking, the systems don't
22 actually talk to each other. But our payments
23 are coming in and we'll have that straight.
24 The food bank truck will be in town tomorrow.
25 Normally they come on the fourth Thursday of



1 the month and they come on the side where we're
2 doing parking now. But they're gonna be across
3 the street. So please come. The food is for
4 anyone who lives in town and you have to sign
5 a piece of paper but it's good food. And last
6 week we were supposed to do the street painting
7 but the weather didn't cooperate. And so we're
8 gonna try and do it next week on the 27th. As
9 I get more details we will let you know.

10 **MS. TAYLOR:** What's the time for the food truck?

11 **MS. CHEATHAM:** 2:00 to 5:00.

12 **MS. TAYLOR:** 2:00 to 5:00.

13 **MS. CHEATHAM:** 2:00 to 5:00.

14 **UNIDENTIFIED SPEAKER:** That's right.

15 **MS. TAYLOR:** Okay.

16 **MS. CHEATHAM:** Yeah. The agenda for the day has the
17 other upcoming events.

18 **UPCOMING EVENTS:**

19 **MS. CHEATHAM:** And then -- like the summer concern
20 series, Juneteenth, the budget will be
21 presented on the 2nd of June, first reading and
22 public hearing. We have the Juneteenth
23 celebration as I said. We've got the summer
24 concert series. I neglected to put the fifth
25 one, November the 1st and 2nd. We're hoping



1 that can function. We'll come to that one.
2 And the Gullah Geechee Festival is Labor Day
3 weekend. We're getting a lot of excitement
4 around that in terms of sponsors, in terms of
5 activities. So the Town is really having a
6 good summer. So I'll be glad to answer any
7 questions that anyone might have.

8 **MR. DAVID:** I want to make sure to point out for if
9 anybody -- make sure we have the dates -- the
10 Juneteenth Festival is June 21st.

11 **MS. CHEATHAM:** Thank you.

12 **MR. DAVID:** And I'm gonna read the concert dates out
13 ---

14 **MS. CHEATHAM:** Okay.

15 **MR. DAVID:** --- just for everybody, too. Summer
16 concert series, which is -- all of this is
17 posted on our newly revamped website. The
18 first concert in the series is July 19th and
19 20th, I think Lakeside and Brick will be there
20 and maybe some other artists. The next concert
21 series weekend will August 9th and 10th. The
22 next one will be September 5th and 6th. The
23 next one will be October 4th and 5th. And the
24 next one will be November 1st and 2nd. And we
25 will follow up with Gullah -- we'll follow in



1 the middle of that with Gullah Geechee
2 Festival, which again, is August 29th through
3 31st. For all these efforts we will have
4 vendors that will be able to vend. You can
5 find the vending information on the website.
6 For the Gullah Geechee Festival, we will have
7 a cook-off competition. So if you're willing
8 to enter into the cook-off, we will have a --
9 vendors as well. We will have a dinner on
10 Black, which is gonna be on August the 31st.
11 We will have food and fun for everybody, we'll
12 have concerts out that day with Gullah Geechee
13 singers and Gullah Geechee performers. So it
14 should be a fun and festive day and please
15 check out our website for all the events that
16 are coming up for this summer.

17 **MS. CHEATHAM:** One more thing.

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

19 **MS. CHEATHAM:** The Town was honored last night by
20 the Horry County Preservation Committee for our
21 being placed on the National Register of
22 Historic Places. And so the Historic Committee
23 was there, I was there, Mayor Pro Tem, Mr.
24 Booker was there, as well as Councilwoman
25 Taylor. It was a really nice award. As soon



1 as I take it out of my car it will be hung up
2 in the office.

3 **MR. DAVID:** And we will -- in addition to the street
4 mural, we will have some murals that will be
5 started to be painted next Tuesday on the -- on
6 the -- starting on the fire station wall and
7 over on the Town Hall wall. So we're excited
8 about those and look forward to seeing how they
9 look in the -- in reality. Any other comments,
10 questions, anything from the dias?

11 **PUBLIC TIME:**

12 **MR. DAVID:** Any comments from the public time? I
13 don't think we have any comment cards, but --
14 if there are none, is there a motion ---

15 **MS. CHEATHAM:** Oh, I'm sorry. Pat was there. The
16 vice-chair of the committee.

17 **MR. DAVID:** And we'd like to thank her. She was a
18 lot of energy and exceptional reading. We also
19 was nominated and presented with award was the
20 Black Pearl Play, which Pat went to everyone of
21 them. And -- and the excellent students as
22 Coastal Carolina and the director and the
23 writers for the play were just exceptional and
24 we were glad that they were ---

25 **MS. TAYLOR:** Recognized.



1 **MR. DAVID:** --- recognized. It was a beautiful day.
2 Anything else?

3 **ADJOURNMENT:**

4 **MR. DAVID:** Okay, is there a motion for adjournment?

5 **MR. CAMPBELL:** So moved.

6 **MR. DAVID:** Second?

7 **MS. TAYLOR:** Second.

8 **MR. DAVID:** With that, the meeting is adjourned at
9 6:40 on May the 20th. Thank you.

10 (Audio is cut off and then turned back on.)

11 **MR. DAVID:** --- for adjournment? Go ahead.

12 **MS. TAYLOR:** All in favor say ay.

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

14 **MR. CAMPBELL:** Yay.

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

16 **MS. TAYLOR:** Yay.

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

18 **MR. DAVID:** Yes, again.

19 **(There being nothing further, the meeting concluded**
20 **at 6:40 p.m.)**



CERTIFICATE

This is to certify the transcript of the Atlantic Beach Town Meeting consists of sixteen (16) pages. This transcript was prepared by me without the benefit of my being present during the meeting. Additionally, this transcript was prepared from a audio recording provided to me.

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

IN WITNESS WHEREOF I have hereunto set my hand and seal this June 10, 2025.



Amanda J. Creel Godfrey
Court Reporter

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



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