

**TOWN OF ATLANTIC BEACH
SOUTH CAROLINA**

TOWN COUNCIL MEETING

Monday, November 3, 2025



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APPEARANCES

COUNCIL MEMBERS:

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

ALSO PRESENT:

Adrian Jones, Town Manager
Carnisha Hennigan, Assistant Town Clerk
Linda Cheatham
Ashley Cowen
Andrew Valentine



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CALL TO ORDER:

MR. DAVID: We'll call this meeting to order on
November 3rd at 5:07 p.m. Roll call.

FEMALE SPEAKER: Councilman Edward Campbell.

MR. CAMPBELL: Here.

FEMALE SPEAKER: Councilwoman Carla Taylor.

MS. TAYLOR: Here.

FEMALE SPEAKER: Councilwoman Jacqueline Gore.
(No audible response.)

FEMALE SPEAKER: Mayor Pro Tem John David.

MR. DAVID: Here.

FEMALE SPEAKER: Mayor Jake Evans.
(No audible response.)

MR. DAVID: Is there a motion to move into executive
session and read out items from executive
session?

MALE SPEAKER: So moved.

FEMALE SPEAKER: Second.

MR. DAVID: Roll call.

FEMALE SPEAKER: Councilman Edward Campbell.

MR. CAMPBELL: Yay.

FEMALE SPEAKER: Councilwoman Carla Taylor.

MS. TAYLOR: Yay.

FEMALE SPEAKER: Mayor Pro Tem John David.

MR. DAVID: Yes. We have everybody step in the



1 hallway or outside.

2 (Off the record.)

3 MR. DAVID: Is there a motion to come out of
4 executive session into general session?

5 MR. CAMPBELL: So moved.

6 MS. TAYLOR: Second.

7 MR. DAVID: Roll call.

8 FEMALE SPEAKER: Councilman Edward Campbell.

9 MR. CAMPBELL: Yay.

10 FEMALE SPEAKER: Councilwoman Carla Taylor.

11 MS. TAYLOR: Yay.

12 FEMALE SPEAKER: Mayor Pro Tem John David.

13 MR. DAVID: Yes. Everybody, please make sure you
14 have your telephones turned off -- or turned
15 off -- to silent. And I'd like to welcome
16 everybody.

17 MOMENT OF SILENCE/PRAYER:

18 MR. DAVID: First, we'd like to stand for a moment
19 of silence and Pledge of Allegiance.

20 (Moment of silence observed.)

21 PLEDGE OF ALLEGIANCE:

22 MR. DAVID: Pledge of Allegiance.

23 (Pledge of Allegiance recited.)

24 CEREMONIAL MATTERS:

25 MR. DAVID: Next, we have ceremonial matters. We



1 have a proclamation to read, and I'll read it
2 accordingly.

3 **CAROLE COOPER PROCLAMATION:**

4 **MR. DAVID:** We have a memorial resolution honoring
5 Ms. Carole Jenkins Cooper, the Town of Atlantic
6 Beach, South Carolina, November 3, 2025.
7 Whereas Ms. Carole Jenkins Cooper was born on
8 February 9, 1939. Whereas Ms. Cooper was the
9 loving wife of Noble Percival Cooper, DDS for
10 many years. Together, Dr. and Ms. Cooper
11 created their second home in the historic town
12 of Atlantic Beach, South Carolina. Whereas Ms.
13 Cooper was a devoted wife, mother, aunt,
14 confidant to many, and a proud member of Delta
15 Sigma Theta Sorority, Incorporated, the
16 Columbia Chapter of the Links, Incorporated,
17 the Girlfriends, she brought many skills to --
18 she brought many skills to the Atlantic Beach
19 as a member of the Atlantic Beach community.
20 Whereas Ms. Cooper's sense of style and
21 engaging personality were -- were signatures of
22 her entertaining elegance, which she shared
23 with the Atlantic Beach neighbors and community
24 members. Whereas Ms. Cooper was passionately
25 committed to preserving Atlantic Beach history



1 and culture, which on January 24th, 2025 was
2 recognized as an historic district of the
3 National Registry of Historic Places by the
4 United States National Park Service. Whereas
5 on 20 -- September 22nd, 2025, Ms. Cooper
6 peacefully joined her husband in eternal life.
7 Be it resolved that the Town of Atlantic Beach
8 residents will always remember the giving
9 heart, special friendships and commitment to
10 the community of our dear friend and neighbor,
11 Ms. Carole -- Carole Jenkins Cooper. And be it
12 furthermore resolved that the Town of Atlantic
13 Beach honors her memory today and always. The
14 Mayor, Mayor Pro Tem, Town Council and citizens
15 of the Town of Atlantic Beach extends our
16 heartfelt condolences to her children, Noble
17 and Tracy, Ford and Ruby, Martin, Karen and her
18 bonus children, her grandchildren and the
19 extended family and friends. We continue to
20 lift each of you in prayer. Humbly submitted
21 the Town Council of Atlantic Beach, South
22 Carolina.

23 **APPROVAL OF AGENDA:**

24 **MR. DAVID:** Next, do we have an approval of the
25 agenda or a motion?



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

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

4 **MR. CAMPBELL:** Second.

5 **MR. DAVID:** Roll Call.

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

7 **MR. CAMPBELL:** Yay.

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

9 **MS. TAYLOR:** Yay.

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

11 **MR. DAVID:** Yes.

12 I don't think we have any actions out of
13 Executive Session.

14 **PUBLIC TIME:**

15 **MR. DAVID:** Next, we'll move to Public Time. We
16 have Mr. Leon Bailey.

17 **MR. BAILEY:** Appreciate -- good evening my Council
18 members and Town Manager. I was just coming in
19 to want to have a -- 'cause I know that I've
20 had questions regarding a project that we were
21 sent forth to develop on 32nd Avenue. Wanted
22 to give the opportunity for the Council or the
23 Town Manager to address me directly. I gave
24 you information for Executive Session review,
25 and wanted to find out if you had any questions



1 or any misunderstandings.

2 **MR. DAVID:** I don't think anybody has anything. I
3 think the Town Manager will be reaching back
4 out to you after this meeting to provide you
5 some information. I don't know if you got it
6 from our planning folks or whatever, and try to
7 get that information back to you, hopefully
8 tomorrow.

9 **MR. JONES:** Yep, in the morning.

10 **MR. DAVID:** Okay.

11 **MR. JONES:** We have a call scheduled for in the
12 morning anyway.

13 **MR. BAILEY:** So, I wasn't aware of the call. I know
14 you had a call at 10:30 in the morning with
15 Omar and the Bay Electric team.

16 **MR. JONES:** Oh. Well, I have a call per Carnisha,
17 we scheduled that on last week, right,
18 Carnisha?

19 **MR. DAVID:** What time is good? What ---

20 (Inaudible due to simultaneous speakers.)

21 **MR. JONES:** What time is the call scheduled for?

22 **FEMALE SPEAKER:** (Inaudible)

23 **MR. JONES:** 10:00 follow-up. Yes.

24 **MR. BAILEY:** All right. Well, I have no questions
25 then.



1 MR. DAVID: Thank you.

2 MR. BAILEY: Uh-huh.

3 OLD BUSINESS:

4 TOWN COUNCIL MEETING MINUTES:

5 MR. DAVID: Next, we have Old Business numbers --
6 item A. Oh, actually, we have Town meeting --
7 meeting minutes held from September 8th, 2025,
8 and October 6, 2025. Is there a motion to
9 approve those minutes?

10 MR. CAMPBELL: So moved.

11 MS. TAYLOR: Second.

12 MR. DAVID: Roll call.

13 FEMALE SPEAKER: Councilman Edward Campbell.

14 MR. CAMPBELL: Yay.

15 FEMALE SPEAKER: Councilwoman Carla Taylor.

16 MS. TAYLOR: Yay.

17 FEMALE SPEAKER: Mayor Pro Tem John David.

18 MR. DAVID: Yes. And I think we -- I think a lot of
19 the minutes have been posted on the website.
20 I think we still ---

21 MR. JONES: Yeah.

22 MR. DAVID: --- you're working on the recordings?

23 MR. JONES: Yes. Due to the last person that was in
24 charge of all of our recordings, I don't know,
25 he had an issue with his box cast or something



1 that I was made aware of. We still haven't
2 retrieved those.

3 **MR. DAVID:** Are we're gonna be able to -- y'all
4 working on it, though?

5 **MR. JONES:** We're working on it, yes, sir.

6 **MR. DAVID:** Okay.

7 **MR. JONES:** Yes, sir. Definitely working on it.

8 **MR. DAVID:** Okay. As soon as possible. And what
9 are we doing now? Are we doing boxcast, are we
10 doing Facebook Live or Zoom?

11 **MR. JONES:** YouTube.

12 **MR. DAVID:** Okay. All of that will work. So, then
13 we on a platform where we can be kept, but if
14 we can get those back.

15 **MR. JONES:** Yes, sir.

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

17 **MR. DAVID:** Okay. Next, we have item A, Ordinance
18 Number 16-2025, an ordinance establishing the
19 Atlantic Beach Gullah Geechee Festival as an
20 annual festival in the Town of Atlantic Beach,
21 second reading. Any comments?

22 **MS. TAYLOR:** The copy that I received by e-mail
23 still had the line that we stated should be
24 stricken during the first reading. So, I just
25 want to make sure that line under Section Two



1 that reads, generally, during the month of
2 August, September, in parentheses, like Labor
3 Day weekend, is stricken and that the Committee
4 will determine when that festival will take
5 place.

6 **MR. DAVID:** Y'all got that?

7 **MALE SPEAKER:** Yes.

8 **MR. DAVID:** So, let's just make sure that is
9 corrected as -- before it's placed on the
10 website.

11 **MR. JONES:** You said on Section Two under Festival -
12 --

13 **MS. TAYLOR:** Yes.

14 **MR. JONES:** --- Festival Administration?

15 **MS. TAYLOR:** Yes.

16 **MR. DAVID:** Can you maybe just strike it whenever we
17 sign it.

18 **MR. JONES:** We can -- line item B?

19 **MS. TAYLOR:** A. It's under A.

20 **MR. DAVID:** So, whether we sign whatever tonight or
21 you need to give us another copy to sign after
22 the fact.

23 **MR. JONES:** I'll have it to you first thing in the
24 morning.

25 **MR. DAVID:** We still gotta sign. I don't know if



1 it's electronic signing, or people come by and
2 sign it. Either way.

3 **FEMALE SPEAKER:** Okay.

4 **MR. DAVID:** Is there a motion to approve the second
5 reading of Ordinance Number 16-2025?

6 **MR. CAMPBELL:** So moved.

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

8 **MS. TAYLOR:** Second.

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

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

11 **MR. CAMPBELL:** Yay.

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

13 **MS. TAYLOR:** Yay.

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

15 **MR. DAVID:** Yes.

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

17 **MR. DAVID:** Next, we have ordinance number -- well,
18 B, Ordinance Number 17-2025, an ordinance
19 amending the business license number 1-2022 of
20 the Town of Atlantic Beach to update the
21 schedule -- class schedule as required by Act
22 176 of 2020. Is there a motion to table this
23 or I'll move.

24 I move to table this Ordinance Number 17-
25 2025 until the next meeting so we can have more



1 information to discuss. Is there a second?

2 **MS. TAYLOR:** Second.

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

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

5 **MR. CAMPBELL:** Yay.

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

7 **MS. TAYLOR:** Yay.

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

9 **MR. DAVID:** Yes.

10 **COMPREHENSIVE PLAN TOWN COUNCIL PRESENTATION -**

11 **DIAMOND SHORES:**

12 **MR. DAVID:** Next, we have number C, Diamond Shores
13 presentation. Ashley, you want to hook to this
14 one?

15 **MS. COWEN:** Sure ---

16 (Inaudible due to simultaneous speakers.)

17 **MR. DAVID:** Come hook to this one. You can bring
18 your laptop up here, should be a microphone.
19 Let's do a microphone right here. Take mine.

20 **MS. COWEN:** You want me to ---

21 **MR. DAVID:** Yeah, sit right here.

22 **MS. COWEN:** Okay.

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

24 **MS. COWEN:** I get to sit at the fancy table?

25 **MR. DAVID:** Come on.



1 **MS. COWEN:** Good evening, everyone. I'm Ashley
2 Cowen from Diamond Shores. We are under
3 contract with the Town to rewrite your
4 Comprehensive Plan, update your Land Management
5 Ordinances, and create a Commercial Master Plan
6 for 30th and 31st. We have gone through the
7 groundwork phase of our contract already, that
8 was a three-month period. And we have
9 transitioned into the drafting phase. The
10 presentation tonight, I will cover what we have
11 uncovered, what we have discovered, and some of
12 our recommendations from the drafting phase of
13 the project. From the groundwork phase of the
14 project, excuse me.

15 Public engagement, we've had a number of
16 different public engagement sessions. We had
17 two in-person open houses and two virtual
18 sessions. We sent out 200 postcards to out of
19 town property owners. If you got one of those,
20 great. We did not get very many back because
21 of mailing address issues, but we did get a
22 few. We have had six-plus one-on-one
23 interviews with residents around the Town. We
24 have had 47 so far responses to our online
25 survey. We have had table event -- tables at



1 multiple events, festivals and at your economic
2 development seminar. We've had three focus
3 groups, one at your property owners
4 association. We had a children and families
5 event, and we've also had a focus group with
6 the business community. Many of those, we've
7 had really good success with. Unfortunately,
8 not at the children and families event. There
9 just really aren't a lot of children in
10 Atlantic Beach. However, there are a few.

11 The Facebook page that we have has had
12 over 32,000 views, and we have 110 followers.
13 So, we really do get a lot of viewership from
14 the Facebook page.

15 We've also been at one Planning Commission
16 meeting and multiple Town Council meetings thus
17 far. Most of our follow-up from now on will
18 also be at Planning Commission and Council
19 meetings. So, you will continue to see us as
20 we go into the drafting and adoption phases of
21 the project.

22 Here are a list of the upcoming dates in
23 the next few months. You'll see us again at
24 Town Council in November. We have another
25 focus group with the POA HOA annual meeting in



1 November. We have a Planning Commission
2 workshop coming up. The survey does close at
3 the end of November. And then you will see us
4 again at Planning Commission, Council, and then
5 Planning Commission again. Like I mentioned,
6 the public input survey does close in November.
7 If you have not taken that online survey,
8 please make sure you get your responses in. We
9 really are using that as a way to reach some of
10 our out of town residents, but we do really
11 rely on that for some of our engagement from in
12 town residents also. So, please, take that.
13 If you need that link, I'd be happy to provide
14 it to you. If you need a paper copy of the
15 survey, please reach out to me, I'd be happy to
16 provide a paper copy.

17 I'm going to go over some of the survey
18 results thus far. We have had 77 percent of
19 our respondents either own property here in
20 Town or they have family owned property here in
21 Town. That really tells us that we're reaching
22 the residents of the Town of Atlantic Beach or
23 those that may own property or businesses here
24 in Atlantic Beach. That means we're targeting
25 the correct people.



1 Two percent of the respondents said that
2 their families used to own property here in
3 Atlantic Beach. So, again, that does tell us
4 that we're reaching the target audience. 21
5 percent said that they didn't own property
6 here, but maybe they were tourists, or maybe
7 they were from North Myrtle Beach around here.
8 So, again, that does tell us that we're
9 reaching the right target audience.

10 The top three things, I apologize this is
11 small, but it is important, the top three
12 things that people said that they loved about
13 Atlantic Beach was the ocean and the beach, of
14 course. But what really expanded upon that was
15 that nearly everybody mentioned that they loved
16 the beachfront, the ocean views, the
17 peacefulness of Atlantic Beach, the uncrowded
18 atmosphere, and residents really loved that
19 they could walk everywhere. There's a serenity
20 about Atlantic Beach that they loved. They
21 loved that they had direct access to Atlantic
22 -- the Atlantic Ocean, and that there was not
23 a lot of congestion. So, those were really
24 important things to them about the beach and
25 the ocean access.



1 Another of the top three things, people
2 loved the people and the sense of community in
3 Atlantic Beach. There was a strong appreciation
4 for the friendly, close knit community, where
5 everyone knows their neighbor, everyone knows
6 one another, and there's a welcoming
7 environment. That was something that we
8 continued to see. They also thought that there
9 was a shared sense of pride in their community.

10 The third and final thing that people said
11 that they loved about Atlantic Beach was, of
12 course, the history and the cultural heritage.
13 A recurring theme was that there was this
14 legacy of independence and pride and that there
15 is this historic identity that people have an
16 effort to preserve and revitalize.

17 Overall, the common theme through most
18 responses were peaceful, quiet, quaint
19 atmosphere, friendly, welcoming and neighborly
20 environment, and the pride and shared
21 leadership and beautification of the community.
22 So, keep all of that in mind as I continue to
23 go through the presentation, because that will
24 continue to come up through the Comprehensive
25 Plan, and through the recommendations that we



1 will make going into the Land Management
2 Ordinance.

3 In the survey, we asked people -- sorry,
4 I got notes because it was a 62-page report,
5 y'all. We asked people when considering
6 Atlantic Beach's existing community services
7 and facilities, if they could identify the
8 following, and these were the following
9 facilities and services, as either a strength
10 or as a weakness. And then we allowed people
11 to rank these things as either a strength, a
12 great strength, a weakness or a great weakness.
13 As you can see from these results, people were
14 pretty clear on quite a few things, and then
15 they were kind of iffy 50-50 on quite a few
16 other things. So, for example, police, fire,
17 EMS, water, sewer services, electric, internet,
18 everybody was pretty split, 50-50. It's kind
19 of a good thing; it's kind of a bad thing.
20 We're pretty mediocre about it. Really, no
21 strong opinions one way or another.

22 The rest of the chart, pretty strong
23 opinions. About 62 percent had a relatively
24 negative viewpoint on healthcare services. In
25 other words, they saw healthcare services as a



1 weakness in the Town of Atlantic Beach. Now,
2 if you take that with a grain of salt, you
3 could also say pretty much a lot of people see
4 that as a negative everywhere in Horry County.
5 There's really just not a lot of healthcare
6 services to go around for the general
7 population. Are there ways we could help deal
8 with that? Yes, there are, and we can address
9 that through the Land Management Ordinances and
10 through the Comprehensive Plan.

11 People saw youth services and seniors and
12 veterans services as a great weakness. They
13 saw that maybe the Town doesn't have enough of
14 those services. Again, that's something we can
15 address.

16 People also saw stormwater, land use and
17 zoning, town communication and recreation as
18 something that maybe is a weakness that the
19 Town could address going forward.

20 On the other side, the flip side, people
21 saw waste as something that the Town is
22 positively acting on. They saw waste
23 management as something that the Town is doing
24 well. They also saw the beach accesses as
25 something that the Town is managing well.



1 Community events was another one of those 50-
2 50. People had really good things to say about
3 community events. On the negative side, there
4 was that persistent issue with noise and the
5 sound ordinance. So, taking that with that
6 grain of salt, people love community events.
7 People love the atmosphere that Atlantic Beach
8 has created with community events, but they
9 have that issue with -- with noise.

10 So, all of those things are things that we
11 can address in the Comprehensive Plan and in
12 the Land Management Ordinances. Specifically,
13 those ones with the arrows are the ones that we
14 can really, really hone in on.

15 So, what did public input say the
16 community vision was or should be, if we're
17 looking into the future? People said they like
18 the small town historic charm. They wanted a
19 walkable, pedestrian-friendly, Black Pearl
20 identity. They wanted to preserve the small
21 town feel. They wanted a vibrant, diverse and
22 inclusive community with an emphasis on
23 racially and ethnically diverse culture. They
24 want to maintain a community that's family
25 friendly. They want to promote inclusivity and



1 neighborhood connections. They want thoughtful
2 growth and economic vitality. They want a
3 boutique style development with small venture
4 style entertainment for locals and tourists.
5 They also want mixed use development. That's
6 something that we kept seeing over and over and
7 over again. Mixed use development. They're
8 also interested in tourism and destination
9 appeal. They think that Atlantic Beach can
10 position themselves as a special destination
11 that people from all over the country and
12 internationally will want to come and visit.
13 There's also an emphasis, which I was surprised
14 at, for eco friendly and cultural events. The
15 eco friendly kept coming up. Cultural arts
16 and, of course, parks. People have a desire
17 for those parks.

18 Community infrastructure and governance,
19 public places. People want improved town
20 administration and improved infrastructure.

21 Cultural preservation, again, another one
22 of those -- those highlights of the vision.
23 They want to focus on family friendly, focused
24 on community friendly. They want to celebrate
25 the unique identity, and they want to celebrate



1 the heritage.

2 The community did provide a number of very
3 specific improvements that they'd like to see
4 under the heading of infrastructure and
5 accessibility, sidewalks, street lights,
6 recreation improvements. For the beach and
7 waterfront, they'd like bathrooms, showers and
8 beautification. Community spaces, they would
9 love to see the Community Center and the Town
10 Hall combined into one administrative building
11 where all of Town function can happen.

12 They would also like to see -- under the
13 heading of housing and residential development,
14 we continually see people saying they want
15 single family housing. They don't mind duplex
16 housing, but they also want to see a population
17 that can live in apartment style or townhouse
18 style housing that can reach their mixed income
19 needs. There -- they understand that there's
20 a population that needs mixed income housing.

21 Economic development continued on this
22 need for small businesses, shops, restaurant
23 and small venue entertainment. Of course, the
24 public safety and governance is another thing
25 people wanted. Strong desire for unity,



1 customer service and professionalism within the
2 government, a desire for regional partnerships,
3 and also a desire for better communication and
4 transparency. And then, again, that
5 environmental and sustainability desire.
6 People wanted preservation, beautification,
7 recycling programs and growth that recognizes
8 nature.

9 So, what does that all mean in terms of
10 the Comprehensive Plan? That's the public
11 input. How can we turn that into a
12 Comprehensive Plan, a future vision for the
13 future? And I'm just touching on the key
14 aspects of the 62-page report. So, if you have
15 questions, please -- please stop me. In terms
16 of the population, right now, you have 283
17 people according to the American Community
18 Survey that live in Atlantic Beach. That's
19 your permanent population. It does fluctuate.
20 That is not -- you know, any one day, you might
21 have more, you might have less. So, take that
22 with a grain of salt.

23 Overall, people wanted to have moderate,
24 modest growth. That is technically a permanent
25 population of around 500 to 1000 people. That



1 is totally doable. You can achieve that.

2 They also want to encourage a seasonal
3 population, okay, a tourist population. I
4 think that's also doable.

5 In order to achieve that, the Town is
6 going to need to promote Atlantic Beach as a
7 safe and attractive place to live and visit.
8 Keep that in mind, I'm going to keep coming
9 back to that.

10 We believe that you can target a lot of
11 that residential growth in your already
12 existing residential sections of the Town, the
13 32nd Avenue, the 29th Avenue, and the 17th --
14 west of 17 portion of the Town.

15 In terms of housing, quite a few residents
16 had issues with what they are concerned about,
17 gentrification, the aging population that you
18 have in Atlantic Beach. Right now you have
19 about 15 percent of your population is seniors,
20 and about 57 percent of the population in
21 Atlantic Beach can be considered low to
22 moderate income. So, as you continue to grow,
23 you'll need to find ways to address housing for
24 seniors and low to moderate income individuals
25 and families. Whether that is finding ways to



1 incentivize workforce housing, not necessarily,
2 you know, government subsidized housing, but it
3 is housing that a low to moderate income family
4 can afford, affordable, not necessarily below
5 market rate, but affordable housing that a
6 regular, you know, police officer's family can
7 afford, government employee's officer -- a
8 government employee family can afford.
9 Teacher's family can afford. There's a lot of
10 ways that you can do that. If an aging family
11 has -- or an aging population has housing
12 that's maybe falling below livability, there's
13 CDBG grants that can accommodate that. There's
14 plenty of redevelopment options that we can
15 build into the Comprehensive Plan.

16 Again, the cultural resources, you got a
17 mural project right now that is really loved by
18 the people. That is something that can
19 continue. Festivals and events, really loved
20 by the people, and that is something that can
21 be continued. We come back to that noise
22 ordinance again, and finding ways that we can
23 implement that and enforce it. That can be
24 done through town-wide signage by promoting
25 Atlantic Beach as a significant place to visit,



1 but you can include the messaging in not only
2 are we significant and a great place to be, but
3 we also have this peaceful place to visit.
4 We're a family friendly place to visit. You
5 can also do town-wide illustrative signage
6 telling the story of Atlantic Beach. Why are
7 you here? Oh, look, here's the sign. Follow
8 the story of Atlantic Beach while you're here.
9 You'll get more of this as we go ...

10 The community -- community facilities.
11 Again, people are really harping on the
12 stormwater and I -- we do believe that that is
13 an issue in some portions of the Town. There's
14 going to be -- need to be some grant funding
15 for that in order for you to fix this
16 stormwater issue.

17 Sewer infrastructure, there's sections of
18 the west side that may or may not have actual
19 sewer hookups, that may actually be on septic
20 instead of on public sewer. That, again, is
21 something that (inaudible) grant funding to
22 address in a public manner.

23 There may be some ways that you can
24 immediately address town administration and
25 structure, and that's something that Adrian I



1 will talk about and our suggestions for some
2 immediate needs that you have in terms of
3 public information and ways that you can get
4 out positive press, you know, out to the media,
5 and how you can highlight some great stories
6 that the Town is doing, because you do have
7 some great stories to tell.

8 And then, again, intergovernmental
9 cooperation. There are resources from other
10 jurisdictions that are out there that you need
11 -- you need to utilize in order to supplement
12 what you already do.

13 In terms of transportation, Town parking,
14 I know it's not a popular opinion from the
15 people of the Town, but Town parking as a way
16 to generate revenue. You have some lots that
17 you could continue to do that with. You can
18 continue to make partnerships with other
19 locations, other property owners to generate
20 that revenue.

21 The active streets concept was actually
22 brought to my attention from a resident. And
23 I love -- I love the phrase. Keeping with that
24 idea of keeping your streets active, not -- not
25 only just in terms of, you know, cars and



1 people coming, but in terms of residents
2 walking around, walking, biking, strolling,
3 golf carting, keeping people on the streets,
4 you have a really unique environment here where
5 you could park in one spot of the Town on the
6 east side, and you could walk anywhere in the
7 Town. That is, like, beautiful. A lot of
8 towns can't -- can't coin that. And that's
9 another thing that you can promote and make
10 that, hey, we are a special destination. You
11 can walk anywhere here and -- and not ever have
12 to get back in your car. And assuming that,
13 you know, we can work on building up 30th and
14 31st with some economic development, some more
15 businesses and all of that, you know, you could
16 actually live, work and play in a lot of
17 Atlantic Beach.

18 Land use, I think you've got some really
19 good groundwork already for your land use, but
20 you should encourage some place based
21 development. Now, I'll give you an example of
22 that. You have a pizza place that's new on the
23 corner up here, and I would consider them very
24 place based. They have a name that reflects
25 Atlantic Beach. Their pizza is based on



1 Atlantic Beach, you know, key people. You go
2 there and you say, ah, this is an Atlantic
3 Beach place, you know, like, maybe not
4 reflecting of the history of Atlantic Beach,
5 but people will go and say, I -- you know, I
6 had the Booker as the pizza that I had, and it
7 makes for a cool story when they come to visit.
8 And then they can ask the question, well,
9 what's a Booker? Why is it called a Booker?
10 It's, again, that place making and that
11 tourism, and you can tell the story, and I
12 think you could do a lot more of that to create
13 the special destination.

14 You got a lot of unused districts. And
15 I'll come back to that with the Land Management
16 Ordinance. You've got unused districts that
17 maybe you don't need to have. In reality, in
18 terms of your land use, simplify, clarify. And
19 I think we've heard a lot of that from
20 landowners and people who are working to
21 develop their properties here commercially.
22 They need straightforward, easy, you know, tell
23 me what to do, and I will do it so that we can
24 dot and cross.

25 Economic development, remove barriers,



1 reduce barriers and make the Town development-
2 friendly and attractive. We can ---

3 **MR. JONES:** Ashley.

4 **MS. COWEN:** Yes.

5 **MR. JONES:** Can I interject on that?

6 **MS. COWEN:** Yes, absolutely.

7 **MR. JONES:** So, when you say remove barriers, can
8 you clarify that a little more for me?

9 **MS. COWEN:** Yes, I will. We can incentivize. We
10 can help with deed restrictions. We can reduce
11 complexity. We can give you local resources,
12 have CCU and Horry Georgetown and Clemson
13 Extension and all the free, you know, experts
14 come in and all of those things. You can bring
15 people to the Town. If the outside community
16 sees Atlantic Beach negatively, they won't
17 come. If the business community sees Atlantic
18 Beach as too cumbersome to get into, okay, or
19 if the outside world sees Atlantic Beach as too
20 conflicting, then there's a risk that outside
21 investors won't want to come. And we can make
22 the best plan; we can make the best -- the best
23 Commercial Master Plan; we can have the best
24 Land Management Ordinances. If it is all too
25 cumbersome, and if the risk is too great, can't



1 promise that they'll come.

2 **MR. DAVID:** I was reading page 37 and 38 of the
3 Economic Development Plan and it said, and I
4 applaud our Council, because we did try to
5 reduce some of the complexity for so long that
6 we had the deed restrictions, and we had the
7 oceanfront as commercial, and then we've
8 aligned that now so people can build.

9 **MS. COWEN:** Yes.

10 **MR. DAVID:** So, other things that you all -- you had
11 on there, which I thought were great, the
12 innovation -- innovation district, priority
13 investing on 30th and I added Ocean to spur
14 development, tax relief and incentives. And,
15 you know, incentives to build, especially on
16 places that we have not built on in a long,
17 long, long time. So, whether you all could
18 suggest an incentive-based program to give
19 people 25 to \$50,000 back, depending on
20 building on 30th Avenue or building on Ocean
21 Boulevard, so that we can spur that growth
22 because, in time, the more we build and have
23 less empty lots, the more we can sustain with
24 property taxes. And I always attribute the
25 people in Briarcliff, they're sustained fully



1 off of property taxes. And one day we can --
2 the more properties we build, the more tax
3 income we get, the more business tax income we
4 get, the better we can get there faster.

5 **MS. COWEN:** Yeah, I'm glad that you called out some
6 of those suggestions, because you're right. We
7 did -- we did give some of those suggestions
8 about giving -- giving people that maybe who
9 have -- who have put in their plan and can get
10 through the development process within a
11 certain amount of time, perhaps they get their
12 fee back.

13 **MR. DAVID:** Or get a portion of it.

14 **MS. COWEN:** Or get a portion of their fee back
15 within a certain period of time.

16 **MR. JONES:** I want to interject on that because
17 Briarcliff doesn't have low income housing.

18 **MR. DAVID:** We don't either.

19 **MR. JONES:** You know, they -- they -- they have a
20 median of income that homes in that area. So,
21 we can't incorporate our plan or -- or inquire
22 to incorporate our plan with the type of
23 density that we have and the economic value --
24 that economic base that we have here. So, we
25 have to stay along the lines of -- I want to



1 make it very clear that Atlantic Beach has the
2 position of welcoming growth. There is not a
3 barrier to stop the growth. I get a
4 consistence of most of the people that I engage
5 with on a day-to-day basis, on making sure that
6 that growth aligns with how it's written and
7 how it's been voted upon, and the consensus.
8 The majority of the -- of the residents that I
9 speak with want to make sure we don't veer from
10 that. They don't want to -- they don't want to
11 put it -- be words like we're bending or -- or
12 we are adjusting just to bring in growth. We
13 want it because this -- this -- this is -- this
14 has a direct effect over the Town's finances,
15 as well. We don't have the structure to give
16 25 and \$50,000 tax incentives, not as we
17 currently operate. Now, as we increase in our
18 density and our population and our -- the way
19 that we are generating this business, you can
20 do that. That -- that is -- that is not --
21 that's probably in the Comprehensive Plan,
22 something that you can look at three to five
23 years of growth. Today, where we are, the
24 first five years of this plan, you know, we
25 have to gradually get to that.



1 **MR. DAVID:** Agreed. And so, as it says, aspire, and
2 that's what we're aspiring to. So, again, we
3 do have written laws, and we follow those laws,
4 but as we're adjusting this Comprehensive Plan,
5 and I want people to think forward too, because
6 if we charge \$100,000 to build a \$3 million
7 house 'cause our taxes base is high, and we can
8 give an incentive back, and we're not giving
9 money that we don't have, we're giving money
10 that people are going to have to pay anyway.
11 So, and say we gave 25, or 50,000 back to
12 \$100,000 build that they had to pay to the
13 Town, we're still garnering 50 to \$75,000.

14 **FEMALE SPEAKER:** Can I ---

15 **MR. DAVID:** So, we're not losing ---

16 **FEMALE SPEAKER:** Go ahead; finish.

17 **MR. DAVID:** So, we're not losing anything. So, it's
18 an incentive for the future as we write this
19 economic plan out.

20 **FEMALE SPEAKER:** Can I interject to both of you.
21 Ashley's just presenting the results of her
22 surveys and -- and the discussion that we're
23 having now could probably be best held at a
24 different time.

25 **MR. DAVID:** But it was written in the package that



1 she submitted.

2 **FEMALE SPEAKER:** I know, but I'm saying, let her
3 finish her presentation. The audience has been
4 waiting for us, and so I don't want to keep
5 them here any later than we have to.

6 **MR. DAVID:** Okay.

7 **FEMALE SPEAKER:** So.

8 **MS. COWEN:** I will also add to that, that the
9 Comprehensive Plan will give you a list of
10 goals and strategies that Council can choose
11 whether to implement or not implement, and to
12 choose to implement in a short term, you know,
13 a medium term or a long term, when and if they
14 do so choose. So, just because the
15 Comprehensive Plan says, you know, hey, this is
16 an idea for economic incentives and economic
17 development, doesn't mean that it's immediately
18 active, right then. It means, you know, this
19 is something you can do in the future as a
20 suggestion. It's a stone on the path to an
21 opportunity for the future.

22 **MR. DAVID:** Gotcha.

23 **MS. COWEN:** So, doesn't have to be included. It can
24 be included, and it presents you with an
25 option. So, giving you a couple of example



1 pages of what we're thinking this maybe
2 formatted as so that you can kind of see a
3 vision for what the document could look like,
4 here's a couple example maps that could be
5 included in the Plan.

6 And now some Land Management Ordinance
7 (inaudible) pages. Overall, with the Land
8 Management Ordinance, a lot of what needs to be
9 updated is redundancies, clarification,
10 sentence structure, things that a common person
11 can read and say, okay, I get that. Even
12 myself, who reads these things for a living, I
13 can read it and say, oh, what does that say,
14 and have to read it three or four more times
15 before I'm, like, okay, I get this. But then
16 with your specific Land Management Ordinance, I
17 could read two more sections forward and then
18 be, like, wait a minute, this has to do with
19 the same thing that I just read three chapters
20 ago, and it's contradictory. So, a lot of that
21 needs to happen, cross-referencing, making sure
22 that the definitions match up, making sure that
23 there's a centralized, you know, this is what
24 it is, this is where you find it. And saying,
25 okay, if this is here, you can also find it



1 here, here and here. You've got a lot of very
2 long paragraphs that, you know, if you don't
3 want to read a half a page paragraph ---

4 **MR. JONES:** Yes.

5 **MS. COWEN:** --- you probably can read it in bullet
6 points. So, a lot of that can happen to
7 simplify.

8 **MR. JONES:** How typically long does it take for you
9 guys to -- to restructure all of that for the
10 Town?

11 **MS. COWEN:** Well, we have five months (laughter).
12 Well, four and a half now. So, we will be
13 doing it section by section ---

14 **MR. JONES:** Okay.

15 **MS. COWEN:** --- and as the sections are in draft
16 format, we'll be sending you those sections.
17 And I will be also working with (inaudible) to
18 kind of see what she's done and what we can
19 incorporate together 'cause I know they have
20 some drafts.

21 You also have a couple of sections that
22 maybe don't need to exist anymore. For
23 example, you have a major subdivision section.
24 In order to be a major subdivision, you
25 actually have to take a parcel and split it six



1 times according to your ordinance, and you have
2 to create a new public road. Are you going to
3 have any major subdivisions in the Town?
4 Probably not. So, there are some ways that
5 maybe we could take and minimize, maybe
6 everything could be reviewed in a very specific
7 way and not have major subdivisions as a -- as
8 an option. Can also have an allowance for
9 digital submission. I'm sure that you accept
10 digital submissions right now, but there's no
11 actual allowance for it in the Code.

12 It was suggested through some public input
13 that there be a mechanism for people to suggest
14 amendments when they have a specific issue with
15 their property, or maybe they come to realize,
16 hey, we've hit a roadblock. Maybe there is a
17 mechanism for people saying, hey, I have an
18 idea; here's my idea. Could you guys look into
19 this? So, the public could suggest amendments
20 and then those amendments could then be vetted.

21 **MR. JONES:** Yes.

22 **MS. COWEN:** You need a lot of graphics. Some people
23 are great with words. Some people are great
24 with charts. Other people need a graphic to
25 kind of visualize it. You need a lot of those.



1 Plan review periods. Some are a lot
2 shorter than your neighboring jurisdictions. I
3 feel like that puts an immense amount of
4 pressure on staff to get things turned around
5 right away. I would suggest a lengthier
6 timeframe. But, of course, I will discuss that
7 with your staff.

8 We will be seeking additional guidance
9 from your staff, from you, from the Planning
10 Commission from the CBA, on some of these --
11 these other land management questions,
12 delegation of checks and balances from the
13 administrator who signs things. A lot of other
14 jurisdictions do things a little differently,
15 where it all doesn't fall on one person to sign
16 things or approve things.

17 Consolidation of districts that are not
18 used and maybe not ever going to be used, or
19 consolidation of districts that are all very
20 similar. I think you can simplify it in that
21 way. You could get rid of unused districts.
22 You can require a sketch plan. That way, if
23 somebody's coming in with a development, you
24 could say, okay, before you submit your
25 engineering plans, before you submit your



1 surveys, and you go in for a permit to
2 actually, you know, dig up some dirt, put us --
3 put us through a sketch plan before any of the
4 engineering happens, before any of the paid
5 consultants happen, give us a sketch plan so
6 that we can do a preliminary and we can tell
7 you, you're going to need this, this, this, and
8 this. That way, there's a lot less heartache
9 with ---

10 **MR. JONES:** Helps with the roadblocks.

11 **MS. COWEN:** It does. It does. You can -- you can
12 kind of clear some of those roadblocks after
13 that initial consultation basically with staff.

14 I think you should also require a site
15 survey. Most of the other jurisdictions
16 require site surveys that include boundaries,
17 trees, topography, utilities, right of ways.
18 It's a good way to clear everything up right
19 away.

20 **MR. JONES:** Uh-huh.

21 **MS. COWEN:** It is some additional cost up-front, but
22 it will clear up a lot of the issues that
23 property owners are having on the back end when
24 they have utility issues, when they have
25 property boundary issues with their neighbors,



1 setback issues, various other things.

2 **MR. JONES:** Quick question to ask.

3 **MS. COWEN:** Yeah.

4 **MR. JONES:** Do -- so, I know I was -- I kind of got
5 an idea, but I don't know for sure, but is it
6 anywhere that is in state law that anywhere
7 within a mile of the ocean, that we have to
8 have the State to do our stormwater permitting?

9 **MS. COWEN:** Complicated question. There is State
10 regulation on anything within a half mile of
11 the ocean that says that you need a coastal
12 zone compliance. Now, for residential
13 properties, it's basically notification to the
14 State. The State sends you back and says,
15 thank you; here's your permit.

16 **MR. JONES:** Got it.

17 **MS. COWEN:** For disturbing land next to the coastal
18 zone or within the coastal zone. It basically
19 says you're conveying water to the ocean.

20 **MR. JONES:** Got it.

21 **MS. COWEN:** Now, if you're doing a commercial
22 property, then you do need to have the site
23 reviewed by ... you have a contract with Horry
24 County government for them to review your
25 commercial properties, but residential, single



1 family residential, and I believe duplexes
2 also, do not have to be reviewed in that way,
3 but they do still need a coastal zone
4 compliance, the entire Town, because you're
5 within a half a mile.

6 **MR. DAVID:** But that comes from Horry County and not
7 from the State, or you got to do both?

8 **MS. COWEN:** You have to do both if you're
9 commercial.

10 **MR. DAVID:** Yes.

11 **MS. COWEN:** If you're a single family residential,
12 you just need the coastal zone compliance from
13 the State, and that should be getting turned in
14 to the administrator, the Town Manager, prior
15 to getting your permit.

16 **MR. DAVID:** Horry County -- or how does that work in
17 North Myrtle Beach? Because they just go
18 through the County. They don't go to the
19 State, because every build they would have
20 would have to go through the ---

21 **MS. COWEN:** Ideally, ideally, you get that coastal
22 zone compliance, and it's just part of your
23 packet before you get your building permit.

24 This is my last slide.

25 **MR. DAVID:** Okay.



1 **MS. COWEN:** And then I'll take some more questions
2 if you have any. Another thing that we would
3 be seeking guidance on is your non-
4 conformities. You do have a slew of non-
5 conforming properties in Atlantic Beach, a lot
6 of those because they are historic. A lot of
7 that is because they maybe existed as land
8 management ordinances were being adopted and
9 changed over time. A couple of different
10 options would be to rewrite the sections of the
11 Land Management Ordinance so as to make some of
12 those non-conformities conforming. if it has
13 to do with setbacks, we change the setback
14 ordinances to make sure that those non-
15 conformities are not non-conformities anymore.
16 We could also write the Land Management
17 Ordinances so as to reduce non-conformities
18 maybe not take tailor them specifically to non-
19 conformities, but just as a method to reduce
20 them. We could also ignore non-conformities
21 and just give a substantial period of time for
22 non-conformities to come up to code or
23 standard. Or make it so that non-conformities
24 can exist, it's fine, let them be. And if
25 they're historic, let's say if they are



1 structures that contribute to the National
2 Register, they can remain non-conformities and
3 let that be. There's also some provisions that
4 exist in your Land Management Ordinance that
5 allow expansion as long as setbacks are met and
6 as long as they don't impact substantial
7 improvements. I think there's some ways that
8 we can play with that so that it's not
9 impacting your historic structures and some of
10 your -- your other buildings that maybe have
11 existed for so long. Because I think really
12 the key here is that you've got a lot of
13 historic structures that do not meet existing
14 current land management regulations.

15 **MR. DAVID:** Yes.

16 **MS. COWEN:** So, right now, your non-conformities is
17 really impacting a lot of structures. And it
18 could really impact the ability for people to
19 redevelop their properties or fix up their
20 properties moving forward.

21 So, that is the end of my presentation,
22 and I would be glad to take questions or
23 comments.

24 **MR. DAVID:** Any questions or comments? Anybody?
25 Mr. Bailey.



1 **MR. BAILEY:** So (inaudible)

2 **MR. DAVID:** Come to the microphone so they can ...

3 Okay, go ahead.

4 **MR. BAILEY:** So, Ashley, I heard you mention, as far
5 as in comparison to the other jurisdictions,
6 and I know we had a conversation outside, but
7 in comparison, how do our fees for business
8 license for development actually compare to
9 those that's in other jurisdictions? Do you
10 think that it's one that's friendly to spur
11 development?

12 **MS. COWEN:** I don't know specifically about your
13 business license fees, so, I will let somebody
14 else ---

15 **MR. BAILEY:** Well, no, so, let me -- let me not take
16 that business license.

17 **MS. COWEN:** Okay.

18 **MR. BAILEY:** The course to develop in comparison to
19 other jurisdictions, because you mentioned, as
20 far as I know, there was talk about Briarcliff
21 and having that tax base. But to get a tax
22 base, you have to build, and if the comparison
23 to build in Atlantic Beach is 20 times,
24 sometimes at a minimum 10 times, the amount to
25 build in other jurisdictions where we have



1 less, and then you say, to get incentives, we
2 would have to go out and get some type of
3 incentives that may not be actually granted by
4 based on the tax base that Atlantic Beach has,
5 so, we have to reach out to Horry County to
6 hopefully get some type of grant. It's just
7 trying to say, like, looking at the total scale
8 of what we're looking at here right now, does
9 that fit into the plan that we're aspiring to
10 be?

11 **MS. COWEN:** I will come back to the idea of
12 (inaudible) -- the idea that you need to
13 simplify and create a process that everyone can
14 understand and that is friendly to not only the
15 business community, but also to the residential
16 community. I think it's doable. I think the
17 puzzle pieces exist, but maybe the picture is
18 wrong yet, to use a funny metaphor. I think
19 there's also players here that want that to
20 happen, which I think is great. That's a very
21 indirect answer to your question.

22 **MR. BAILEY:** So, to be more direct to those that's
23 online and watching, I was sharing with Council
24 members and had the conversation, as well as
25 with some other neighbors, because some of the



1 feedback that I'm getting not just about my
2 project, but also the people that I have
3 assisted with building here and actually built
4 to look at other lots here, the conversation is
5 that, for instance, if you are looking at doing
6 a build in Atlantic Beach, you may have to pay
7 a development fee to get your construction done
8 of, like, \$60,000 to \$70,000, where that same
9 fee in Surfside will cost just \$6,000. That
10 fee in Myrtle Beach would just cost \$8,000, and
11 in Horry County, 7500. So, we can say that we
12 want to get incentives. But if we're not -- if
13 we're charging here, and then we got to go to
14 Horry County and say, we need grants just to
15 meet you halfway, how is that beneficial for
16 somebody to say, I want to build in Atlantic
17 Beach, when I could build right across the
18 street at Windy Hill and not have to pay as
19 much, and then the community already is already
20 established?

21 **MR. JONES:** I think that question is more for -- so
22 for the administration and the governing body
23 than it is for the consultant.

24 **MR. BAILEY:** And you're absolutely right, and that's
25 why I'm having a conversation, because



1 leadership matters, because the leadership that
2 you have in place is the one that actually
3 enforces the rules, that is aware of the Land
4 Management Ordinance, that will know that if it
5 is in this particular zone, that you can build
6 multifamily and not say this is not what the
7 people want. But you are aware. Like, for
8 instance, in an R2 zone, Ashley, this is
9 directed to you, what can you build over there
10 in a R2 zone district?

11 **MS. COWEN:** Single family, duplexes, just to name a
12 few.

13 **MR. BAILEY:** But you can also build multi-family,
14 correct?

15 **MS. COWEN:** I would have to look that up.

16 **MALE SPEAKER:** Yes.

17 **MR. BAILEY:** You can also build multifamily. So, if
18 we have a developer that's willing to bring
19 duplexes into a development, understanding what
20 could be built, and understanding that the
21 community does not want to see hotels, but they
22 can also, because they have the high density of
23 the lands combining the lots, that they can
24 potentially build 22 units on that same lot.
25 Why would we push back on a duplex project that



1 will have pickle ball and all type of nice
2 things and stuff that looks and resembles
3 single family homes, that resembles the
4 community when they have, by right, to do --
5 and that -- these are the questions. Because
6 if you're going to build a fee into doing a
7 development, somebody will pay \$100,000 but
8 they're not going to just do it for four
9 duplexes. They'll pay the \$100,000 fee to put
10 up 22 units on there, because they have it by
11 right. And this is when we talk about
12 incentives of meeting developers where they are
13 and understanding what's in the Land Management
14 Ordinance. Because what we don't want to do is
15 to say now that we have a comprehensive change,
16 that the stuff that's in by right now changes
17 while they're going through the permitting
18 process, because that's another situation where
19 we see Atlantic Beach, because leadership
20 matters, gets us into more lawsuits, where
21 we're in the news, negative press, and we're
22 getting this negative depiction of what
23 Atlantic Beach is, which is not what we are.
24 But leadership matters. And that's why I said
25 we need to make sure that it's not just about



1 a Comprehensive Plan we aspire to be, but we
2 aspire to have leaders at the table that know
3 what it is that we're trying to do, that what
4 we've been trying to do for the past 20 and
5 plus years that we've been here. Thank you,
6 Ashley.

7 **MR. DAVID:** Thank you, Leon. Thank you for the --
8 submitting the things. We look forward to --
9 the next thing you have is the Planning
10 Commission, right, this month, because I think
11 the one got canceled. Something didn't happen
12 in October, right? I think the Planning
13 Commission was October, but it didn't happen.

14 **MALE SPEAKER:** Yeah, we couldn't get a quorum.

15 **MR. DAVID:** Okay. Hopefully, we can get everybody,
16 yeah, quick as possible, and let them know.
17 And (inaudible) we have our next Planning
18 Commission meeting on what date? November
19 20th, I think.

20 **FEMALE SPEAKER:** Yes.

21 **MALE SPEAKER:** It's the 20th.

22 **MR. DAVID:** Okay. So, we can plan ahead.

23 **MR. JONES:** And Planning Commission, is that
24 selected by the Council or ---

25 **MR. DAVID:** It's already selected.



1 **MR. JONES:** Oh, oh.

2 **MR. DAVID:** We got five people on there.

3 **ATLANTIC BEACH HISTORIC REPORT:**

4 **MR. DAVID:** Let's see, next, we have Ms. Alice,
5 which I'm going to ask Ms. Alice one of these
6 questions. Ms. -- Ms. -- Ms. Cheatham is Ms.
7 Alice tonight?

8 **MS. CHEATHAM:** Ms. Alice has way more grandchildren
9 than I have.

10 (Laughter)

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

12 **MS. CHEATHAM:** I will substitute.

13 **MR. DAVID:** Thank you so much. Welcome, welcome,
14 welcome. And I'm going to ask you my question,
15 which Ashley mentioned, and you can do your ---

16 **MS. CHEATHAM:** Ask me?

17 **MR. DAVID:** Yes, ma'am. It's the same -- telling
18 our history, story signs, I know the Historical
19 Committee is a great committee. I don't know
20 what we can do out of there to come up with
21 some of these signs. I know you're going to
22 talk about a little signs, too.

23 **MS. CHEATHAM:** That's for Ms. Alice.

24 (Laughter)

25 **MS. CHEATHAM:** Good evening. My name is Linda



1 Cheatham. I live at 512 29th Avenue, and I am
2 representing the Atlantic Beach Historic
3 Committee tonight. We are very grateful that
4 the Town Council approved the historic district
5 contributing property markers in August. And
6 these plaques will offer owners of properties
7 which are over 50 years old and were
8 significant in the Town of Atlantic Beach
9 Historic District being recognized. And as
10 everybody knows, we were declared National
11 Historic District on January 22nd, 2025. The
12 markers, as you will see on the screen, are
13 distributed by the South Carolina Office of
14 Historic Preservation, and we are pleased to
15 announce that the first plaque will be
16 installed on Friday, November the 21st, 2025,
17 at the Woods Villa on 31st Avenue South. And
18 everyone will be getting an invitation to come
19 and attend. So, we want you to join the
20 Historic Committee as we celebrate another
21 historic milestone. It'll be at 11:00 o'clock,
22 Friday, November the 21st, we'll be asking
23 people from Horry County who assisted us in
24 getting the designation. We'll be doing --
25 having the press there to record it. We'll be



1 inviting Council and staff, as well as
2 residents and community to attend.

3 Ms. Alice was supposed to be here, and
4 have some forms, but I will figure that out.
5 I will talk to Cheryl about if anyone wants to
6 call the Town Hall, she can give them my
7 telephone number and e-mail address, and we
8 will also have in the Town Hall, and any member
9 of the Historic Committee will have the
10 properties which are designated as
11 contributing.

12 We also would like the Town to purchase
13 plaques to go on the Town buildings that have
14 been designated as contributing. They cost
15 \$180 a piece, and we need two, one for the Town
16 Hall and one for the Community Center.

17 I'll be glad to answer any questions that
18 anyone might have. Yes.

19 **MR. DAVID:** I think that's in the perusal of the
20 amount that the Town Manager can spend, or do
21 we need to do a motion on that too? Because I
22 know y'all said the Town Hall is historic, so
23 we want to make sure we get the placard for it.

24 **FEMALE SPEAKER:** Yes, I do agree with that.

25 **MR. DAVID:** You want to do a motion for that, or do



1 we need to -- we need to do something else?

2 You good with that (inaudible)?

3 **FEMALE SPEAKER:** Yes, sir.

4 (Inaudible due to simultaneous speakers.)

5 **MR. DAVID:** We will make that happen.

6 **FEMALE SPEAKER:** I will make ---

7 (Inaudible due to simultaneous speakers.)

8 **MS. CHEATHAM:** And they come pretty quickly.

9 **MR. DAVID:** Four we- -- three to four weeks?

10 **MS. CHEATHAM:** Yes, yes. So, November 21st, Friday,
11 at 11:00 o'clock. Be there or be square.

12 **FEMALE SPEAKER:** Amen.

13 **MS. CHEATHAM:** I'm standing here because I'm doing
14 the next one, as well.

15 **FEMALE SPEAKER:** Oh.

16 **32ND AVENUE STREET ART PROJECT FUNDED BY THE THRIVING**
17 **COMMUNITIES GRANT:**

18 **MS. CHEATHAM:** Which is our 32nd Street Art Project,
19 which was funded by the Thriving Communities
20 Grant. As you heard us talk for the last three
21 years, the Town was one of the initial
22 communities in the United States to become a
23 Thriving Communities. And as a culminating
24 event, we wanted to paint some street art the
25 weekend -- the week before Bike Fest, but it



1 rained and we weren't able to do it. And so we
2 have designated between November 20th and the
3 23rd, which is the property owners weekend, to
4 do this community painting activity. We are
5 looking for some young, strong arms.

6 (Laughter)

7 **MS. CHEATHAM:** No old ones. Or the old ones can do
8 an hour, the young ones can do as many hours as
9 they want. We have partnered with the
10 Beautification Committee and Kenneth McIver
11 (ph) to get some volunteers. This is a picture
12 of it. It's not the exact dimensions, but this
13 is what it looks like. Town Council gave us
14 permission in April to place it on 32nd Avenue,
15 and so we are very excited. All the supplies
16 have been purchased, and we're looking forward
17 to having some more wonderful art in the Town
18 of Atlantic Beach. I'll be glad to answer any
19 questions. Thank you.

20 **MR. DAVID:** Thank you.

21 **MS. TAYLOR:** Thank you.

22 (Applause)

23 **NOMINATIONS FOR ARCHITECTURAL REVIEW BOARD:**

24 **MR. DAVID:** Next, we got nominations for the
25 Architectural Review Board. We had three



1 people to submit. I think Mrs. Tashni (ph) --
2 Tashni -- pull it up again.

3 **MALE SPEAKER:** Tashni DeBoer (ph).

4 **MR. DAVID:** Tashni DeBoer has volunteered to be on
5 the Architectural Review Board and ---

6 **MALE SPEAKER:** And Zoning Appeals.

7 **MR. DAVID:** And Zoning Appeals, Tasha -- Tiffany ---

8 **FEMALE SPEAKER:** Tiffany.

9 **MR. DAVID:** --- Lash and Jane Evans volunteered to
10 be on the Board of Zoning Appeals. We have
11 three people.

12 **MS. TAYLOR:** Tashni is checked zoning ---

13 **MALE SPEAKER:** Three for zoning. She's on zoning.

14 **FEMALE SPEAKER:** Yeah.

15 **MR. DAVID:** I texted ---

16 **MALE SPEAKER:** Three applications for Zoning.

17 **MR. DAVID:** I know, I text 'em and asked 'em if
18 they'd be willing to separate it out. And
19 Tashni said that she would be happy to be on
20 the Architectural Review Board, and Tiffany on
21 the Board of Zoning Appeals. And Jane also
22 submitted for the Board of Zoning Appeals, so
23 we can -- we can fill all three positions.
24 Yes. Is there a motion to approve the three,
25 Tashni DeBoer on the Architectural Review



1 Board, Ms. Jane Evans and Tiffany Lash on the
2 Board of Zoning Appeals?

3 **MS. TAYLOR:** So moved.

4 **MR. DAVID:** There a second?

5 **MR. CAMPBELL:** Second.

6 **MR. DAVID:** Roll Call.

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

8 **MR. CAMPBELL:** Yay.

9 **FEMALE SPEAKER:** Councilman Carla Taylor.

10 **MS. TAYLOR:** Yay.

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

12 **MR. DAVID:** Yes.

13 **NEW BUSINESS:**

14 **APPROVAL OF TOWN COUNCIL MEETING SCHEDULE 2026:**

15 **MR. DAVID:** Next, we have the approval of the Town
16 Council meeting schedule. Is there a motion to
17 approve?

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

19 **MS. TAYLOR:** Second.

20 **MR. DAVID:** Look, I know we sometimes start them at
21 5:00 and I know that ain't on there, but I
22 think we might need an hour and a half more
23 just to talk, because we have Town business ---

24 **MR. CAMPBELL:** Yes.

25 **MR. DAVID:** --- so, hopefully, we can talk about



1 that as we move forward next year.

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

3 **MR. DAVID:** Have an hour and a half or executive
4 session ---

5 **MS. TAYLOR:** Oh, executive session.

6 **MR. DAVID:** --- and then move forward with the
7 meeting for an hour after that.

8 **MR. JONES:** Yeah, for 2026?

9 **MR. DAVID:** Yeah, for 2026. So, is there a second
10 and approval?

11 (No audible response.)

12 **MR. DAVID:** Roll call.

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

14 **MR. CAMPBELL:** Yay.

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

16 **MS. TAYLOR:** Yay.

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

18 **MR. DAVID:** Yes.

19 **COMMUNITY UPDATE:**

20 **MR. DAVID:** Next, we have Mr. Booker, Mr. William
21 Booker, Community Update.

22 **MR. BOOKER:** Good evening.

23 **FEMALE SPEAKER:** Good evening.

24 **MR. BOOKER:** Council, Town Manager, residents,
25 visitors and friends. I have several subjects



1 tonight (inaudible). I think I'll start with
2 some questions that came from the Council that
3 they had voiced some concern about, and I want
4 to share with you what our plan is to address
5 them. One has to do with, you know, in August
6 of 2025, we passed a -- you all passed a
7 traffic regulations ordinance and in that
8 ordinance, after combing it, we have an issue
9 where there is a -- where a property owner has
10 several vehicles on a car -- on a lot, that
11 makes it appear that that's a car lot,
12 dealership of some sort. And state law
13 requires that a dealership, if you intend to
14 sell, try to sell, sell five or more cars in a
15 year, you need a dealership license to do that.
16 Now, in our town, if you engage in any type of
17 business, you need a business license. But
18 they're two separate licenses. And the
19 gentleman that owns some of the cars has a
20 business license, but he has succeeded by
21 placing these cars on this lot, the requirement
22 for a dealership license. And so this
23 ordinance says that no person shall use private
24 property for the display, sale or storage of
25 motor vehicles for commercial purposes unless



1 such use is permitted under the Town zoning
2 ordinance, which it is zoned for that, and any
3 applicable license requirements. And so
4 because a dealership license is required, it's
5 inappropriate to be doing that. And so the way
6 we're going to deal with that is we're going to
7 notify the property owner that they're in
8 violation of that by way of a letter, and give
9 them a week or so to rectify the situation. If
10 that doesn't correct the situation, then our
11 police officers are perfectly acceptable to
12 issue a citation, and then the judge will
13 decide what the remedy is. Each car is a
14 different violation. Ten cars there, then it's
15 ten violations. And each of those violations
16 is up to a \$500 fine or 30 days in jail,
17 whatever the judge decides.

18 **MR. DAVID:** Does it matter that that business -- was
19 the business license given for a car
20 dealership, or just given for ---

21 **MR. BOOKER:** For selling cars.

22 **MR. DAVID:** It was given for that?

23 **MR. BOOKER:** Yes. Because at first, they were
24 selling cars with nothing.

25 **MR. DAVID:** Okay. And then you're going more to ---



1 **MR. BOOKER:** Right. So, now you're selling cars and
2 you're approaching the dealership. Well,
3 actually, (inaudible to simultaneous speakers)
4 what the dealership requirements are. So,
5 that's the approach we're going to take.

6 **MR. DAVID:** Okay.

7 **MR. BOOKER:** The next item has to do with life
8 safety inspections. Back some years ago, life
9 safety inspections was a typical thing that we
10 did in the Town. And when you look at the age
11 and the use of many of the properties,
12 particularly with some of the apartment
13 buildings that were designed for, you know,
14 overnight stay or a couple of days at the beach
15 that are now being used for ongoing, permanent
16 living, and you look at the maintenance
17 require- -- maintenance that's being
18 administered to these buildings, and -- and
19 couple that with the fact that we get
20 complaints from people living in these
21 buildings, we believe it's important for us to
22 reinstitute that practice at the time when it
23 comes to business license issue. And so what
24 -- what the life safety inspection encompasses,
25 it covers several areas for inspection. Some



1 of them are fire related, but others are beyond
2 fire related. For example, we're talking about
3 egress, talking about exit routes clear, exit
4 signs are visible, lit and the doors are
5 unobstructed. Fire protection systems, making
6 sure that they function properly and maintain
7 properly fire alarms, fire extinguishers,
8 sprinklers, things such as that. Occupancy
9 load, verifying that the number of people in a
10 room or space does not exceed allowable limits.
11 Electrical safety, assessing overloaded
12 circuits, faulty wiring and improper storage
13 near electrical panels. Storage and
14 housekeeping, checking for clutter, especially
15 flammable materials, and ensuring the proper
16 storage of hazardous materials. And visual
17 inspection, assess the unit for suspected mold
18 formation in problem areas, bathroom and sinks,
19 in particular, for sources of moisture, leaks
20 and high humidity or condensation that are
21 primary contributors to mold. And so we've
22 done some of these inspections, and we've found
23 some of these things, and we've acted on it,
24 and so we think it's important for us to
25 continue to do this when at business license



1 time, to make sure that people are having safe
2 places to live in Atlantic Beach 'cause some of
3 these places need some attention. So, we
4 intend to continue with that practice.

5 **MR. DAVID:** Well, the -- the ordinance that was put
6 before us, asked for a fee for it, and I think
7 we talked to Town Manager about the checklist.
8 He was going to provide a checklist from the
9 vendor that we're using so that we can apply
10 checklists for business versus ---

11 **MR. BOOKER:** Yes, I'm working with the vendor on it.
12 We will have it.

13 **MR. DAVID:** So, we'll have those checklists ---

14 **MR. BOOKER:** Yes.

15 **MR. DAVID:** --- as other municipalities have?

16 **MR. BOOKER:** Yes.

17 **MR. JONES:** Yes. And we want to post them on the
18 website, as well.

19 **MR. DAVID:** Okay. And then we'll bring that
20 ordinance back whenever we have to update that
21 ordinance, when we have the checklist?

22 **MR. JONES:** If you want -- that's how you want to do
23 it, yes. But the -- the business -- the life
24 safety part, it should already have a precedent
25 in there, right? It should already be ---



1 **MR. BOOKER:** I know it did in the past. I've looked
2 back through some of the older ones. I haven't
3 seen it yet, but we will have it when we --
4 we'll bring it back to you.

5 **MR. DAVID:** 'Cause I know they added a sentence in
6 that new -- in the ordinance that we were
7 provided with with a fee for doing the
8 inspection.

9 **MR. BOOKER:** Yeah. And that sentence was placed in
10 there because when we, you know, we work under
11 the state system with business licenses, and we
12 can't just add a fee ---

13 **MR. DAVID:** Of course.

14 **MR. BOOKER:** --- unless it's covered by an
15 ordinance.

16 **MR. DAVID:** Yes.

17 **MR. BOOKER:** And so we want to make sure that when
18 our staff calculates the cost of a business
19 license, that that fee is in there when it's
20 appropriate to be there. And it's -- gets
21 calculated, just like the rest of the license.
22 (Inaudible)

23 **MR. DAVID:** Yeah, and that's important, why I keep
24 stressing our business taxes, okay. If we --
25 if we're -- business taxes are high.



1 **MR. BOOKER:** Okay, let me continue on. I want to
2 talk about continued community engagement.
3 That's where my area of focus and I'd like to
4 start by welcoming -- welcoming -- welcoming my
5 co-partner, Mr. Titus Leaks, who joins us
6 today.

7 (Applause)

8 **MR. BOOKER:** Area of community engagement. And so
9 one of the first areas I want to talk about
10 again is beautification. And I hope you all
11 have seen the improvement that has taken place
12 in the Town, cleanliness, keeping the grass
13 mowed and the trash cleared up and trees
14 trimmed, and you'll be seeing soon all the
15 trees going down 30th trimmed, and they're
16 going to be any number of beautification
17 projects that are going to take place. We're
18 in the process now of sending letters to
19 property owners who are in violation of the
20 vegetation policy ordinance, anything over
21 twelve inches needs to be addressed. So, we
22 have several of those letters going out.
23 You're going to see -- you've seen some, if you
24 come by the Town Hall, you'll see some posts
25 around the dumpster up there. Those posts are



1 for the enclosures that we're going to put
2 around the dumpster. Our ordinance requires
3 that any dumpster be within an enclosure, and
4 so it's going to be difficult for us to enforce
5 it in the Town when we aren't doing it
6 ourselves. So, we're going to get our
7 dumpsters enclosed, and then the rest of the
8 community -- community can expect that we'll be
9 asking them to do -- to follow suit. And, you
10 know, as we continue to develop and we're
11 talking about stormwater and we're talking
12 about runoff, and one of the things that's
13 happening is we're losing trees, and trees is
14 a valuable source of protection for the
15 environment, for a lot of things, because
16 usually when you lose the trees, you gain
17 concrete, and concrete means that it picks up
18 oil and other contaminants and runs it into the
19 sea and wherever it goes. So, we're embarking
20 upon a tree protection plan. It's going to
21 take a lot of time. It's going to take a long
22 time. It's going to take a lot of effort. But
23 in working with the Forestry Service, we're
24 going to start working on the public tree areas
25 to try to preserve them and maybe even increase



1 the number of trees we have. And while we're
2 doing that, we're going to start working with
3 the people on the private property to try to
4 make sure that we preserve as many trees as we
5 can. I mean, because many times people go in
6 and just completely clear the lot and they
7 don't actually bring back any trees when the
8 development is over. So, we've lost a lot of
9 trees, and the tree canopy is important. I
10 mean, I'm not a -- whatever you -- a forestry
11 person, but I hear them when they tell me, and
12 it makes sense. So, we, Town Manager and I
13 have talked about it, and we're going to be
14 going down that path.

15 Solar light project. The project is
16 progress -- progressing, although it's stalled
17 for the moment because we're waiting on some
18 components. We requested a 90-day extension on
19 the project, and I think that's been approved.

20 **MR. DAVID:** It has.

21 **MR. BOOKER:** So, we're expected to complete the
22 project. We were scheduled to complete it at
23 the end of October, but now the expected
24 completion date is the end of January. And so
25 we're on target to do that, those components



1 should come in about mid November, and so we
2 don't expect any hiccups. Hopefully, we won't
3 have any. I've been talking with the Spectrum
4 people about getting the WiFi connection so
5 that we can have WiFi, get the cameras
6 connected to the police station, and getting it
7 so that people can connect to the WiFi for
8 either the people who live in town will get it
9 for free, the people who come and don't have
10 the code will have to pay. And so there's a
11 cost to connecting, having Spectrum do what's
12 required and making that service available.
13 And so I've been talking with this woman, and
14 she called me the other day, and in order to do
15 that, if we sign up for a five year service,
16 it's going to be \$900 a month. If we sign up
17 for a three year service, then it's \$1,000 a
18 month. So, we can look at somewhere between
19 maybe 11 to 1,200 dollars -- \$12,000 a year for
20 that cost.

21 **MR. DAVID:** We also mentioned to the Town Manager
22 that we also had a lot of lines ran for
23 Frontier here in the Town, so to check
24 Frontier, as well.

25 **MR. BOOKER:** Okay.



1 **MR. DAVID:** So we can have a couple of different
2 estimates.

3 **MR. BOOKER:** Okay. Okay. I'll do that.

4 **MR. DAVID:** 'Cause maybe they can beat ---

5 **MR. BOOKER:** Okay.

6 **MR. DAVID:** --- Spectrum.

7 **MR. BOOKER:** And lastly, about community engagement,
8 I've introduced you to Titus and some of the
9 things that have gone on since I spoke with you
10 last, we had a harvest festival for -- it was
11 aimed at the children. It was a movie night,
12 and, you know, treats and had pizza and so
13 forth. We had several children from the
14 community. I found out in that process, we
15 only have 26 children in Atlantic Beach from
16 the school board. That's what I got that
17 information. But it was a cooperative effort.
18 I mean, the kids seemed to have a wonderful
19 time. Their parents came and brought them. They
20 all stayed. They were very attentive, and
21 Councilwoman Taylor was here and her daughter,
22 and so that was a cooperative effort by the
23 Atlantic Grill, they donated the pizza. The
24 Association of Atlantic Beach Property Owners
25 donated some money for some treats, and the



1 Town of Atlantic Beach put it on. So, that's
2 -- that's a -- that was a wonderful activity
3 there. And then, following that, we had a
4 bingo night, and Councilman David came and his
5 family and other people came. We didn't have
6 as many people as we had hoped to come but
7 we're scheduling another bingo night. We have
8 prizes. It was a lot of fun. Right now, we're
9 looking at November 20th as the date for the
10 next Bingo Night, and we'll let you know about
11 the next movie day. And this particular past
12 movie night was focused on the children, but
13 they won't always be focused on the children.
14 There'll be some adult movies, as well. And in
15 addition to that, we'll have computer
16 assistance, which happens on Tuesdays and
17 Thursdays here in this building, from 10:00 in
18 the morning to 3:00 in the afternoon. And
19 we'll be looking at some workshops to address
20 some of the things, some of the needs that the
21 community may have. So, that's what we're
22 doing in the area of community engagement.
23 Thank you.

24 **MR. DAVID:** Thank you.

25 **MR. DAVID:** Next, we have police report.



1 **LIEUTENANT POLICE REPORT:**

2 **MR. VALENTINE:** Good evening, everybody.

3 **MR. DAVID:** Good evening.

4 **MS. TAYLOR:** Good evening.

5 **MR. VALENTINE:** So, I'm going to be relatively quick
6 compared to a lot of the other stuff that we've
7 had earlier today. So, I have a couple of
8 topics I have written down to discuss and
9 enlighten the Council, as well as our community
10 members. We have been doing an ongoing process
11 to try to hire additional police officers, as
12 well as a police administrative assistant, and
13 we've had two conditional offers that we've
14 submitted on that; however, we have lost
15 Officer Pearson. He submitted his resignation
16 last week. So, as of right now, I'm the sole
17 remaining police officer for the Atlantic Beach
18 Police Department. With that being said, I do
19 have to inform you, as well as the community,
20 I have also submitted my resignation, as well,
21 due to some extenuating circumstances and my
22 final day will be November 11th of this year.
23 Due to that, there are certain things that are
24 required by us from the Police Department with
25 the State Academy so to accomplish to make sure



1 that we're all in the proper procedures and
2 protocol, Town Manager Jones has been
3 designated as the primary point of contact for
4 the Atlantic Beach Police Department with the
5 South Carolina Criminal Justice Academy.
6 That's effective today. That way the Town can
7 keep moving forward, I believe hiring a police
8 chief, as well as hiring additional officers.
9 In regards to training, we haven't had any
10 advanced training. This -- correction in
11 October. Now, the one that usually brings
12 everybody's attention is what I've called
13 workload performance. We've had non-uniform
14 crime reports for the month of October. We've
15 issued one citation and five public
16 contacts/warnings in lieu of traffic citations
17 or citations in general. Now, those numbers
18 seem low, and the reason being is the State has
19 moved away from ReportBeam, which was for the
20 longest time, it's E program for citations,
21 public contacts/warnings, as well as collision
22 reports, and they've transitioned over to
23 CopLogic Ethos. ReportBeam went offline on the
24 31st of October. Ethos came online, and there
25 still seems to be some issues accessing



1 historical data that I would have used for this
2 report in regards to citations and/or public
3 contact/warnings. We had 105 calls for service
4 throughout the month. They range from small
5 things, from hey, you've got somebody that
6 wants to talk to you on the phone about a
7 matter, all the way up to some pretty serious
8 calls for service. If there's a need for
9 further breakdown, just let me know. If not,
10 I will continue on to the next.

11 So, notable events and information. I am
12 proud to say that October 3rd, we did receive
13 two grants from the Office of Highway Safety.
14 One is for body worn cameras. That was a total
15 of \$9,908.86. We got just a smidge over half
16 of what we asked for, and that'd be for six
17 Axon body four cameras, and it's associated
18 equipment and licenses. We got the in-car
19 video camera grant for \$33,935.93. We got just
20 shy of almost all that we asked for.

21 **MR. DAVID:** Say that number again.

22 **MR. VALENTINE:** I'm sorry.

23 **MR. DAVID:** What was that number again?

24 **MR. VALENTINE:** For the ---

25 **MR. DAVID:** The last one.



1 **MR. VALENTINE:** The last one. \$33,935.93. Now,
2 none of this money can be used for anything but
3 what the award was for, so the State's going to
4 release the money, it's going to go into a
5 secured account with the Town, and then they'll
6 make the payments to Axon. I'm also proud to
7 say thanks to the Town Manager Jones, he did
8 sign the grant award acceptance letters, as
9 well as our Axon contracts, so that we can move
10 forward on enhancing our Police Department with
11 better technology, so that we can do exactly
12 what the community asked, they want more
13 transparency. Well, our camera systems are
14 aging out and they're aging out fast. There's
15 a reason why most of our camera systems are
16 dying is the company no longer service them.
17 This is very old technology, and we need to
18 come up to modern standards with these Axon
19 body fours and the Axon fleet three, we would
20 be joining the rest of the County with using
21 Axon products.

22 Our next big one is it was already talked
23 about by Mr. Booker. The Police Department
24 also participated in that event for the
25 children, and we had a good time.



1 And then my last topic is in conjunction
2 with Town Manager, we have been working with
3 the Horry County Police Department for
4 additional coverage since as of right now, I'm
5 the only remaining police officer. I can't
6 split myself into four additional people and
7 cover the entire town 24/7. Town Manager Jones
8 and I, as long -- along with the other staff
9 members, are going to be moving forward and
10 trying to figure out how we can make that
11 happen. Does anybody have any questions or
12 concerns for me?

13 **MR. DAVID:** You said that 33,900-something was for
14 what?

15 **MR. VALENTINE:** In-car video camera systems.

16 **MR. DAVID:** In-car video cameras, and they go for --
17 I know you said six body cams, but how many in-
18 car systems is that?

19 **MR. VALENTINE:** Five.

20 **MR. DAVID:** Five.

21 **MR. JONES:** Lieutenant, if you don't mind, can you
22 elaborate for Council right quick about the --
23 the lease program on the vehicles?

24 **MR. VALENTINE:** So, one of the things that we have
25 been working on is, to my knowledge, the



1 Atlantic Beach Police Department has never had
2 any brand new police cars, since its inception.
3 We've always had used cars, and we bought
4 heavily used cars. The Tahoe that I'm driving,
5 Chief Tahoe and the Dodge Charger was very nice
6 that we got for \$12,000 for three vehicles.
7 However, we've probably put triple, if not
8 quadruple, the amount of money into the repairs
9 just to get them on the road when we first
10 bought them, let alone the maintenance to keep
11 them running. And the longer we keep those
12 vehicles, the more and more money we're going
13 to have to sink into them. So, I talked with
14 ESU Pursuits for an alternative that will allow
15 us to have better vehicles, to be able to
16 provide better service to the community and to
17 be more visible, as well. So, they gave us a
18 estimate, which I apologize I don't have that
19 estimate with me, for a five-year contract and
20 a six-year contract for three fully outfitted
21 2026 Durangos. And if I remember correctly, and
22 like I said, I don't have the quote on hand.
23 That would be between 30 and \$40,000 a year for
24 three fully outfitted police cars. When you're
25 looking at outfitting, if you bought one



1 vehicle outright and tried to outfit it, you're
2 looking at 80, \$90,000.

3 **MR. DAVID:** For how many years?

4 **MR. VALENTINE:** Either a five year contract or a six
5 year contract.

6 **MALE SPEAKER:** Or six year contract.

7 **MR. DAVID:** For three ...

8 **MR. VALENTINE:** Fully outfitted Durangos.

9 **MR. DAVID:** And do you have ---

10 **MR. VALENTINE:** That's gonna be cage, laptop stand,
11 your 360 lighting, decal, transportation to get
12 us the vehicles, your laptop stand, and your
13 laptops.

14 **MR. DAVID:** And why Durangos versus a squad car or
15 some other version that could be cheaper?

16 **MR. VALENTINE:** A Durango is a squad car, sir.

17 **MR. DAVID:** A Durango is a ---

18 **MS. TAYLOR:** SUV.

19 **MR. DAVID:** --- SUV.

20 **MR. VALENTINE:** Nobody's really doing ---

21 (Inaudible due to simultaneous speakers.)

22 **MR. DAVID:** I hear you. I hear you, but what ---

23 **MR. VALENTINE:** So, the issue that you have is
24 because everybody is out-phasing sedans ---

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



1 **MR. VALENTINE:** --- because they're not law
2 enforcement vehicles anymore.

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

4 **MR. VALENTINE:** Law enforcement is transitioning to
5 either SUVs or trucks.

6 **MR. DAVID:** Okay.

7 **MR. VALENTINE:** Now, all these vehicles are deemed
8 by the federal government as law enforcement
9 police rated vehicles.

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

11 **MR. VALENTINE:** So ...

12 **MR. DAVID:** So, for cost purposes, to have various
13 options ---

14 **MR. VALENTINE:** This is the cheapest cost.

15 **MR. DAVID:** The cheapest of ---

16 (Inaudible due to simultaneous speakers.)

17 **MR. JONES:** Yes.

18 **MR. VALENTINE:** Yes, sir. If I went to Enterprise,
19 Enterprise won't even deal with us, because
20 we're not even asking for 15 cars. That's
21 statewide.

22 **MR. JONES:** So, at the end of the day, I mean, we --
23 we spend exorbitant amount of money on
24 exorbitant amount of things, and I won't get
25 into -- deep into that, but if we can get into



1 this program here to get two -- three 2026
2 vehicles that are fully fitted, and it cost the
3 Town between what 45, 50, 60 grand a year ---

4 **MR. DAVID:** Said 30 to 40.

5 (Inaudible due to simultaneous speakers.)

6 **MR. DAVID:** Now you went to 60.

7 **MR. JONES:** Well, I was thinking about the higher
8 number when it was 85.

9 **MR. VALENTINE:** When we were looking at the ---

10 **MR. JONES:** Yes, it was higher.

11 **MR. VALENTINE:** --- it was six or seven vehicles ---
12 (Inaudible due to simultaneous speakers.)

13 **MR. JONES:** So, we were looking at six or seven
14 vehicles. And when you look at six -- six
15 brand new 2026 vehicles fully outrighted, and
16 it only cost the Town 80 grand a year for --
17 for that, that's what it would have been for
18 six. Then we downsized it to three. So, I
19 mean, that's still good. And then we don't
20 have to worry about the maintenance because of
21 the lease program, they're going to -- the
22 maintenance is going to be covered under that
23 and the wear and tear. And then after they --
24 and after they live their life, they get us a
25 new set and we turn them back in. So, it's ---



1 **MR. DAVID:** I hear you, but can we get some quotes,
2 or see the actual quotes from maybe two or
3 three different ---

4 (Inaudible due to simultaneous speakers.)

5 **MR. VALENTINE:** I wasn't aware that I needed to have
6 that.

7 **MR. DAVID:** Yeah, we didn't know we were gonna hear
8 it either. So, if we -- if we -- if we see
9 something, and it'd be better to understand it,
10 what we can see, and have some different
11 options, so we can look at that and make a
12 decision on it. I think that's a good number,
13 if that's the number, but if we can have some
14 options.

15 **MR. VALENTINE:** There's no point in me lying.

16 **MR. DAVID:** Ain't no reason you lying, but I got --
17 I need to look at it. So, I'm ---

18 **MR. VALENTINE:** I understand.

19 **MR. DAVID:** So help me look at it.

20 **MR. VALENTINE:** But I'm trying to to help this
21 Police Department in the short amount of time
22 I have remaining to keep driving forward, to
23 protect and serve the community.

24 **MR. DAVID:** I understand.

25 **MR. VALENTINE:** And I'm not going to try to give you



1 something that I don't think is going to better
2 service this Police Department and the
3 community as a whole.

4 **MR. DAVID:** I hear you, but, again, we have to make
5 a budget decision on something we ain't seen.

6 **MR. VALENTINE:** Oh, trust me, I've ---
7 (Inaudible due to simultaneous speakers.)

8 **MR. DAVID:** And that we hadn't budgeted.

9 **MR. VALENTINE:** --- a lot of numbers.

10 **MR. DAVID:** Yeah. So, if we can get some numbers
11 ...

12 **MR. VALENTINE:** Well, the numbers, like I said, the
13 numbers that I talked about earlier, those are
14 what we were awarded in grants.

15 **MR. DAVID:** I agree. Yeah. And does that have an -
16 - is that some of the same outfitting for the
17 in-car systems that would not go in those cars
18 that were being outfitted if we get the cars
19 fully outfitted?

20 **MR. VALENTINE:** If you said yes today on the cars --
21 -

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

23 **MR. VALENTINE:** --- we could have Axon ship them
24 straight there, and that same group would
25 install them. Now, the grant does have the



1 installation built in. So, if you said yes,
2 now, it wouldn't come with the dash cameras.
3 We get them here, and then we'd be able to go
4 to a local vendor and have them install the
5 camera systems for us, because that is built
6 in.

7 **MS. TAYLOR:** Thank you.

8 **MR. DAVID:** Thank you.

9 **MR. JONES:** Thank you, Lieutenant.

10 **MR. DAVID:** Let's see. Okay.

11 **MANAGER'S REPORT:**

12 **MR. DAVID:** Manager's report.

13 **MR. JONES:** Okay. Y'all see how I set that up. I
14 made sure everybody answered all them questions
15 before I got up. It'll be pretty easy for me
16 to get on at it. First of all, I want to thank
17 Council, everybody for coming out today. Good
18 to see you guys. My report is going to be
19 very, very short, because everybody's pretty
20 much addressed everything that I wanted to be
21 touched on. And it's reason why I do that. I
22 do want to touch on the financial side of
23 things. Are we not able, Carnisha, to put up?
24 Because I want to be able to show the Town
25 where we are with our finances from the time I



1 took seat, and July -- July the 7th 'til --
2 'til the current day. I want to put those
3 numbers up so that we'll be very transparent of
4 what the Town's finances are to make sure that
5 we're on track with the budget.

6 Also, while we're waiting on that, I'll
7 get some of the elephant in the room questions
8 out of the way. Unfortunately, we have had a
9 downtick with our current Police Department,
10 and we are working vigilantly to right the
11 ship. There are a few things that I want to
12 clarify and clear up, is that, number one, the
13 Town is in no way, or has in no way, did
14 anything malicious toward any intent -- toward
15 any business or anyone with a business in the
16 Town. The Town is all about the growth and
17 prosperity of the Town, so I want to leave all
18 disparaging remarks that were made or what was
19 said about the Town's intent to do anything.
20 We want the development and growth in the Town.
21 I don't think that no one on this Council is
22 opposed to that. I think we'll work in every
23 way we can to make sure that growth in
24 government is (inaudible) nurtured, watered, in
25 hopes that -- hope that it grows.



1 Is that as big as we can get it, Carnisha?

2 But I do want to start out with this. I
3 guess, if I can, we'll start out with from July
4 to October. The very top you'll see under
5 income when it comes to things such as property
6 tax, special tax, license permits, all of the
7 other, we were budgeted at 1.753309. The
8 actual comes out to right now about 297973, and
9 remaining is 1.455366 on our overall total
10 income.

11 Expenses, our expenses were budgeted at
12 \$810,000. Actuals are 195,569, which gives us
13 a remaining balance of 614. When we look at
14 total expenses, the Town has -- was budgeted at
15 \$1,753,309. Actual to date, we've spent
16 441,559. Which leaves us with a remaining of
17 \$1,319,105.

18 On our profit and loss, total income, we
19 have July through -- from July to October of
20 2024, the total income for property tax and
21 special tax and all of -- all of those
22 associated with income, it was \$293,786. From
23 July 2025 to October 2025, those same costs was
24 -- kind of went up a little bit to \$315,243,
25 which means there was a change in our profit



1 and loss comparison from last year to this
2 year. A difference of \$21,456. When it comes
3 to expenses, personnel, recruiting, travel,
4 bank charges, festivals, costs, all of that
5 stuff, that the Town incurs on its overall
6 expenses, we were budgeted -- I think we were
7 budgeted at, if I'm correct, make sure I get it
8 right, we were budgeted at 195,569. And in
9 July to October 2024, it was budgeted at
10 201,046, which is a change of maybe \$5,476.
11 Total overall costs from July to October of
12 2024, the budgeted was \$531,116. From July to
13 October 2025, it was budgeted at \$441,578,
14 which means there was a \$89,000 -- \$89,538
15 difference in what was budgeted and what was
16 actually spent.

17 At the end of the day, we're -- we're
18 treading along really good. I mean, we're
19 healthy. We have our expenses in check, this
20 is up to date. And I want to be transparent to
21 be able to present these at every Council
22 meeting, so that the public is aware of where,
23 in general, where their money is going, making
24 sure that I'm being a good steward of those
25 dollars, making sure that everyone is aware.



1 I want to be as transparent as I can on where
2 we are with the finances and where we are. I
3 don't want to get into a whole lot of stuff
4 today, because I know you guys have had a long
5 day, and I want to be mindful of your time.
6 So, with that, Council, I don't have anything
7 else to divulge outside of what my leadership
8 team has provided today, unless you guys have
9 some question (inaudible).

10 **MR. DAVID:** One thing, we are going to be checking
11 on the -- the money that was awarded by the CTC
12 for the 485 -- \$88,000, for the paving of 30th
13 Avenue and the future application for 31st,
14 3rd, and 4th Avenue, so we can get those paved
15 if you have to go present to the CTC. I know
16 Mr. Booker went with us the last time, Mayor,
17 Councilman Campbell, so hopefully it can help
18 get secure funding for those other roads to be
19 paved.

20 **MR. JONES:** Yes, sir, I will.

21 **MS. TAYLOR:** Thank you.

22 **MR. CAMPBELL:** Thank you.

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

24 (No audible response.)

25 **ADJOURNMENT:**



1 **MR. DAVID:** With that, meeting adjourned. Is there
2 -- is there a motion to adjourn the meeting at
3 8:30 -- 8:25 on November 3rd?

4 **MS. TAYLOR:** So moved.

5 **MR. CAMPBELL:** Second.

6 **MR. DAVID:** Is there a second? Roll call.

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

8 **MR. CAMPBELL:** Yay.

9 **FEMALE SPEAKER:** Councilman Carla Taylor.

10 **MS. TAYLOR:** Yay.

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

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

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

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CERTIFICATE

This is to certify the transcript of the Atlantic Beach Town Meeting consists of eighty-nine (89) 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 November 20, 2025.



Amanda J. Creel Godfrey
Court Reporter

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

