

TOWN OF ATLANTIC BEACH, SC

Town Council Meeting
Monday, December 8, 2025

APPEARANCES

COUNCIL MEMBERS:

JOHN DAVID, MAYOR PRO TEM

CARLA TAYLOR, COUNCILWOMAN

EDWARD CAMPBELL, COUNCILMAN

ALSO PRESENT:

ADRIAN JONES, TOWN MANAGER

CHERYL PEREIRA, TOWN CLERK

MR. BOOKER

INDEX

CALL TO ORDER

MOMENT OF SILENCE/ PRAYER

PLEDGE OF ALLEGIANCE

CEREMONIAL MATTERS

-SWEARING IN OF POLICE CHIEF

APPROVAL OF AGENDA

PUBLIC TIME

OLD BUSINESS:

- TOWN COUNCIL MEETING MINUTES- MINUTES FROM TOWN COUNCIL MEETING ON NOVEMBER 3, 2025.
- ORDINANCE No. 13-2025 AMENDMENT TO ORDINANCE No. 1-2022 BUSINESS LICENSE ORDINANCE SECTION 10. INSPECTION AND AUDITS INCLUDING LIFE SAFETY INSPECTION- SECOND READING.
- ORDINANCE No. 18-2025 AMENDMENT PURCHASING AND PROCUREMENT PROCEDURES FOR THE TOWN OF ATLANTIC BEACH SECOND READING

NEW BUSINESS:

- MANAGER'S REPORT
- TOWN COUNCIL REPORT

ADJOURNMENT

Atlantic Beach Town Council Meeting – December 8

Councilman David: Is there a motion to come out of executive session in the general session?

Councilman Campbell: So moved.

Councilwoman Taylor: Second.

Councilman David: Roll call.

Cheryl Pereira: Councilman Edward Campbell.

Councilman Campbell: Yes.

Cheryl Pereira: Councilman Carla Taylor.

Councilwoman Taylor: Yes.

Cheryl Pereira: And Mayor Pro Tem John David.

Councilman David: Yes.

Councilman David: Ask everyone to turn down the cell phones so they're not whatever. And if we could stand for a couple... Let's see, welcome, well, not, a moment of silence and pleasure. First time out. First time. And pleasure of allegiance. Pleasure of allegiance to the flag of the United States of America, and to the republic for which it stands, one nation, under God, indivisible, with liberty and justice for all. Next, we have ceremonial matters. I think Mr. Booker and the Chief.

William Booker: Chief, this is where you're in.

Joseph Cooper: What do you want me to do? Stand right here?

William Booker: You can stand. Come right around here. Okay.

William Booker: Okay, please stand. Raise your right hand. And you can repeat after me. I, Joseph Cooper,

Joseph Cooper: I Joseph Cooper

William Booker: do solemnly swear

Joseph Cooper: do solemnly swear

William Booker: that I am duly qualified

Joseph Cooper: that I am duly qualified

William Booker: according to the Constitution of this state

Joseph Cooper: according to the Constitution of this state

William Booker: to exercise the duties of the office

Joseph Cooper: to exercise the duties of the office
William Booker: to which I have been appointed
Joseph Cooper: to which I have been appointed
William Booker: and that I will
Joseph Cooper: and that I will
William Booker: to the best of my ability
Joseph Cooper: to the best of my ability
William Booker: discharge the duties thereof
Joseph Cooper: discharge the duties thereof
William Booker: and preserve
Joseph Cooper: and preserve
William Booker: protect
Joseph Cooper: protect
William Booker: and defend the Constitution of this State
Joseph Cooper: and defend the Constitution of this State
William Booker: and of the United States.
Joseph Cooper: and of the United States
William Booker: So help me God.
Joseph Cooper: So help me God.
William Booker: As police chief of the Town of Atlantic Beach.
Joseph Cooper: As police chief of the Town of Atlantic Beach.
William Booker: I will equally
Joseph Cooper: I will equally
William Booker: fairly
Joseph Cooper: fairly
William Booker: and impartially
Joseph Cooper: and impartially

William Booker: to the best of my ability

Joseph Cooper: to the best of my ability

William Booker: and skill,

Joseph Cooper: and skill

William Booker: exercise the trust

Joseph Cooper: exercise the trust

William Booker: reposed in me.

Joseph Cooper: reposed in me.

William Booker: And I will use my best endeavors

Joseph Cooper: And I will use my best endeavors

William Booker: to preserve the peace

Joseph Cooper: to preserve the peace

William Booker: and carry into

Joseph Cooper: and carry into

William Booker: effect

Joseph Cooper: effect

William Booker: According to the law of the purposes for which I have been appointed.

Joseph Cooper: According to the law of the purposes for which I have been appointed.

William Booker: So help me God.

Joseph Cooper: So help me God.

William Booker: Thank you.

Joseph Cooper: Thank you

Councilman David: Next is there a motion to approve the agenda?

Councilman Campbell: So move.

Councilman David: Is there a second?

Councilwoman Taylor: Second.

Councilman David: Roll call.

Cheryl Pereira: Councilman Edward Campbell.

Councilman Campbell: Yes.

Cheryl Pereira: Councilwoman Carla Taylor.

Councilwoman Taylor: Yes.

Councilman David: There was no actions coming out of executive session that I can recall. And then public time. Is there anybody with public time?

Cheryl Pereira: No

Councilman David: Okay. Next, is there a motion? We'll move to number six in old business. Town council meeting minutes. Minutes from town council meeting held on November 3rd. Is there a motion to approve? -

Councilwoman Taylor: So moved.

Councilman Campbell: Second.

Councilman David: Roll call.

Cheryl Pereira: Councilman Edward Campbell.

Councilman Campbell: Yes.

Cheryl Pereira: Councilwoman Carla Taylor.

Councilwoman Taylor: Yes.

Cheryl Pereira: Mayor Pro Tem John David.

Councilman David: Yes

Councilman David: Next we move into item A,

Councilman David: Ordinance number 13-2025, an amendment to the ordinance number 1-22, business license ordinance section 10, inspections and audits to include life safety inspection, which should be first reading. Is there a motion to table this?

Councilwoman Taylor: So moved.

Councilman Campbell: Second.

Councilman David: Roll call.

Cheryl Pereira: Councilman Edward Campbell.

Councilman Campbell: Yes.

Cheryl Pereira: Councilman Carla Taylor.

Councilwoman Taylor: Yes

Cheryl Pereira: Mayor Pro Tem John David.

Councilman David: Yes. Next we have Ordinance Number 18-2025, an Ordinance for Purchasing and Procurement Procedures for the Town of Atlantic Beach. Second reading. Is there an ordinance to table this motion or this ordinance.

Councilwoman Taylor: So moved. But just to let the general public know that we are trying to just finalize some numbers and make sure that this ordinance is in the best interest of all parties, we're not just skipping over because I know it's been on the agenda a couple of times now. So we are still working to make sure that the numbers add up the way we want them to.

Councilman David: And I can say the same thing about ordinance number 13, even though we're in 18, we're trying to just make sure we get it right for it to the best of the ability to do whatever. There was a second roll call.

Cheryl Pereira: Councilman Edward Campbell.

Councilman Campbell: Yes.

Cheryl Pereira: Councilwoman Carla Taylor.

Councilwoman Taylor: Yes.

Cheryl Pereira: Mayor Pro Tem John David.

Councilman David: Yes.

Councilman David: Next, new business. I don't think we have any. And then we have the manager's report.

Town Manager Jones: Okay. Good evening, Council. Mayor Pro Tem. I want to start by going over November's financials. I'll do a quick overview. I guess we didn't get to put it up on the screen. So I'll read it out for everybody. Our total assets in November of 2024 uh for November of 30th of 2024 our total assets were 456,149.76 as of November the 30th of 2025 our total assets were 541,192.94 uh in comparison from last year November When our total assets were \$1,718,908.39 compared to this November, our total assets value at \$1,899,493.03. So we're a whole lot ahead of what we were last year. I want to do a budget comparison on the profit and loss analysis. This time from July to November of 2024, we were budgeted at \$669,644. This year, we are from July of 2025 to November 2025, we're at \$673,506, which is a difference between \$3,863 which is more than our coffers than what we had last year. I also want to briefly touch on a few quick items. I know we've been here for a while, so I'm trying to be as brief as I can. With our ARPA project that we have on the lightning project on Ocean, we're having some delays due to the supplier not being able to deliver our materials on a agreed time. But I've spoken with the town's engineer, and we've spoken with the contractor and we're all on track to be Getting that material in here shortly

so we can get this project up and running. So there has been a delay but it hasn't been because of any financial issues or it hasn't been anything to do with anything like that. It's been totally supplier that's caused the delay on this. And so we met with the team today and we're providing a critical path forward on how we need to address getting this project done in a timely fashion. I wanna welcome the Chief Cooper today for coming and accepting being a part of this administration. I want the town to know that we are diligently working to better the municipality each and every day. I think that we are assembling a good group of people. To move forward with the addition to Chief Cooper and Titus and Carnisha and Mrs. Cheryl and Mr. Booker and myself, we work diligently every day for the citizens of the town of Atlantic Beach. And I just want everybody to know that I think right now we are on the cusp of something great. The leadership is falling into place and we're headed for great things. And I want to thank you guys for giving me the opportunity to serve the town. Thank you.

Councilman David: Next we have a Town Council report.

Town Manager Jones: I want to tap in on that too, Mr. Mayor Pro Tem. The reason why I put in the Town's Council report is because I've noticed that several other municipalities allow their council the time to speak about the things that they want to address within the municipality from their seat. The things that they do for their chair and as well as you guys just being newly elected, you and Councilman Campbell just being newly re-elected last month in your seats. To give you guys an opportunity to express your vision and what you plan on doing in the upcoming year and your thoughts for the municipality.

Councilman Campbell: I'll do that when I'm sworn in.

Councilwoman Taylor: I agree. I'd rather have that statement prepared for January.

Councilman David: Okay. Well, I'll speak. First of all, thank you for updating us on the solar project. This infrastructure project is being funded by the American Rescue Act of 2021, which is funded by Horry County and administering the solar lighting and EV charging stations projects offers the town an opportunity to update our infrastructure and to show our ability to win and implement and manage federal and state programs. Community members and council members need to know that while we often hear of teams working on grants funding through town projects, one of the challenges of a town obtaining grants is continuing to our ability to showcase the management and implementation of a track record of federal, state-funded projects. So we don't have a lot to show for that right now, but after we finish this, we'll have a grand project to show that we have done that. I was delighted last year when the council received what may have been the first federal government letter of completion and accommodation for the national Trust of Historic Preservation for the Telling the Full History project managed by Historic Horry County and the Town Engineer, Cochran Engineering. Their work also allowed us to continue a second grant with the Gaylord Foundation, which was successfully completed and recognized by Horry County. It continues to be my hope that the ARPA project, with a significant higher award amount, will be the second completion notice allowing us to begin successfully applying for other infrastructural grants.

Please, I think Val Bates is our town engineer, which they refer to. I'd like him to stand because they did a lot helping us make sure we procured that \$480,000. And they did a lot of the work pro bono to help us get it. They were selected through a process RFP after the fact, but they did a lot of work for free to make sure we had that stuff. And Bay Electric, they do a lot of stuff all over the country. And we were lucky enough to have an African American owned business to come and participate with us with this second large grant. In addition to improving the town's project management resume, this project will update the town's infrastructure for solar lighting, EV charging stations, and Wi-Fi capacity. While this project will not be completely update 30th Avenue as originally proposed because again, whenever the administration changed, we had to buy America, it increased the cost, and therefore Horry County worked with us to make sure that we could finish the project and we did that on, chose to do it on Ocean Boulevard. While the project, and I'll continue, during the last council meetings the town manager reported potential implementation costs, but there's also revenue generators and cost savings that are included in this project. with full implementation. The EV charging stations now installed on 32nd and 30th were funded jointly by the ARPA project with funds from Santee Cooper. These charges are listed on the national charging sites like PlugShare. So we get revenue from them. So, and we have to make sure we find where that revenue is because I think Mrs. Cheatham signed up for that. So we just need to make sure we are getting that revenue as we signed up for it. For each charge, an electric vehicle in the town receives approximately an appropriate charging fee, just like if you went to Circle K or anywhere else. And this was reported to originally to Mrs. Cheatham, as I said, so we need to make sure we find where that is. Further, the Wi-Fi capabilities that will be installed on the poles South Ocean will provide Wi-Fi, allowing visitors to our oceanfront to stream and enjoy beach wifi on the beach for a charge. which is more revenue to the town. Like we all see in travelings through the airports and other places, the project will engage a third-party vendor like was done with the EV charging stations to charge for the Wi-Fi services. In addition to the Wi-Fi generating and in addition to the EV charging and the Wi-Fi, the full installation of the solar lights will offer cost reductions to the town's electricity bill. When the current electric light fixtures provided by Santee Cooper will no longer be needed for light, the town can and should be request removal of those light fixtures on Ocean Boulevard by Santee Cooper for a reduction of the monthly cost of electricity. There's an urgent and complete, there's an urgency to complete this project in a timely and efficient manner. Our surrounding community, including our partner in Horry County is waiting. This will be our biggest advocates upon completion. We have already announced the 2020, and they have already announced the 2026 funding opportunities, which we would qualify for. Recently, Horry County launched a streetscape project to address Garden City's infrastructure issues. Horry County is partnering with the local organizations on a five-phase streetscape project designed to reduce flooding, improve infrastructure in Garden City. This project is currently in the permitting process, but it addresses drainage issues, it reduces the impact of high tides, and improves the water quality. It also moves overhead utilities underground and adds sidewalks to the community, which we greatly need. So I think we need to contact Horry County tomorrow to sign up for the same similar project so that we can get that landscape money and to try to bury some of our power lines and address high storm water drainages. Successful

completion of the current broadband project will enhance the town's management and maintenance resume, thereby improving the grant success in the future and partnership with Horry County. I look forward to hearing more about the completion as we move forward and hopefully we are done by January. I talked to council and I do propose along with the town manager, that we brush off the to-do list that we established before the town manager got here when all of us were running for office and trying to get elected and stuff back in 2024, whenever Carla and I were on the ticket at the same time. We sat down and did a thoughtful process and I hope that we will have a mid-January meeting starting in February, and March until we work off that to-do list to give our manager a top three list each month so that we can work on doing certain things to spur economic development, growth, and funding within via the county, the state, and federal sources. We went to CTC last year, me and Lamar Campbell and Mr. Booker, and we were able to garner \$488,000, \$485,000 to pave 30th Avenue. We need to go back so that we can get the money to pave 31st Avenue, and so we can get the money to pave 3rd and 4th Avenues, or streets. So we need to make sure we do that ASAP. And it's a simple application, and then going and presenting our case. The CTC, GSATS, and the State Department of Resilience, Resiliency, all offer funding to pave roads, sidewalks, and stormwater drainage. Our congressmen and senators, we need to submit, just as this building was done by Strom Thurmond back in the day, we need to ask our congressmen Frye and our state senators Graham and Scott For a new municipal building and a museum. And we need to submit that package every year. You hear about all these municipalities that get all these buildings every year. And just because they submitted different things. We need to make sure we're on top of submitting again. Or accounting a tax funding for 2026 is coming up. I sat at the meeting last year. There was money given for bike fest for almost every municipality in this county except for Atlantic Beach. So our police need to be submitting to for a tax money for our bike fest because everybody else is. And they were getting ATVs, they were getting Sea-Doos, everything else. They were getting all kinds of things that we didn't even get overtime. They were getting lighting for, to pay the light bill. So we need to apply for that this year. We applied for Gullah Geechee last year, we got \$5,000. That check should be here, or if it hadn't been here, I don't know if I seen it in the budget sheet, but it should be here for the month of November and for Bike Fest again. We had a reports, a needs assessment report that was done on August the 5th by Waccamaw. We need to make sure we have that needs assessment at our next meeting so that the town can see that and we can utilize that to apply for future grant funding. We had the Santee Cooper \$10,000 economic grant, economic development grant. I know we were pre-approved for the \$10,000 and I know we spent approximately - 7,000, I think you mentioned the 2,300 or 2,700 was remaining for the business center. I hope that we are utilizing or will utilize that money to make sure we get the business center up that we can utilize for seniors and everyone else that we had talked about, the desktops and the actual computers.

Town Manager Jones: Well, no, Councilman, no, Mayor Pro Tem, you're incorrect with your numbers. We were never pre-approved for anything. The grant was up to \$10,000 and I vehemently expressed that we spent a little over \$10,000 for the project and we only got \$5,000 back.

Councilman David: Well, we need to have another conversation with Santee Cooper. And then other things that we have talked about, which we approved the brick beautification campaign and signage, hopefully we will get that we approved in August. Hopefully we'll make sure we get that started. Hopefully we have a 2026 calendar of events and we'll report on Bike Fest. Hopefully fest hopefully we can have the RFPs out I know our councilman council lady Taylor council member Taylor had mentioned this back in July so that we can have the RFPs out for entertainment the RFPs out for cleaning and everything else so that we can be ahead of the game unlike we were last year And the Gullah Geechee Festival will be again in 2026, which we look forward to. And again, at the end of the day, we need to be out there where the money is. We need to be going to all the places where the money is. We need to apply in Horry County. We need to apply with the state. We need to be at GSATs and make sure we're on the tip list to make sure we get money through GSAT. We want the sidewalks. We want the roads. We want the grant money. We want to grow Atlantic Beach. Thank you. -

Councilwoman Taylor: And just to piggyback on what Mayor Pro Tem has in great detail shared with the audience, I appreciate the efforts that have been made thus far with our new administration. I know there is still a lot as Mayor Pro Tem has listed that's on the table for us to get accomplished. And I think now that we have certain personnel placements in place, A lot of that work will be done and I look forward to reporting throughout the next year our progress on all those projects that he just made known. But I also wanted to give the town an opportunity to announce the movie night that's coming up and the activities that you have planned for the young people in the town. It wasn't on the agenda, but if we could share with the community what we have planned for Town coming up.

Town Manager Jones: Yes. And Councilwoman Taylor, I want to also add in that a lot of what Mayor Pro Tem addressed is legislative stuff. We are going to need our elected officials who are more entitled to represent the town to get out and go to these places to do the petitioning while the administration controls the operations of it. We need more of a proactive approach from the mayor Pro Tem and the council of being in those rooms. Unlike Mayor Pro Tem, I'm not retired, so I have a nine to five job every day, so I have to be confined in the office. But if I was not, I would definitely be out representing those that elected me for my seat and doing what I need to be doing as far as getting that funding and that grants and whatever things that were necessary for me to do. But the administration is working diligently every day. what we need to be doing and what we need to be prioritized. I just would ask the public to You know, hold the right feats to the fire. When you go to the ballot, you elect people according to what they say they're gonna do and not pass the buck onto others to do it for them. So I ask that we all diligently work together to push it forward, to do the things that are necessary for us to move forward and not, you know, this is not a finger pointing. We are all one team here. Everybody has a role, everybody has responsibility, and everybody has an obligation. It's gonna take all of us to move Atlantic Beach forward. This is not a one person, one mule pull the wagon situation. So with that being said, I would like to announce we'll be having movie night. Coming up pretty soon there Mr. Booker.

William Booker: December 11th.

Town Manager Jones: December 11th we'll be having movie night. We will also be having bingo night. Mr. Booker, who's been winning in the bingo? Because you've been having a lot of bingos and I haven't heard anything about a winner.

William Booker: We got a couple of winners in this room.

Town Manager Jones: Oh. We're also going to be having the Christmas event, when is that going to be?

William Booker: That's December 11th.

Town Manager Jones: December 11th? We're going to have the Christmas event together. Oh, you're merging those two together?

William Booker: Yes, this month. Okay. Yes. Okay.

Town Manager Jones: Well, that's good stuff.

William Booker: And we've handed out to the kids tickets to be able to identify some gifts that they would like to receive at Christmas time. We can't get them all, but we will be able to provide something and a little Christmas party and movie night on December 11th from 5:30 to 7:30 here in the community center. -

Town Manager Jones: Good stuff, good stuff. Thank you, Mr. Booker. I look forward to the new year coming. Like I said, I think we have a strong, vibrant administration. I think we're headed on it. We're trending in the right way. And I'm looking forward to seeing what Atlantic Beach looks like moving forward.

Councilman David: Is there a motion to adjourn?

Councilwoman Taylor: So moved.

Councilman Campbell: Second.

Town Manager Jones: Roll call.

Cheryl Pereira: Councilman Edward Campbell.

Councilman Campbell: Yes.

Cheryl Pereira: Councilwoman Carla Taylor.

Councilwoman Taylor:: Yes.

Cheryl Pereira: Mayor Pro temp John David.

Councilman David: Yes. Meeting adjourned at 642 on December 8th, which is a Monday.

Atlantic Beach Town Council Meeting Summary - December 8

Opening and Executive Session

1. Motion made and approved to come out of executive session.
2. Present: Councilman Edward Campbell, Councilman Carla Taylor, Mayor Pro Tem John David.

Ceremonial Matters

3. Cell phone reminder and moment of silence held.
4. Pledge of Allegiance recited.
5. Swearing-in ceremony for Joseph Cooper as Police Chief of Atlantic Beach.

Approval of Agenda and Minutes

6. Agenda for the meeting approved.
7. Minutes from the November 3rd meeting approved.
8. No actions reported from the executive session.

Old Business

9. **Ordinance 13-2025** (Amendment for business license ordinance regarding life safety inspection, first reading): Motion to table approved.
10. **Ordinance 18-2025** (Purchasing and procurement procedures, second reading): Motion to table approved. Public notified that finalization is pending number review; efforts continue for best outcomes for all parties.

New Business

11. No new business discussed.

Manager's Report

12. Financials overview:

- Total assets as of November 30, 2024: \$456,149.76
- Total assets as of November 30, 2025: \$541,192.94
- Previous year total assets (Nov): \$1,718,908.39; current year: \$1,899,493.03
- Profit and Loss (July–Nov 2024 vs. 2025): \$669,644 budgeted vs. \$673,506 actual (+\$3,863)

13. ARPA (American Rescue Plan Act) lighting project on Ocean delayed due to supplier, not financial or administrative issues; new critical path forward planned.

14. Introduction and welcome to Chief Cooper and other recent administration members (including Titus, Carnisha, Ms. Cheryl, and Mr. Booker).

Council Reports and Community Development

15. Emphasis on leveraging completed projects (ARPA, EV charging stations, solar lighting, Wi-Fi) to support future grant applications and municipal growth.

16. Recognition of Horry County, Val Bates (town engineer), and Bay Electric for their assistance and contributions, including pro bono work and participation.

17. Discussion of infrastructure updates, cost savings, and new revenue sources (charging stations and Wi-Fi access) for the town.

18. Council urged to pursue more grant opportunities (for bike fest, Gullah Geechee festival, streets, sidewalks, etc.) and encourage council participation in state/federal funding advocacy.

19. Need to follow up on needs assessment report and signage/beautification campaign previously approved.

20. Suggestion for the council to actively prepare funding and project proposals.

Community Announcements and Events

21. Upcoming movie night and Christmas event scheduled for December 11th, 5:30–7:30 pm at the community center.

22. Plans to distribute gifts to children and hold bingo nights alongside.

Administration and Cooperation

23. Administration emphasized teamwork and called for all officials and the public to work collaboratively for town progress.

Additional Discussions

24. Policing of Atlantic Beach in the previous month was provided by Horry County Police

Adjournment

25. Motion to adjourn approved unanimously.
26. Meeting adjourned at 6:42 pm on December 8th (Monday).