

Committee Minutes

Keep Surfside Beach Beautiful

Date: January 18, 2019 Time Started: 10:04am

Members Present or Absent:

P-Tabitha Mull, Chairman

P-Ashley Hein, Vice Chairman

A-Meg Perrino, Secretary

P-Linda Woodlief

P-Jeff Hines

A-Nancy Roper

P-Julie Faber

Guests:

Karlene Barton, Glenn Hanson, Missy Schilling and Gail King.

Was a quorum present? YES

Minutes of Meeting held NOVEMBER 15, 2018 approved by acclamation.

Motion to Approve Minutes

By: Linda Woodlief 2nd by: Ashley Hein

Voting in Favor: All

Motion Carried

Motion to Begin the meeting at 10:04am

By: Linda Woodlief 2nd by: Ashley Hein

Voting in Favor: All

Motion Carried

Discussion:

Karlene Barton joined the meeting today for 2019 updates.

Gail King joined the meeting to learn.

Glen Hanson joined the meeting today to express how impressed he was with the KSBB Committee and the event IWL (“It’s A Wonderful Life in Surfside Beach”) promoted and created by the KSBB Committee. Glen would like KSBB to assist him in the “Sunday Serenades” that he and the town have scheduled for ten (10) years. His vision and mission is to attract and promote this event. He would like to continue this event because it adds culture to our town. This event is held weekly from June-September from 2-5pm on Sundays. He would like to invite the Holiday Inn and Surfside Beach Resort’s guests plus residents to attend this event. Rental Companies could recommend this event to their renters. Glen has a variety of musicians that he uses to perform. Tabitha suggested that the day and time should be changed to a more friendlier time for residents and visitors. Tabitha suggested Saturdays from 4-7pm. This would allow golf carts to still be driven to the event. Tabitha suggested changing the name to something with “festival” or something more appealing to the audience and adding a food truck. Tabitha continued to suggest that a “festival-type” atmosphere attracts people. Everyone agreed that the time is when people are still enjoying the beach and the day is the day before residents may be preparing for the coming week.

Missy Schilling was in attendance to inform KSBB that S2 Golf Cars will be teaming up with Surfside Beach Police Department for Coffee with Cops. The time and day have not been established at this time and Missy will inform the committee when this event will occur. Missy also took advice

from Tabitha on how to contact and get involved with the rental companies in Surfside Beach. Missy wants to promote awareness on the LSV Golf Cars that are approved by the State of SC to be driven at night. Gail mentioned in her past rental experience they booked a year in advance and the golf cart was secured and/or included and waiting upon their arrival.

Linda has taken the role for Instagram.

Tabitha would like to discuss the future.

Ashley would like to discuss the calendar and events to be scheduled.

Julie would like to discuss possible 501c3 or 501c4 for IWL or see if one would be needed to accept sponsors. At this time it is not noted if KSBB would fall under the town being a 501c3. This is to be discussed with Debra Herrmann for advisement.

Jeff would like to discuss the BBQ festival.

Motion to Assist with Sunday Serenades, work with Glenn Hanson and the Town of Surfside Beach to improve this event.

By: Jeff Hines 2nd by: Ashley Hein

Voting in Favor: All

Motion Carried

Discussion:

SSB BBQ Festival will be held on March 9th. The KSBB mission statement for this event will be "Conservation, Beautification and Celebration." KSBB will promote Yard of the Month, Monthly Beach and Street Sweeps at the festival. KSBB wants neighbors to be made aware of these projects and to participate. Schedule will be posted.

KSBB chose yellow to be their main color for the festival. Bicycle Yellow and Lemon Curd were the two choices majority chose.

More discussion on this matter will be on February 15th at the KSBB meeting. All things will be finalized. Workshop date for members will be

determined when a date is suitable for all members to participate in the preparations for the KSBB tent.

Motion to Approve the shade Lemon Custard to be used for the KSBB tent at the BBQ festival.

By: Linda Woodlief 2nd by: Ashley Hein

Voting in Favor: All

Motion Carried

Discussion:

The SSB iconic mural will have some changes once Shuckers builds on the empty lot beside Borgata. Tabitha has suggested two (2) options for the town to consider.

- Leaving an alley way between Borgata and Shuckers that would have Edison lighting and outdoor seating. This would allow the mural to stay in place and visible. This would not alter the original design.
- Use a wax type seal to stamp the existing mural and move it to the pier/E-District area to be displayed in that area.

Yard of the Month: Ashley reminded members to bring photos for YOM that they would like to consider unless there are nominations submitted to the town. All YOM nominations submitted to Debra Herrmann will have priority for voting. Committee would like to further discuss naming a "Community Appearance Award" to the businesses to show appreciation for the aesthetics of their business' curb appeal. This recognition would be a certificate for the business to hang in their establishment. Julie Faber suggested giving the YOM recipients some sort of plant, bush, etc. for appreciation. YOM will be voted on every meeting from March-September (YOM is April-October) and the votes will be for the coming month. It was suggested that we use a door hanger if we happen to miss the owner with

KSBB information for them to contact. This allows time before the sign needs to be placed. Pictures of the yard need to show the detail of the yard; multiple photos may be taken to capture the detail of the yard.

2020 KSBB Calendar: This topic will need further discussion to include a photographer and who will make the calendars. A price will be determined and how to proceed with the sales of the calendars. Julie suggested using the local Florist, "Beach Buds" for their assistance with possible staging for the photo shoot. This will be discussed further.

2019 KSBB Events will be the same as last year with the exception of adding Street Sweeps to fill the months in between the Beach Sweeps. Additional events will be added throughout as they become decided on.

IWL T-Shirts: T-Shirts are still available and are currently being sold at Surfside Beach Pharmacy as a courtesy. There is not an update on the sales at this time.

Businesses for IWL: Businesses will be contacted earlier this year to educate on participation. KSBB discussed that the businesses need to take the initiative to promote with the tools KSBB have provided. We would like to see more businesses take action and take advantage of the possibilities the IWL could do for them during the off season and how we can assist with ideas or listen to theirs. KSBB members will go to several Business Committee meetings throughout the year to communicate on this topic and possibly others regarding IWL and the business' participation.

KSBB wants to adopt hosting a "Plant Swap" at the Farmer's Market. The Farmer's Market begins on May 7th. This would be a welcoming way to swap plants and flowers among our neighbors.

KSBB has taken interest in beautifying the Senior Center in SSB. We were informed by Gail King that it is operated by the county (Note: separate from the Ralph Magliette Senior Committee). The yard seems to be in desperate need of maintenance and repair. This event would be open to volunteers once KSBB can organize this event with the County. Possible donations of foliage may be needed if funding is not available.

Motion to Approve improving the appearance of the Senior Center landscaping.

By: Tabitha Mull 2nd by: Linda Woodlief

Voting in Favor: All

Motion Carried

Discussion on IWL:

Gail suggested that a lot of seniors live in SSB and they may need assistance in planning or decorating. Missy participated in going to many businesses to encourage and to offer help in lighting up their stores. Most said the short timing was an issue. KSBB will work to see that businesses know how they can participate and with plenty of time. Note: Council did not approve IWL until a few months prior leaving limited time to promote. This year KSBB will have more time to visit the businesses more frequently for support and suggestions, if needed.

Members agree that now is still good timing to discuss IWL to businesses since the season just ended. It is noted that Surfside Pizza and several other businesses saw an increase in their business the month of December.

Members would like to hold a workshop for businesses in July to start preparations for the upcoming IWL season.

For the record, KSBB was very thankful and impressed with Robbie Bischoff, Photographer, for the outstanding arial view from his drone.

KSBB members encourage neighboring areas to decorate for this event. Caropines, Deerfield and Surfside Beach Club were mentioned.

Tabitha drew an outline of the following topics to discuss on how to improve IWL. The outline is as follows:

START:

- A two year plan for a walk through of lights in Passive Park.
- Corporate Sponsors.
- Town Christmas Craft Fair.
- Trolley rides on the weekends during December.
- Welcome signs, light posts, Passive Park cabana to have more lighting decoration.
- IWL budget for departments.
- Advertising in local magazines (i.e. Sasee)
- Recommend service installation and removal for residents and businesses.
- Offer commercial grade lighting for purchasing.

STOP:

Nothing at this time.

CONTINUE:

- Rock Party
- Stockings: Add to the tags, the KSBB and IWL Facebook pages for residents to post if they “get socked.”
- Trolley: Add more dates, possibly every weekend/once a week.
- Mailbox: Add a permanent mailbox and have a day with Santa at one of the parks or on SSD.
- Christmas Parade: Golf Carts vs. Float and corporate sponsors.
- Movie Night: More heaters, battery generator for lights, trivia, food trucks, bounce house, luminaries, pre-determine rain date, movie to be a kid-friendly (i.e. Elf, Scrooge)

Motion to Vote the Winners of the IWL Businesses.

BEST LIGHTS: Hamburger Joe’s

WINTER WONDERLAND: Ocean’s Edge

TRADITIONAL: Beach Buds Florist

CREATIVE: Eternal Wave Surf Shop

CHRISTMAS TEAM SPIRIT: Surfside Drive Businesses- Borgata, Malibu's, Surfside Pizza, Weichert Realty, Custom Flooring, Shore Decor, Eternal Wave, Ocean's Edge and Sundown.

By: Ashley Hein 2nd by: Tabitha Mull

Voting in Favor: All

Motion Carried

Motion to Elect 2019 KSBB positions and to add a Treasurer.

Chairman, Tabitha Mull

Vice Chairman, Ashley Hein

Secretary, Jeff Hines

Treasurer, Linda Woodlief

By: Tabitha Mull 2nd by: Linda Woodlief

Voting in Favor: All

Motion Carried

Old Business for TABITHA:

1. All Business was IWL related and was completed.

New Business for TABITHA:

1. Talk to PW (John Adair) about the 2019 vision and additions for IWL. Make arrangements about possible delivery of the BBQ tent prop.
2. Secure a tent with Debbie Ellis for the BBQ festival.
3. Discuss the mural options with the proper department so that it can be included with the building of Shuckers.

4. Speak with Debra on 501c3 or 501c4 and the process for selling merchandise. Submit the budget request on behalf of KSBB. Discuss the protocol for applying for Grants and submitting to Council for approval.

Motion to adjourn at 12:56 pm made by:

Jeff Hines 2nd by Linda Woodlief
At All voted in favor.

Motion Carried

Information:

Submitted By: Ashley S. Hein, Vice Chairman

PUBLIC NOTICES. Meeting agendas are NOT being prepared for this committee. PUBLIC NOTICES of meetings advising the public of the date and time of the meeting will be published pursuant to the Freedom of Information Act. The chairman or secretary should advise the clerk (843.913.6333 or email dherrmann@surfsidebeach.org) at least three days in advance of your next meeting date if it is not the regular meeting scheduled on the 3rd Wednesday at 1:00 p.m.

Minutes. The committee secretary should complete the meeting minutes and deliver them to the town clerk within a reasonable time after the meeting. The town clerk will scan the minutes and publish them at www.surfsidebeach.org.

Recommendations. When the committee approves a recommendation, the chairman and/or secretary shall communicate the recommendation to the Council Liaison. REMEMBER, the committee may not implement any program or spend money without **PRIOR** approval of Town Council.