

TOWN OF ATLANTIC BEACH GENERAL SESSION MEETING

Monday, October 6, 2025



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APPEARANCES

COUNCIL MEMBERS:

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

ADMINISTRATION:

Adrian Jones, Town Manager
Cheryl Pereira, Town Clerk
Carnisha Hennigan, Assistant Town Clerk

ALSO PRESENT:

Cherry Hurry
William Booker
Lynda Booker

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CALL TO ORDER:

MR. DAVID: Good evening, everyone. We'll call this meeting to order at 5:00 p.m. on 10/6/2025. Roll call.

MS. PEREIRA: Councilman Edward Campbell?

MR. CAMPBELL: Here.

MS. PEREIRA: Councilwoman Carla Taylor?

MS. TAYLOR: Here.

MS. PEREIRA: Councilwoman Jacqueline Gore? Mayor Pro Tem John David?

MR. DAVID: Here.

MS. PEREIRA: Mayor Jake Evans?

MR. DAVID: Is there a motion to go into Executive Session, then to read out the items of Executive Session?

MR. CAMPBELL: So moved.

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. Clear the room. We'll stay in here.



(Executive Session)

MR. DAVID: Is there a motion to come out of Executive Session into General Session?

MR. CAMPBELL: So moved.

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.

GENERAL SESSION:

MR. DAVID: Next we have -- there's no matters that came out of Executive Session so we'll move into General Session. And first, I'd like to welcome everybody and call the meeting to order again. And let's stand up for a moment of silence and Pledge of Allegiance.

(Moment of silence observed.)

PLEDGE OF ALLEGIANCE:

MR. DAVID: Pledge of Allegiance.

(Pledge of Allegiance recited in unison.)

CEREMONIAL MATTERS:

MR. DAVID: There's no ceremonial matters.



MOTION FOR APPROVAL OF THE AGENDA:

MR. DAVID: Is there a motion for the approval of the agenda?

MR. CAMPBELL: So moved.

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. Next there is ---

MS. TAYLOR: We have -- we have this. I didn't get this but (inaudible).

MR. DAVID: Okay. 22 right?

MS. PEREIRA: Yes.

PUBLIC TIME:

MR. DAVID: Okay. Next we'll move into Public Time.

We have one comment here from Ms. Cherry Hurry.

You want to come up Ms. Cherry? Say your name and where you ---

MS. HURRY: Cherry Hurry.

MR. DAVID: And go ahead. Speak into the microphone.

MS. HURRY: So I just wanted to hope that we could



1 come to a resolution about the loud music
2 during these events that are some weekends, not
3 all. It stopped Sunday morning after 4:00 a.m.
4 Unfortunately I had to be at work at 7:00 a.m.
5 So there is a noise ordinance, correct? So I'm
6 not really sure, does it only apply to the
7 residents? Or it applies to anybody in town,
8 correct? So I'm not really sure why we're
9 doing this or -- there just -- there has to be
10 a middle ground. Yes, let's have events. I
11 love that people want to come here but it
12 should not be problematic to where the music is
13 so loud that you literally can't sleep. The
14 bass is going. I've read articles from people
15 in Myrtle Beach saying exactly the same thing.
16 And then we continue to let it happen yet
17 again. So I just need to -- can we have some
18 help, please?

19 **MS. TAYLOR:** Ms. Cherry, thank you for coming out
20 this evening. I agree with you 110 percent.
21 We have a issue with enforcement, you're
22 correct. The -- the correct laws are on the
23 books, enforcing them has been our challenge.
24 But we are truly trying to work out a solution
25 so that what happened this past weekend won't



1 happen again.

2 **MS. HURRY:** It's a slippery slope. Because if I
3 play my music at my home too loud ---

4 **MS. TAYLOR:** Oh, I agree with you.

5 **MS. HURRY:** --- and I disturb someone, and they call
6 the authorities, you know, I'm gonna have to
7 turn it down or face a consequence.

8 **MS. TAYLOR:** Absolutely.

9 **MS. HURRY:** So it's really not fair that the
10 residents have to abide by laws and rules,
11 which we all should, and then other people do
12 not have to abide by those.

13 **MS. TAYLOR:** Oh, they have to. We just have to get
14 the right people to enforce it.

15 **MS. HURRY:** And I did bring this up last year when
16 exactly the same thing happened. It did end a
17 little differently. Thank heavens that wasn't
18 the outcome this year. But I had no
19 resolution. The past town manager did not
20 respond at all. The past Mayor, and I spoke to
21 the chief, and I got nothing, and here we are
22 again. Now this wasn't just one. The other
23 ones did end earlier than Saturday night. But
24 still, we're at 1:00 and 2:00 a.m. People have
25 to work. So can we have some ---



1 **MR. JONES:** I greatly apologize for the
2 inconvenience that that may have caused. And
3 the disturbance that that have caused. Had I
4 had my way, that event would not have taken
5 place on this weekend. Some things that I'm
6 working through with that but unfortunately it
7 happened. And this is the result of that
8 happening. And so again, I apologize. I am
9 not a town manager that is not responsive or
10 receptive to the needs of the community.
11 Anytime that you need anything or anything
12 needs to be ironed out, my door is always open.
13 I'm rectifying -- I'm in the process of
14 rectifying that wrong that happened this
15 weekend. I can assure you that it won't happen
16 again.

17 **MS. HURRY:** Thank you.

18 **MR. JONES:** And I know that's probably something
19 that's been regurgitated several times to you.

20 **MS. HURRY:** It has.

21 **MR. JONES:** But I can assure you things will look a
22 whole lot different moving forward.

23 **MS. HURRY:** Thank you. And again, I don't want to
24 come off as anti-event. I love to see people
25 on vacation having the best time. I love to



1 see them having fun. I've seen weddings on our
2 beach. I seen all of this stuff recently and
3 I love that. But there has to be a balance.

4 **MR. JONES:** I agree.

5 **MS. HURRY:** We live here and we have to go to work.

6 **MR. JONES:** I agree.

7 **MS. HURRY:** So that we can live here.

8 **MR. JONES:** I agree.

9 **MS. HURRY:** But thank you so much for your time.

10 **MR. JONES:** Yes, ma'am.

11 **MS. HURRY:** I appreciate you.

12 **MR. JONES:** Thank you.

13 **MR. DAVID:** Thank you.

14 **MS. TAYLOR:** Thank you.

15 **MR. CAMPBELL:** Thank you.

16 **MR. DAVID:** Anybody else with any comments?

17 **OLD BUSINESS:**

18 **MR. DAVID:** Okay. Next we will move and hopefully
19 we'll move, we have ordinances in place such as
20 our special permit ordinance, which we will be
21 reading through again tonight, which has
22 something to do with how things are approved.
23 As well as we have noise ordinances that we did
24 pass earlier in this year, that hopefully,
25 again, we will make sure to adhere to and



1 enforce. Next we have old business. We have
2 Town meeting minutes from September 22nd -- not
3 September 8th. Is there a motion to approve
4 the minutes from September 22nd?

5 **MS. TAYLOR:** So moved.

6 **MR. CAMPBELL:** Second.

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

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

9 **MR. CAMPBELL:** Yay.

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

11 **MS. TAYLOR:** Yay.

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

13 **MR. DAVID:** Yes.

14 **ORDINANCE NO. 14-2025:**

15 **MR. DAVID:** Next we have Ordinance Number 14-2025,
16 an amendment to -- an amendment to 07-2010,
17 Title 5 Article B of Planning and Development
18 and Codes and Fees. That is not -- that is 14?

19 **MR. JONES:** Yeah, that's 14. That would probably be
20 in reference to Item F.

21 **MS. TAYLOR:** (Inaudible.)

22 **MR. JONES:** On page four.

23 **MR. DAVID:** Yeah. That's -- it just don't seem to
24 be the same .

25 **MR. JONES:** It's just the language that was changed.



1 **MR. DAVID:** Yeah, this is 14. Yeah, just the title
2 reads different than the -- 'cause this is like
3 the ---

4 **MS. TAYLOR:** Okay.

5 **MR. JONES:** Okay.

6 **MS. TAYLOR:** (Inaudible.)

7 **MR. JONES:** This is like the special permit
8 ordinance and I thought it had a different name
9 to it. But it just reads -- we'll roll with
10 it. It just seemed like a different -- is
11 there a discussion in regards to -- Town
12 Manager, if you want to explain.

13 **MR. JONES:** Well, regarding the special events
14 permitting process, the language was added in
15 for special events requesting alcohol permits
16 must be approved -- events need to be approved
17 prior and the permit must be obtained through
18 the town before filling with SCDOR. The fee
19 has to be paid to the town before going to the
20 Chief, receiving a SCDOR for special events and
21 pay that alcohol fee. The fee changed to \$2000
22 dollars for alcohol and for beer and wine \$1000
23 dollars per event.

24 **MR. DAVID:** And that's special events.

25 **MR. JONES:** Also, it identifies the description of



1 any structure or walls that will be erected for
2 an event, any structure or walls that are
3 erected must be approved by the Town's building
4 official prior to the event. Any event
5 structure must be removed and dismantled within
6 72 hours of the event.

7 **MR. DAVID:** Is there any discussion for the second
8 reading, Council?

9 **MS. TAYLOR:** No.

10 **MR. DAVID:** Is there a motion to approve the second
11 reading of Ordinance Number 14-2025?

12 **MS. TAYLOR:** I move that we pass the second reading
13 of Ordinance Number 14-2025.

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

15 **MR. CAMPBELL:** Second.

16 **MR. DAVID:** Second. Roll call.

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

18 **MR. CAMPBELL:** Yay.

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

20 **MS. TAYLOR:** Yay.

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

22 **MR. DAVID:** Yes.

23 **ORDINANCE NO. 16-2025:**

24 **MR. DAVID:** Next we have Item B, Ordinance Number
25 16-2025, an ordinance establishing the Atlantic



1 Beach Gullah Geechee Festival as an Annual
2 Festival in the Town of Atlantic Beach, first
3 reading. Is there any -- Town Manager?

4 **MR. JONES:** This is establishing for Gullah Geechee
5 to be -- become a Town Sponsored Ordinance.
6 This event will be hosted yearly and it will be
7 facilitated by the Town of Atlantic Beach,
8 managed by the Town of Atlantic Beach, and all
9 associated things, the ordinances, will be
10 approved by the Town of Atlantic Beach. This
11 is something that, after speaking with
12 residents and council, we had a great event
13 this last August for the Gullah Geechee. It
14 drummed in a lot of positive PR, a lot of
15 positive things came from this event. And so
16 the Town would see fit for to introduce this as
17 an Ordinance and to move forward with it as a
18 Town Sponsored Ordinance, associated in the
19 same light as Bike Fest.

20 **MR. DAVID:** Any discussion, Council?

21 **MS. TAYLOR:** I support this ordinance with the
22 recommendation for some changes to verbiage.
23 On page two, section two, item A, striking
24 through the line: generally during the month of
25 August, September or Labor Day weekend. I



1 think that should be left up to the committee
2 to plan on the date for the festival. I also
3 recommend changing, under section two, item D,
4 changing it to the Town Manager may appoint
5 committee members for each festival committee.
6 The same change in Item C, the Town Manager may
7 appoint a committee member to serve additional,
8 consecutive terms. And otherwise, I fully
9 support this ordinance.

10 **MR. DAVID:** Okay. Is there any other discussion?

11 **MR. CAMPBELL:** No.

12 **MR. DAVID:** Okay. Is there a motion to approve the
13 first reading of ordinance Number 16-2025?

14 **MR. CAMPBELL:** So moved.

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

16 **MS. TAYLOR:** I second with the stipulations stated
17 before.

18 **MR. DAVID:** Roll call.

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

20 **MR. CAMPBELL:** Yay.

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

22 **MS. TAYLOR:** Yay.

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

24 **MR. DAVID:** Yes.

25 **NOMINATION FOR ARCHITECTURAL REVIEW BOARD:**



1 **MR. DAVID:** Next we have Item C, nominations for
2 Architectural Review Board Appointment. Have
3 we had any nominations? Or anybody submitted?

4 **MS. PEREIRA:** No. For which board you said?

5 **MR. DAVID:** Architectural Review.

6 **MR. JONES:** Architectural Board.

7 **MS. PEREIRA:** No, no.

8 **MR. JONES:** Oh.

9 **MS. PEREIRA:** No.

10 **MR. JONES:** I think we should -- if you don't mind.
11 I think we should consider nominating some
12 people for this. I think this can be a very
13 useful committee with us moving forward with
14 helping us control and change the optics of the
15 Town. I think we need something like this in
16 place just as planning and zoning. This could
17 be a collaborative force but I do think the
18 Town needs to put forth more of an effort to --
19 to getting some people on this board.

20 **MR. DAVID:** We have four on there now and we had
21 five. One lady decided to come off. If there
22 is anybody who is interested in being a part of
23 the Architectural Review Board Committee,
24 please apply through the Town Hall, through
25 Cheryl. And if we have some other people that



1 are interested, we definitely can -- if you got
2 some people that you think would be get fits,
3 let's ask them to apply so we can look over,
4 hopefully, a group of candidates for the next
5 meeting.

6 **MR. JONES:** Okay.

7 **NEW BUSINESS:**

8 **MR. DAVID:** Next we have New Business.

9 **ORDINANCE NO. 17-2025:**

10 **MR. DAVID:** We have Ordinance Number -- Item A,
11 Ordinance Number 17-2025, an Ordinance amending
12 the Business Licence Ordinance Number 1-2022 of
13 the Town of Atlantic Beach to update the class
14 schedule as required by ACT 176 of 2020, first
15 reading.

16 **MR. JONES:** This is -- this is not a new ordinance.
17 This is nothing new that the Town is
18 presenting. This is just getting -- simply
19 pulling us in compliance with State and County
20 laws. So this is just to make sure that we are
21 doing our due diligence as a municipality as we
22 move forward with our progressions.

23 **MR. DAVID:** I think we're gonna -- the verbiage that
24 we have so far, we're gonna make sure it's a
25 robust as the -- and as inclusive as the



1 language that we did in 1-2022 and make sure we
2 update the -- all parts of that, including the
3 schedule for business taxes as well. And we'll
4 have that updated and posted as we move to the
5 second reading. Any other comments or
6 anything?

7 **MS. TAYLOR:** No.

8 **MR. DAVID:** Okay. Next we will do ---

9 **MS. TAYLOR:** We need to vote on it.

10 **MR. DAVID:** Okay. Thank you very much, Carla. Is
11 there a motion to approve the first reading of
12 Ordinance Number 17-2025 with the changes that
13 we will have amended for the next reading?

14 **MR. CAMPBELL:** So moved.

15 **MS. TAYLOR:** Second.

16 **MR. DAVID:** Roll call.

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

18 **MR. CAMPBELL:** Yay.

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

20 **MS. TAYLOR:** Yay.

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

22 **MR. DAVID:** Yes.

23 **BOARD OF ZONING APPEALS:**

24 **MR. DAVID:** Next we have Board of Zoning Appeals
25 appointments. We have currently have two



1 vacancies. You want to tell what the Board of
2 Zoning Appeals does and then ...

3 **MR. JONES:** Well we have ---

4 **MS. PEREIRA:** They have to be reappointed.

5 **MR. JONES:** Well we have two need to be reappointed.

6 **MS. PEREIRA:** There were three to reappointed.

7 **MR. JONES:** So we have three.

8 **MS. PEREIRA:** And they are willing serve again in
9 2025.

10 **MR. DAVID:** (Inaudible.)

11 **MS. PEREIRA:** He's not serving. That's why we have
12 two vacancies.

13 **MR. DAVID:** So we have three that need to be
14 reappointed, which have said they would want to
15 be reappointed, which we will do. And we have
16 two vacancies. So if there's anyone who would
17 like to be on the Board of Zoning Appeals,
18 please put in an application through Ms. Cheryl
19 at the Town Hall and we will review the ---

20 **MS. PEREIRA:** You have to reappoint -- vote to
21 reappoint ---

22 **MR. DAVID:** We'll vote to reappoint. And then we'll
23 -- if there's anybody that wants to apply for
24 the other positions, please let us know and we
25 will look at those at our next meeting. There



1 is -- we will do reappointments for Ms. Lynda
2 Booker, Mr. Leon Bailey and Mr. Knowledge
3 Devine. Is there a motion on the table to
4 reappoint the three members that want to be
5 reappointed to the Board of Zoning Appeals?

6 **MS. TAYLOR:** So moved.

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

8 **MR. CAMPBELL:** Second.

9 **MR. DAVID:** Roll call.

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

11 **MR. CAMPBELL:** Yay.

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

13 **MS. TAYLOR:** Yay.

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

15 **MR. DAVID:** Yes. Thank you for your service, Ms.
16 Booker, Mr. Bailey, and Knowledge Devine.
17 We've appreciated it and we look forward to
18 your future service and thank you very much.

19 **MS. PEREIRA:** Thank you.

20 **MR. DAVID:** Next we have Community Report from Mr.
21 William Booker.

22 **COMMUNITY REPORT:**

23 **MR. BOOKER:** Mayor Pro Tem and Council and Town
24 Manager and Clerk, Community, good evening.
25 I'd like to talk a bit about the some of the



1 things that are going on in the community. I'd
2 like to talk about some of the activities that
3 are going on in the community, one of which --
4 the first one of which I hope by now you would
5 have seen, and it's under the category of
6 beautification. We've -- we've been putting
7 forth a lot of effort in beautifying the town
8 with some of the palm trees being carved up to
9 look like palm trees and some of the edging and
10 some of the brush growing on the sidewalks,
11 grass being cut. And we expect to continue to
12 -- continue to improve upon the appearance of
13 the Town. We have a staff that's focused on
14 that. At the same time we're also saving costs
15 because when we -- about a year ago we were
16 paying \$1500 dollars each time someone cuts the
17 grass. And then we went out for bids and we
18 got -- we got it reduced to \$900 dollars each
19 time someone cuts the grass. And now we have
20 a staff that's cutting the grass as part of
21 their normal job, in addition to doing all the
22 other beautification incentives that are going
23 on. So in addition to saving money -- it went
24 out for some reason -- I'll talk loud. In
25 addition to saving money, we're beautifying the



1 town. So I hope you've noticed -- noticed that
2 that's taking place. Thank you. I hope you've
3 noticed that that beautification work in going
4 on. We expect it to continue. And under the
5 area of beautification as well, we were
6 notified that the water at 30th Avenue cul-da-
7 sac had an issue, the showers weren't working.
8 So I spoke with the Water Sports operator, Mr.
9 Zimmerman, and he -- that's a part of his
10 contract to provide water for the cul-da-sac.
11 He had someone to go down today and he's gonna
12 get that fixed immediately. So that's gonna be
13 taken care of. Under the area of community
14 engagement, which is a part of my job title, I
15 have some things that I'm working on and I have
16 enlisted the help of one of the citizens who's
17 volunteering with us, Ms. Erica Vonn (ph), in
18 addition to the staff, Carnisha and Cheryl.
19 And we'll all be working to -- and Destiny,
20 we'll be working to create quite a few
21 community activities here in this community
22 center. Within a couple of weeks we expect to
23 kick off with a harvest week, a set of
24 activities which will include a movie night,
25 bingo, and a kids trick-or-treat initiative



1 with the help of the police force. In addition
2 to that we're gonna have regular computer
3 assistance for people who need computer
4 assistance. We have computers that came by way
5 of the Economic Development Workshop that the
6 Mayor Pro Tem led. So we're gonna put those to
7 use and we'll have Destiny available a couple
8 of times a week, usually on Tuesday and
9 Thursday. We'll let you know about the hours
10 to help people improve their -- develop
11 computer skills and improve their computer
12 skills to do the kinds of things that you need
13 to do with computers, whether it's apply for
14 services or look for services, whatever people
15 need to do with computers, you know, that's --
16 that's becoming the normal. You either go into
17 the place or you do it by computer. And often
18 times many people can't go into the facility so
19 we're gonna try to assist with that here in the
20 community center. In addition we expect to
21 have workshops for the people who need help.
22 One for seniors, focused on things like
23 healthcare, healthcare insurance, you know,
24 when people get on Medicare and have to get
25 supplements, that's not -- it is a complicated



1 process. And any -- any support we can give to
2 people to understand that so that they can make
3 good choices with healthcare. And we've had --
4 we're gonna look into getting some of the
5 healthcare providers to come and talk to some
6 of our citizens on various healthcare issues
7 and things such as that as a part of our
8 initiative, our community initiative. So
9 that's what you can look forward to that.
10 We'll be putting out schedules for these events
11 and communicating it through by way of the
12 website and communication in the community and
13 other vehicles, Facebook, and so forth, so that
14 we'll try to get our attendance so that we can
15 provide that service to our citizens and other
16 neighbors as well. So that's that under that
17 prompt, under that subject. The next subject
18 I'd like to talk about is the Solar Project.
19 I hope you all know by now we have a Solar
20 Project that's being installed and it's because
21 of circumstances it's not gonna be installed on
22 30th Avenue. It's gonna be installed on Ocean
23 Boulevard. The initial plan was to put it all
24 along 30th Avenue, but because of some
25 requirements we could not get enough materials



1 with the cost of the project to get it all the
2 way down 30th. So the decision was made to
3 cover all of Ocean Boulevard. So that project
4 is moving along. It's scheduled to be
5 completed by the end of October. But as a
6 result of some equipment delay -- delivery
7 issues, it appears that the poles and some of
8 the fixtures for the poles aren't gonna arrive
9 until about mid-October. So that gives them
10 two weeks to get them in before the forecasted
11 project end date. And two weeks is kind of
12 aggressive. So it appears that we may not make
13 October 31st, but it'll be shortly thereafter.
14 As we move along the project team will -- will
15 plan out what we can do with based on the
16 expected delivery date and then we'll likely
17 have to make a request for an extension of a
18 few days, not a lengthy amount of time. In
19 terms of project costs and the finances
20 associated with it, the project was for
21 \$488,840 dollars. So that's the total project
22 value. So far we've allo- -- committed
23 \$360,428 dollars to Bay Electric. We are --
24 we've thus far spent \$78,525 dollars for
25 (inaudible) for the engineering and the



1 administration of the project. And we've spend
2 \$48,000 dollars for the electric vehicle
3 charging station. And so as a result we've
4 spent or allocated \$486,952 dollars of the
5 \$488,840, which leaves \$1888 left over for
6 other administrative duties and so forth,
7 things such as that. There is an area which
8 may add costs that has not been forecasted in
9 the project that has to do with Spectrum,
10 because these solar lighting systems are gonna
11 have cameras on them as well. And so we'll
12 need to work through Spectrum to get the
13 cameras showing on a screen or however you want
14 to use the cameras. And it's somewhat unclear
15 right now what Spectrum costs are gonna be.
16 They may be significant and they may be
17 insignificant. It depends on what needs to
18 happen in order to make that connection between
19 the cameras, which are gonna be on Ocean
20 Boulevard and the screen, which are gonna be
21 here for the police. There is some potential
22 that we may have to add poles, 13 or so poles
23 to get that signal from there to here, or it
24 may be as simple as using an IP address, which
25 all of this is over my head. But I'm just --



1 it's just, you know, through some data system
2 that they can connect. So that's -- that has
3 to be cleared up. Hopefully it's the latter,
4 where it's just a simple data connection and we
5 won't incur significant costs. But I just
6 wanted to make you aware that there's a
7 potential for that. So right now for what
8 we're looking at, money, we're \$1888 dollars
9 left over -- \$1888 dollars left over after we
10 dedicate all this project money and these
11 contracts and all that.

12 **MR. DAVID:** Mr. Booker, will you point that that is
13 a Horry County offer grant that is fully
14 reimbursable?

15 **MR. BOOKER:** I didn't say that, but yes it is. It's
16 fully reimbursable. Thank you.

17 **MR. DAVID:** And one thing that I mentioned, the Wi-
18 Fi, there's Wi-Fi extenders in which we can
19 hopefully we can point this out to contractor
20 and whoever. I think they're like ubiquity
21 systems. I use them at the farm. They can
22 extend Wi-Fi up to three miles.

23 **MR. BOOKER:** Okay, well that's great.

24 **MR. DAVID:** You can pay \$100 dollars for one, two
25 extenders to extend from your Wi-Fi reference



1 point and it can do the whole daggone town.

2 **MR. BOOKER:** That's great.

3 **MR. DAVID:** So you can pay Spectrum \$100, get Wi-Fi
4 all throughout.

5 **MR. BOOKER:** All throughout. That's great. Let's
6 hope that -- that's the solution. Okay, the
7 next area I'd like to talk about is road
8 paving. You've heard some conversation about
9 paving 30th Avenue. We got that grant approved
10 through the Horry County -- the County
11 Transportation Committee. And North Myrtle
12 Beach had taken the lead to manage the contract
13 for us and the man who was gonna do that has
14 retired. And so there's another gentleman
15 who's taken his place. I spoke with him and he
16 has on his list of things to do, he assured me
17 that within the next 60 to 90 days we ought to
18 see people here putting con- -- paving down
19 30th Avenue. In addition, we've applied for
20 paving of 31st ---

21 **MR. DAVID:** 31st.

22 **MR. BOOKER:** --- 31st Avenue and some of the cross
23 streets. And so I'm working with the CTC to
24 try to get DOT to estimate that. Now I know
25 they've been out here to do the estimation, but



1 they haven't supplied it to the CTC yet so
2 we'll know what the value. And I've talked to
3 the gentleman, Daniel Hamilton, that if we can
4 get that forecast -- get that estimated before
5 they start work, we want to get that in at the
6 same time that they're doing 30th. And he said
7 that that would be his intention. If we can
8 get that through the CTC that we'll try to get
9 it all done on one fell swoop, under that
10 contract price. So I'll be continuing to work
11 and try to make that happen. Last couple of
12 things, comprehensive plan, that work
13 continues, and there's a focus group for
14 business leaders this Wednesday coming up at
15 5:00 p.m. here in the community center. So the
16 Diamond Showers, who's the contractor for the
17 comprehensive plan will be here and the focus
18 is on business leaders. Anybody that owns a
19 business, Airbnb, a storefront, any kind of
20 business, the plan would be for to talk with
21 Ashley to have an opportunity to share your
22 view, your view about the future of business in
23 Atlantic Beach and how it's impacted and so
24 forth and so on. And so following that, after
25 that gets done, then she's gonna be in a



1 position to create a summary and come
2 conclusions based on all the interactions she's
3 had since she started to show some trends and
4 things that people are consistently saying that
5 they see for our future. And then we can look
6 at it and see if it makes sense to us or it
7 doesn't. So that's where we're headed with
8 that. And lastly, I'd like to just make
9 everyone aware that we have -- you all know we
10 have four candidates for our upcoming election
11 on November 4th. And so we're -- the Associate
12 of Atlantic Beach Property Owners is sponsoring
13 a campaign -- a candidate forum for the 21st of
14 October. So all of the candidates are being
15 invited to come here to the community center to
16 talk with the citizens and answer questions
17 that the citizens may have about what they want
18 to see from a candidate and what they want to
19 see from council members. So I hope you will
20 all plan to attend.

21 **MS. TAYLOR:** What time?

22 **MR. BOOKER:** It's at 6:00 o'clock.

23 **MS. TAYLOR:** And I have another question. I don't
24 know if either one of you have heard or been
25 notified, but I saw on the news that they're



1 gonna start refurbishing the -- the beaches
2 from ---

3 **MR. BOOKER:** Yes.

4 **MS. TAYLOR:** --- one end to the other. Do we know
5 when to expect them in Atlantic Beach?

6 **MR. BOOKER:** I don't know but they're starting in
7 North Myrtle Beach.

8 **MR. JONES:** They start in North Myrtle Beach and
9 they should -- they should, within a six to
10 eight week time frame, we should be -- we
11 should be encompassed in that -- in that
12 refurbishization.

13 **MS. TAYLOR:** Okay.

14 **MR. JONES:** So ...

15 **MS. TAYLOR:** Okay.

16 **MR. JONES:** I didn't bring it up because I didn't
17 get -- I haven't gotten the details. I just
18 know it's a six to eight week ---

19 **MS. TAYLOR:** Yeah, it's been on the news. I just
20 wondered if we have been contacted about a
21 timeline.

22 **MR. DAVID:** Well maybe we can contact the -- the
23 same dude who does the roads, the public works
24 guy.

25 **MR. BOOKER:** Yeah.



1 **MR. DAVID:** Is that the same ---

2 **MR. BOOKER:** Well ---

3 **MR. JONES:** Yeah, 'cause he just -- the guy that we
4 were plugged in with ---

5 **MR. DAVID:** Kevin Blake.

6 **MR. JONES:** --- he retired.

7 **MR. DAVID:** Yeah, he retired about three months ago.

8 **MR. JONES:** Yeah, and so it's been -- it's been like
9 chasing our tail trying to figure out who was
10 in charge moving forward.

11 **MR. DAVID:** We have a -- Mr. Booker, you -- we
12 mentioned we got the Santee Cooper Grant and we
13 --- and both of y'all, we got \$2700 dollars I
14 think. Did you want to say that we got ---

15 **MR. JONES:** (Inaudible.)

16 **MR. DAVID:** No, we have 27 -- we have 2700 remaining
17 that you said you had purchased for the
18 business center that will be other computers
19 and ---

20 **MR. JONES:** Yes. Yes, yes.

21 **MR. DAVID:** --- and printers.

22 **MR. JONES:** Well, we will be adding desktop -- I
23 mean desktop, it's not a laptop, computers
24 there.

25 **MR. DAVID:** Because we got four laptops.



1 **MR. JONES:** Because it -- we have to get desks to
2 associate with those costs. Probably another
3 two -- 23 to maybe three grand, to associate
4 those because the desktops that we were
5 getting, you know, they didn't have them at
6 Wal-Mart. So we have to get the desks to go
7 with them as well. So we spent about \$7300
8 already that we've applied for through the
9 Santee Cooper Grant. And as we stated, they
10 are -- they're currently working through the
11 backs of that but as soon as we get an update
12 on those things, then we'll be moving forward
13 with the other piece of it, to apply for it.
14 Which, hopefully we'll have some -- some
15 feedback on that this week.

16 **MR. DAVID:** And the trees, palm trees cutting is --
17 we mention this in our -- hopefully we'll get
18 to the crepe myrtles as well in the middle of
19 the road and they cut short for real, and
20 hopefully they'll cut them so they can grow up
21 instead of just ---

22 **MR. BOOKER:** Yeah, we ---

23 **MR. DAVID:** --- as a shrub.

24 **MR. BOOKER:** Yeah, we've already had a conversation
25 about that and they're -- before long will be



1 doing some work with the palm trees on 30th and
2 then trying to get those crepe myrtles growing
3 up so that they bush out tall.

4 **MR. DAVID:** And then maybe -- people had mentioned
5 to me, we hadn't really -- I knew we went into
6 agreement with the park and -- with people that
7 are residents for parking, but some of their
8 grass, the grasses hadn't been cut to maintain
9 that, especially since the season is over. And
10 the cars are being cut -- driving to keep it
11 down. We could look at that. And then I know
12 we have one mural left. And I think, you know,
13 we had talked about putting it on Town Hall,
14 but I couldn't -- some people said maybe Town
15 Hall is not the place to put it. So I know if
16 we could work with the -- with Pam and Tabellie
17 (ph) and everybody else, maybe to put it either
18 on the other side of the building maybe or if
19 people change their mind about Town Hall, we
20 can do that. But we can put -- put it
21 somewhere else so we can get that -- our third
22 mural painted. Because it, again, I think it
23 has helped beautify the town and I think they
24 said it was on the survey with the
25 comprehensive plan that it was one of the best



1 things that is going on right now and getting
2 a lot of positive press, even on the front of
3 the Post and Courier.

4 **MR. BOOKER:** It is ---

5 **MR. DAVID:** Front page.

6 **MR. BOOKER:** It's getting a lot of positive press.
7 Either people love it or they don't. But you
8 know ...

9 **MR. DAVID:** Anything else, Councilman Campbell?

10 **MR. CAMPBELL:** No, go to the next thing on the
11 agenda.

12 **MS. TAYLOR:** Thank you, Mr. Booker.

13 **MR. BOOKER:** Oh, you're welcome.

14 **MR. DAVID:** Oh, one more thing. The street scape
15 that we had talked about doing in November,
16 through the property owner's association.

17 **MR. BOOKER:** Yes.

18 **MR. DAVID:** Is that still happening or what's the
19 plan for that?

20 **MR. BOOKER:** We're still trying to make that happen
21 in November, yes.

22 **MR. DAVID:** Okay. And next we'll move to ---

23 **MR. BOOKER:** Okay.

24 **MS. TAYLOR:** Thank you.

25 **MR. DAVID:** Thank you.



1 **MR. BOOKER:** You're welcome.

2 **MR. DAVID:** Next we'll move to the manager's report.

3 **MANAGER'S REPORT:**

4 **MR. JONES:** Good evening, Council, Mayor Pro Tem,
5 and Citizens. It's kind of hard to follow Mr.
6 Booker. He made my job a little hard for me
7 tonight, so I'ma do my best. I want to start
8 out by giving updates. First I'm gonna address
9 staffing hires, resignations and disciplinary
10 matters. The Recreation Department, which was
11 formerly known as the Public Works Department
12 is of no more. It's -- I'm pretty sure most of
13 you pretty much know, so we hired a new guy and
14 some of the things he's been doing you can see
15 some of the changes of him keeping the grass
16 cut, the right of ways cut, clearing the --
17 keeping the cul-da-sacs clean, and sidewalks
18 and stuff of that nature. So he's doing an
19 excellent job. We also hired a front desk
20 clerk to help us with welcoming visitors,
21 working with the police department, answering
22 calls, stuff of that nature, to assist her with
23 some of the clerical stuff that we have going
24 on in Town Hall as well. We also address key
25 policy issues. So I want to go through some



1 policy and procedures. I'ma start with the
2 permitting process. For over a decade, the
3 Town permitting process has failed us
4 tremendously, both financially and economically
5 and a lot of other ways. The person that we
6 had in charge of doing our permits, the Town
7 generated zero funds from that when it came to
8 construction or any process that requires a
9 permit. A lot of people thought that when I
10 started to enforce this that it was a new thing
11 or I came in and I'm trying to enforce
12 something that wasn't on the book. As a matter
13 of fact, this stuff was on the books since the
14 late 80s. I -- it behooves me that we had an
15 administration or a police department or a
16 person sitting in my chair that didn't enforce
17 the town land management ordinances, or didn't
18 enforce the things that are just plain sight
19 stuff. So part of my administration has been
20 getting those things in order. Not
21 implementing anything but just enforcing, just
22 implementing what's already on the books. I
23 know technically, you know, I can't talk
24 (inaudible) but I can say that this -- since
25 we've started doing the permits, since we've



1 started facilitating the permit system, we have
2 not only cut down on time frames, what it takes
3 for people to get permits, to get their
4 inspections done for the builders or the
5 contractors that are doing things, they went
6 from two and three weeks to maybe a day, day
7 and a half. We are -- we are moving things
8 along. The permitting process has started to
9 generate a revenue that the Town didn't even
10 know it had. And so these are things that have
11 been key. Also, let me talk about the
12 procurement process. The Town had little to no
13 procurement process when it comes to the
14 purchasing, acquiring supplies, construction
15 tracking, any data driven processes and
16 procedures were not just in place. There was
17 no way for us to know or to keep an accurate
18 account on who was paying, who was not paying.
19 You know, there were people that were -- that
20 were simply ravishing the Town. And we had no
21 way of being able to keep up with that. And
22 that's just because a lot of the purchasing
23 processes and procedures, our bookkeeping, our
24 score keeping, all of the things that a
25 municipality needs to make work, weren't just



1 being adhered to. I mean these are simple
2 functional things. These are not big things
3 that I come in and change. I don't want
4 anybody to leave inclined with the idea that
5 the things that are occurring are changes or
6 someone implementing something new. You just
7 -- you just have not been given the service
8 that you deserve. I am providing that now.
9 Also, I want to address the Business Licence
10 Ordinance. The process of the Business Licence
11 Ordinance that the Town adopted, we need to get
12 our business licences, we need to get into
13 conformed (inaudible) and I've talked to
14 Council about it. We all understand. We have
15 a December 31st deadline to get our -- to get
16 in compliance with our Business License, so
17 that's something that we need to get into -- to
18 make a priority and I'm pretty sure that
19 Council is on board with me to making sure that
20 that happens pretty soon. Our leave policy and
21 enforcement, the Town continues to enforce our
22 procedures requesting to paid time off as sick
23 leave. Usually anybody who work for the Town,
24 you just call a couple hours before you're
25 supposed to be at work, you didn't have file



1 any paperwork, you didn't have to do anything
2 pretty much. You send an email or you can send
3 a text that said, hey, I'm not coming to work
4 today. And it was a lot. I don't understand
5 why but this is some of the things that will
6 not be tolerated under this new administration.
7 Documents and digitalization is something that
8 I'm working with. We are now moving forward
9 with taking all of the Town's historical
10 documents and digitizing them, putting them in
11 the cloud so that we eliminate the risk that we
12 currently have for something happening to the
13 Town Hall and we lose all the data that we
14 currently have. So that is one of the tasks
15 that I have Destiny and Carnisha working on
16 daily, scanning in those file systems, putting
17 in on digital -- a roadmap so that we can have
18 those things readily. And another ordinance
19 that I want to bring to the Town's attention
20 and to Council's attention is the ordinance
21 books for the police departments, because
22 currently the police departments operate out of
23 a system where they write tickets and the Town
24 gets about two pennies off of everything that
25 they write. That's because there has been some



1 type of failure in the leadership where the --
2 there -- we haven't created, or we have not
3 enforced the wherewithal, or implemented to
4 process of us getting our own ordinance book,
5 meaning that the Town has been getting past --
6 should have it's own ordinance book in which it
7 writes tickets out of so the Town can benefit
8 from that. Not Horry County, not the State of
9 South Carolina. They all get a piece of it,
10 but right now we're on the back end of our own
11 ticket writing and that's a simple fix. These
12 are simple fixes that I'm addressing right now.
13 This is not nothing that needs a legislating
14 change or needs some kind of overhaul of the
15 system. The wheel does not need reinventing.
16 It's already in place. Atlantic Beach has been
17 here for 90 years and I'm sure it's gonna be
18 here for another 90, once we smooth things out.
19 Training and development for professional
20 development, the Town has been actively
21 supporting staff, development and
22 certifications. Our assistant Town Clerk,
23 Carnisha, is currently pursuing certifications
24 through the Municipal Association of South
25 Carolina. She has attended the 2025 South



1 Carolina Municipal Clerks and Treasurers
2 Institute, year one, session A, as well as
3 Small City Summit. Additionally me, myself,
4 and Town Clerk -- Assistant Town Clerk,
5 Carnisha, are scheduled to attend the 2025
6 Managers and Administrative Forum on October
7 the 16th, 2025. I think that's in Charleston
8 is it? Charleston? Okay. And finally I want
9 to give you a brief summary of the revenue and
10 expenditures comparative. I gave you all a
11 list of those. Mayor Pro Tem, I will adhere to
12 your request and make sure we break those down
13 in monthly increments so you can see month by
14 month how the expenditures have been allocated.
15 And any other adjustment that you want to see
16 from me pertaining to that. I also want to get
17 to grants and funding. The status of grants
18 awarded, as you may have heard, we have the
19 Santee Cooper Grant application that's out and
20 we are following up with them on some stuff
21 that they have allocated. The police
22 department was awarded \$30k plus for grants for
23 body cameras and radios, stuff of that nature
24 that they were awarded just this last week. So
25 that's a big help to our police department. I



1 would like to give kudos to them for their --
2 for their -- for pursuing these grants because
3 they are -- work diligent daily to -- to keep
4 us breast with the things that they need. And
5 I think we need to give them a hand on that
6 because they're working pretty tough
7 (inaudible) there chasing daily for the things
8 that we just don't have the resources for them
9 to get and that's unfortunate. Community
10 events and engagements, as Mr. Booker said, I'm
11 gonna regurgitate a bit after him. We -- we
12 want to start to make the community center more
13 active. We need some activity over here. And,
14 you know, we want to have some bingo nights.
15 We want to have some Friday night movie nights,
16 popcorn, things that we can provide citizens to
17 come in. We also want to pursue avenues of, as
18 Mr. Booker stated earlier, of helping our
19 senior citizens when it comes to, you know,
20 filling -- doing medicare stuff. You know,
21 they might not have no one at home with them
22 that can help them. Santee Cooper has -- I'm
23 talking with Santee Cooper because they have a
24 program in place that I -- I'm trying to get --
25 work in conjunction with them to come to the



1 Town -- to come to the community center so they
2 can help us with the economic grants that they
3 have pertaining to people that need their house
4 winterized. You know, some -- not everybody in
5 the community get to benefit from a weatherized
6 home. You know, some of these houses need to
7 be weatherized. They need windows, doors
8 replacement, anything that we can do to assist
9 them to get funding from Santee Cooper, we
10 should be assisting them. We have to -- we
11 have to do better of taking care of everybody
12 in the town. And that's some of the things
13 that I personally take dearly to the heart. I
14 love our beach front. I know the beach front
15 is our attraction but we have a whole other
16 side of the town that we need to put our focus
17 on as well because this is an entire town, not
18 -- not just the beach front. You know, we --
19 we have to -- when we're looking at projects
20 and things that we're chasing to beautify, we
21 have to beautify as -- as holistically as we
22 possibly can because I want to address that,
23 you know, riding through the town is like
24 riding through a box of crayons. You know,
25 there's colors everywhere, and we need to



1 become more uniform as a town on the look of
2 our 17th Street. We need to legislation
3 together that's going to make us not look like
4 you're in a reggae town. When you look at the
5 face of our town, we have to address that.
6 People have storage containers everywhere.
7 They're unloading all up and down the front of
8 the street that some of these -- if you go up
9 and bust a left right now, they have trash --
10 businesses have trash everywhere. We have to
11 do better. These are the things that we need
12 to be focused on. I understand that everybody
13 likes pretty pictures and having a party but
14 there's other legislation that we need to be
15 addressing in the town. Some of the key
16 priorities I have for the look ahead for the
17 next 30 to 60 days is the town will directly
18 focus on the look of our face of 17th. The
19 administration is gonna be focusing on
20 uniforming and speaking with building zone so
21 we can collaboratively enforce the town
22 ordinances when it come to stuff like signage
23 -- we have ordinance that state whether you're
24 a business or not a business, 25 percent of
25 your window can't be covered up. That's in the



1 ordinance. Anybody who wants to see it, I'll
2 be glad to show you. But we have businesses
3 that have whole signs in their whole -- they
4 take up their whole window. That's a
5 violation. We got containers all throughout
6 the town. That's a violation. These are
7 ordinances that were written way before I got
8 here. These are things -- these are the basic
9 things that we need to get back to the basics
10 of making Atlantic Beach a -- not only a place
11 where there, you can come and there are things
12 to -- a good time to be had, but we want to be
13 liveable, inhabitable, and we want the
14 aesthetics of it welcoming and warm. We want
15 it to be -- we want it to look like we feel
16 about it. And to do that we have to start
17 working on the legislative part of things and
18 making sure that everybody, not just some of
19 us, but everybody come into compliance with the
20 ordinance that the town has fit, because these
21 ordinances are not designed to target anyone.
22 They're really basically designed to keep the
23 town beautiful. They're really basically
24 designed to make sure that we are uniform in
25 the way we look and we're attracting that I'm



1 sure council wants to attract when it comes to
2 businesses, home ownership, and development.
3 So if you guys have any questions I will gladly
4 address it.

5 **MR. DAVID:** Yeah, you wanna go first?

6 **MS. TAYLOR:** No. I don't have any.

7 **MR. DAVID:** I just -- for -- since that ordinance is
8 in 80s, can you please make sure we put it out
9 and hopefully, if we need to update it as well,
10 so we can make sure that, you know, we can make
11 sure to send letters and stuff to the
12 businesses and give them a time to comply with
13 that. So if we need to update legislatively
14 please let's do it and so they're not -- 'cause
15 if they hadn't seen it, and we hadn't seen it,
16 we want to make sure that we work with them to
17 try to get into compliance and do that as easy
18 as possible. What -- how are we doing on the
19 reimbursement for the (inaudible) Grant? Are
20 we filing for that to make sure we get that
21 \$488,000 back as we -- as we spend with that?

22 **MR. JONES:** Yeah, we don't -- we don't have -- there
23 has been since a -- since I've been here, there
24 hasn't been a time frame in when, from the time
25 that Bay Electric requests pay and the time



1 that we request reimbursement from Horry
2 County. That's not even a 30 day period. I
3 mean, it happens pretty fast. We -- as soon as
4 we get it, the -- part of their grant and how
5 it's set up, Mayor Pro Tem, is of course Bay
6 Electric sends up an invoice, we pay the
7 invoice. And once we pay the invoice we have
8 to wait until Bay Electric cashes the check
9 before we can ask for reimbursement from Santee
10 Cooper. So a lot of that requests for the
11 reimbursement relies on how fast they process
12 their check.

13 **MR. DAVID:** Right.

14 **MS. TAYLOR:** You said Santee Cooper, you meant Horry
15 County?

16 **MR. DAVID:** Horry County.

17 **MR. JONES:** I -- yeah, Horry County, yes. It
18 depends on how fast we -- we request it. So
19 sometimes they process it. Well then a couple
20 of days and sometime, you know, they'll let it
21 sit a little bit but as soon as we see it on
22 our end that the check has been processed, I
23 don't hesitate to ask for the citizen's money
24 back. I'm pretty quick on getting those things
25 back.



1 **MS. TAYLOR:** Okay. Thank you.

2 **MR. DAVID:** And one of the things you said about the
3 -- I remember when you first got here, about
4 changing the department over to recreation that
5 we'd able to apply for some grants. Have we
6 been able to do anything with that?

7 **MR. JONES:** Not at this time, but I can assure you
8 that we will be looking forward to it, and I'm
9 glad you brought that up because, you know,
10 there are some -- one event that I know of that
11 was brought to my attention today that will be
12 held here in the community center next year in
13 May. A women's convention committee event or
14 something.

15 **MS. BOOKER:** Conference.

16 **MR. JONES:** A women's conference. So we need to try
17 to -- I want to try to start looking starting
18 this week into how we can get funded to get
19 these restrooms redone. One, they're out of
20 ADA compliance and it's just time. And so
21 we're gonna be starting to attract people to
22 put on marque events, we need to at lease have
23 decent restrooms. So I think right now that
24 would be the number one focus for us moving
25 forward, would be trying to address that. And



1 so hopefully that will spew over to other
2 people wanting to use our community center for
3 things of that nature.

4 **MR. DAVID:** If we could get some quotes for it and
5 look to see if we can allocate some money to do
6 that sooner than later.

7 **MR. JONES:** I think we already have a few quotes,
8 but I'll get back with you on that. The last
9 -- the last numbers that I heard was around
10 \$60,000 dollars.

11 **MR. DAVID:** That seems like a lot because you can
12 build a whole house with that, but hopefully we
13 can get some new quotes. Yeah.

14 **MR. JONES:** But we will, you know, as a
15 municipality, we have to get an RFP from at
16 least three different people.

17 **MR. DAVID:** Yeah, let's do that.

18 **MR. JONES:** We won't -- we won't just settle for the
19 first (inaudible) quote.

20 **MR. DAVID:** Gotcha, gotcha.

21 **MR. JONES:** But we will do our due diligence on
22 that.

23 **MR. DAVID:** Okay. And I'm excited about the
24 digitization project. I think that's something
25 we need and I know on the website I think I've



1 seen the ordinances go back past the seven
2 years that they were originally so hopefully we
3 will get all the ordinance on there so people
4 can look at them and ---

5 **MR. JONES:** Yes.

6 **MR. DAVID:** --- have a name for them, title for
7 them. Especially the ones that were in the 80s
8 and that we need to update.

9 **MR. JONES:** Yeah, and we -- and we also need to
10 update our website just as a whole.

11 **MR. DAVID:** We just did. We just did.

12 **MR. JONES:** I mean, we can -- we can do a little
13 more.

14 **MR. DAVID:** Okay.

15 **MR. JONES:** You know, things like that we need to do
16 a little more for. But, you know, other than
17 that I feel very good about the direction that
18 we're going in. I feel that things are gaining
19 traction. The brighter days are ahead of us,
20 the dark ones are behind us. And we're gonna
21 keep moving forward. We're gonna keep
22 implementing these processes, we're gonna keep
23 moving forward with our enforcing the codes and
24 ordinances that are already on the books.

25 **MS. TAYLOR:** Thank you.



1 **MR. CAMPBELL:** Thank you.

2 **MR. JONES:** Thank you.

3 **MR. DAVID:** Is there anything else?

4 **MS. TAYLOR:** No.

5 **MS. BOOKER:** Yeah, I have a comment if it's okay.

6 **MR. JONES:** Starting with me?

7 **MR. DAVID:** Go ahead.

8 **MS. BOOKER:** Good evening everyone.

9 **MS. TAYLOR:** Good evening.

10 **MS. BOOKER:** I just wanted to piggy back on some of
11 the things that Adrian said. I didn't know --
12 some of the things that he spoke of I didn't
13 know he was going to speak of. But John and
14 Lamar and Adrian were not here when William and
15 I moved to this town. And when we moved to the
16 town and we're happy to be here, but we moved
17 here because we saw -- we had a vision of what
18 we thought this -- the potential the town had
19 as far as how it looks. And those things have
20 come to pass. You know, the town is growing,
21 it's -- we have all of this organic home
22 building. It's just coming along beautifully.
23 But I have a concern about 17th, the front,
24 because I don't want our town to be car
25 dealerships all the way across and other things



1 that when people are riding down 17 and they
2 look at Atlantic Beach, we look like we belong
3 in the country somewhere. It doesn't look --
4 it's not a good look. And what I would like to
5 ask is -- is there -- is it possible that we
6 can create an ordinance that will prohibit any
7 more car dealerships on the front of our town
8 or anything that's not going to be attractive?
9 And we also had an owner on one of the
10 properties on 17 who wanted to put a drug rehab
11 place there, which would have taken us down.
12 And we had to fight to keep that from coming
13 in. A gentleman owned property and he wanted
14 to put a facility that he was calling a medical
15 facility but it was going to be the people who
16 are going through rehab, who had just come
17 through and get their drugs and then where they
18 come sort of perch themselves afterwards,
19 they're gonna perch themselves on the beach.
20 And I would just like for us to be able to get
21 some type of protection in place, some type of
22 an ordinance in place that will give specific
23 directions on what can not go there, what can
24 not go on the front. And the last -- the next
25 thing is, we have some places in town, and



1 we're talking about beautification, we have
2 some places in town where the places are fine
3 but they have put living room furniture out in
4 front of -- in the front yards. And you have
5 people here with -- 31st Avenue for example,
6 looks beautiful. That's where your family is,
7 Titus. (Inaudible) Earl and your brother, they
8 keep it beautiful. But then you go up the
9 street and you have these places that have
10 leather sofas on the front and I think that's
11 unacceptable. So I'm just asking, can we come
12 up with some kind of an ordinance that would
13 say we're not gonna accept car dealerships all
14 across the front of the town and that we can
15 put some controls on what people put outside of
16 the properties?

17 **MR. DAVID:** Adrian, could you speak to that?
18 Because we had that in one of the ordinances
19 that didn't get done ---

20 **MR. JONES:** Yes.

21 **MR. DAVID:** --- and was supposed to be integrated
22 into something.

23 **MR. JONES:** So what I'm gonna -- what I wanna
24 address to that, Ms. Booker, I wanna -- not
25 address it but I want to kind of piggy back off



1 of that as well.

2 **MS. BOOKER:** Okay.

3 **MR. JONES:** Because a lot of what we have, we don't
4 need. We need it enforced.

5 **MS. BOOKER:** Okay.

6 **MR. JONES:** We have an enforcement problem and we
7 also have a -- an issue with a lot of the
8 things that have been -- have been allowed to
9 take shape in the municipality, is a lot of
10 people have curtailed the planning and zoning
11 committee part of things. So a lot of what
12 you're seeing is people haven't went through
13 the process ---

14 **MS. BOOKER:** Okay.

15 **MR. JONES:** --- of going through why you see certain
16 structures and buildings in the municipality.

17 **MS. BOOKER:** Okay.

18 **MR. JONES:** And I don't know how -- I mean, the Town
19 Manager has a lot of leeway but I don't know it
20 was allowed by council for some of this stuff
21 to be done because our ordinance clearly states
22 that, you know, in certain areas that are zoned
23 for certain areas, we, planning and zoning,
24 have to rule on these things.

25 **MS. BOOKER:** Okay.



1 **MR. JONES:** And all I can say in reference to that
2 is, I am doing my best, and not gaining a lot
3 of friends along the way, when it comes to
4 making sure that everybody is in alignment with
5 our codes and the ordinances. And so it's been
6 allowed for so long people feel like you're
7 targeting them when you don't allow them to do
8 it anymore.

9 **MS. BOOKER:** Okay.

10 **MR. JONES:** And so it's just one of those quagmires.
11 But I can assure you, I will diligently be
12 working with council and in council ear to the
13 point where they want to push me out, us
14 working together with getting these -- these
15 nuances that we have and we're facing.

16 **MS. BOOKER:** That's what I just wanted to bring it.

17 **MR. JONES:** Yeah.

18 **MS. BOOKER:** I just wanted to bring it up and to
19 make sure that when we're turning to the beach,
20 I don't care which side it is ---

21 **MR. JONES:** Correct.

22 **MS. BOOKER:** --- when we turn in, we don't look ---

23 **MR. JONES:** Correct.

24 **MS. BOOKER:** --- aesthetically we're pleasing.
25 That's how we should be looking.



1 **MR. DAVID:** Thank you. And I'll note, again, we --
2 we need to add that carlot, the thing that we
3 were doing, and wherever we need to put it for
4 the car dealership ordinance, where we were
5 gonna say if -- if people had over five cars on
6 the lot, we need to make sure we update
7 wherever we're gonna do that. And if we -- you
8 said that ordinance was 1980 or whatever with
9 the facades or whatever. Send us that
10 ordinance and let's try to work up that
11 ordinance and ---

12 **MR. JONES:** And it's on the website.

13 **MR. DAVID:** I agree. Well, if it is, let's get it
14 so we can, as a council, look at that ordinance
15 and see what we need to update and -- and put
16 from 1930 -- 1925 versus 1980 and let's --
17 let's put that on the agenda to fix.

18 **MR. JONES:** I mean, because a lot of ordinances that
19 we have pertaining the signage and all of that
20 stuff, it mirrors what North Myrtle Beach and
21 Myrtle Beach do.

22 **MR. DAVID:** Well, let's look at it. Let's look at
23 the -- let's update that.

24 **MR. JONES:** You can't through Myrtle Beach and you
25 just see people have signs that cover their



1 whole entire windows on their buildings on
2 their store fronts.

3 **MR. DAVID:** Send us that so we can try to update
4 that ---

5 **MR. JONES:** No problem.

6 **MR. DAVID:** --- moving in the future here.

7 **MR. JONES:** I definitely will.

8 **MR. DAVID:** Any other questions or comments?

9 **MS. TAYLOR:** No.

10 **ADJOURNMENT:**

11 **MR. DAVID:** With that, is there a motion to adjourn?

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

13 **MR. DAVID:** Second?

14 **MR. CAMPBELL:** Second.

15 **MR. DAVID:** 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. The meeting is adjourned at 7:33
22 on 10/6/2025.

23 **(There being nothing further, the meeting concluded**
24 **at 7:33 p.m.)**
25



CERTIFICATE

This is to certify the transcript of the Atlantic Beach Town Meeting consists of fifty-seven (57) 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 October 30, 2025.



Heather Sincore-Helms

Notary Public for South Carolina
My Commission Expires: November 8, 2034



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