



surfsidebeach.org



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Inside this issue:

Why in the World Do Cops Do That?!	1, 2, 3 & 4
Fiscal Year 2012-2013	4
From the Fire Chief	5
Business License Renewals and Requirements	5
Service Awards	6 & 7

Why in the World Do Cops Do That?!

By Mike Frederick

A career in law enforcement requires officers to make numerous adjustments, both in their personal and professional lives. Many of these adjustments and concessions are widely known, even to laypersons: Low salaries, shift work, repeated exposure to high stress events, and (of course) the risk of injury or death on the job. There are other adjustments unique to the law enforcement world, however, that aren't as widely known, such as the long-term health effects of the aforementioned list, social ostracization, and Post-Traumatic Stress Disorder. Thankfully, many cops successfully manage all of these issues and serve productively for 25 to 30 years.

One of the most interesting of these lesser known issues becomes evident to cops very early in their career: Civilians just don't get us sometimes. Officers quickly figure out that the "gallows humor" (that's what psychologists call it, anyway) that we develop to combat the very real stresses of the job doesn't necessarily translate well at dinner parties. We also notice that we tend to get the same questions repeatedly.

- "You ever shot anyone?"
- "What is the grossest thing you've ever seen?"
- "My (insert correct person here- brother, cousin, roommate, etc.) got arrested last week, can you help him?"

Upcoming Events

May 2012

- ◆ Saturday, 5/26 - **Car Show**- 9:00 a.m. — 4:00 p.m. at the Pier Parking Lot.
- ◆ Monday, 5/28 - **Memorial Day Service**- 2:30 p.m. at the Veteran's Memorial in Fuller Park.

June 2012

- ◆ Monday, 6/4 - **Kids Fair**- 4:00 p.m.—7:00 p.m. at Fuller Park.

July 2012

- ◆ Wednesday, 7/4 - **4th of July Celebration**- 6:00 p.m.—10:00 p.m. at the Pier.

August 2012

- ◆ Saturday & Sunday, 8/11 & 8/12 - **Ocean Expo**- 10:00 a.m.—5:00 p.m. on the beach.



Mike Frederick is the current Police Chief for the Town of Surfside Beach.

“We possess a wide range of authority... which, perfectly explains why the public is so interested in what we do.”



Our Quality of Life case management system creates structured interaction with citizens who are experiencing issues in their neighborhoods

Why in the World Do Cops Do That?!

(Continued from page 1)

- “I heard that so-and-so got arrested for so-and-so and he was in his own yard- how is that legal?”

I remember very early in my career transitioning from military life (which most folks intuitively “get”) to life as a beat cop, and learning to deal with these questions and the natural curiosity they represented. By the time I was promoted to executive positions in the mid-90’s, I had basically figured out the theme: Of course people are curious about what we do. We deal with interesting, challenging, and just plain weird stuff almost every day. It would actually be more unusual if folks weren’t curious about it. That aspect, added to the fact that we possess (and regularly use) a wide range of authority to do everything from taking a person’s liberty to suspending driver’s licenses perfectly explains why the public is so inter-

ested in what we do, why they ask questions, and why they regularly offer suggestions to us in regard to how we conduct business.

Once officers understand the curiosity and get their heads wrapped around the notion that questions (and suggestions) from the public are a natural part of the job, addressing those issues becomes much easier. This is not to say, of course, that we can answer all of the questions or that all of the suggestions are workable. That being the case, the issue shifts, then, to one of communication and transparency. If we tend to get the same questions over and over, why not get ahead of the curve and let the public know what we’re up to in those areas. If we can’t tell citizens something (usually due to legal or professional restrictions), at least explain why we can’t.

SBPD adopted this philosophy in the Fall of

2010, and (not surprisingly) our citizens responded well. Although our dedication to transparency goes well beyond answering questions and addressing suggestions, that’s certainly part of the equation. We also publish a detailed report of our activities each month, right down to our use of force and complaints received on officers. Our Quality of Life case management system creates structured interaction with citizens who are experiencing issues in their neighborhoods, whether those issues are criminal in nature or merely civil problems like parking or property disputes.

Along these lines, Jim Duckett (our Town Administrator) asked me to produce a short briefing for Council and any members of the public who attended our annual budget retreat in March of this year. The presentation, entitled “Law Enforcement Management

(Continued on page 3)

Why in the World Do Cops Do That?!

(Continued from page 2)

for Laypersons,” was designed to answer some of the questions we receive and explain that while we listen to all suggestions, we can’t implement them all. Although the presentation was short, we tried to address some of the recurring and recent queries and conversations we’ve enjoyed with citizens over the past year or so, even as we explained that there is a method to our madness. Like most organizations, we always have a reason for doing (or not doing) what we do. Here’s one example, just to illustrate the point.

One of the public’s most common points of interest is our vehicle fleet. I receive four or five calls weekly to compliment / insult the paint scheme, advise that we need more cars / fewer cars, or that we should transition to this or that model vehicle. Fleet management, even in an agency our size, is a

management science, and there are standard formulas used throughout the industry. I remember flying to a week-long fleet management training course in Michigan just after assuming command of a patrol division at another agency many years ago and thinking, “How complicated can this be?” A week later, I was flying home with a whole new understanding of the liability issues attendant to using non-police package vehicles, electrical system amps-at idle, idle-time versus miles-per-day, rotation schedules, maintenance as a safety issue, and how to staff fleets to extend the service life of the vehicles (which keeps the vehicles safer, and, of course, saves money). Accepted fleet management doctrine can be a little dry, so suffice to say here that there are real liability issues that preclude using standard vehicles versus the more expensive police package, and yes, officers sometimes idle their cars at calls rather than shut

them down. This is due to the heavy electrical draw of the onboard equipment. SBPD is blessed to be able to provide our patrol officers with the standard squad car police package, including a built-in HD digital video system, internet-capable ruggedized laptop terminals, two-way GPS tracking, high-power digital radios, siren / light control units, and DC chargers for flashlights and cell phones. We shut the cars down whenever possible, obviously, since a full-stop engine burns no fuel, but sometimes on anticipated short stops it’s better to idle to avoid shutting down some of the electronic gear.

Fleet size is likewise determined using formulas, based not upon the square mileage of the jurisdiction but on the number of cars assigned to a shift (to avoid hot-swapping vehicles which run 24 hours a day).

(Continued on page 4)



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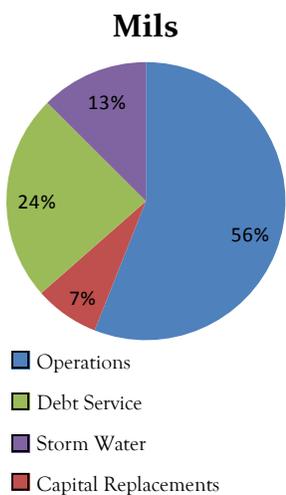


Maintenance is a safety issue, and how to staff fleets to extend the service life of the vehicles which keeps the vehicles safer, and, of course, saves money.



We consistently run below the optimum recommended number of patrol vehicles at SBPD, but are able to do so safely due to our seasonal population and demand level swings.

“SBPD gets why citizens are interested in our operations, and we’ve responded by increasing our transparency rather than defensively shuttering up.”



Why in the World Do Cops Do That?!

(Continued from page 3)

Again, without belaboring all of the numbers, we consistently run below the optimum recommended number of patrol vehicles at SBPD, but are able to do so safely due to our seasonal population and demand level swings (and the use of alternative vehicles such as our Accommodations Tax-funded Beach Patrol pickup and Mules during our MAY – OCT peak season).

At the retreat, we discussed several other areas of interest such as crime mapping, our approach to anti-burglary efforts, and how to cor-

rectly compare agencies using wide-spectrum socio-economic data and service demand (rather than simpler base population comparisons). Naturally, many questions went unanswered even after a 40-minute presentation.

Here’s the bottom line, however. SBPD “gets” why citizens are interested in our operations, and we’ve responded by increasing our transparency rather than defensively shuttering up and circling the wagons as some organizations are wont to do. Can I impart 25 years of police management knowledge to every citizen who calls? Of course not, but

we can (as a policy matter) continue to respond as we do and try to share some information. An extremely small minority would rather gripe than participate in a productive conversation, but through the years I have found that giving folks a little “peek behind the curtain” makes believers out of the vast majority of those who contact us, and they genuinely appreciate the feeling that we are partners in maintaining our quality of life here, not adversaries. We’ll continue to do that, via presentations like the one at the budget retreat, and one conversation at a time.

SB

Fiscal Year 2012-2013 Budget Information

Budget Summary for the Town as a Whole

Projected Revenues:
\$ 8,663,535

Projected Expenditures:
\$ 9,264,909

Expected Decrease:
(\$ 601,374)

The tax millage for the Town of Surfside Beach is 40 mils, that’s \$0.40 per \$1,000 assessed value on your home and personal property. There is no tax increase for FY2012-2013. For more information contact the Finance De-

partment (843) 913-6366 or email finance@surfsidebeach.org.

SB

From the Fire Chief

It is amazing how time flies. It seems as if it was just yesterday that we were in the summer season of 2011 and here it is the approach of summer 2012. As most of you know warm weather never really left us with the exception of a few days. With that said and the approach of the summer season, it is once again time to prepare for what is shaping up to be another good year along the coast. We are excited to announce that the Horry County and Georgetown County Emergency Management Departments along with

the National Weather Service, Franks Entertainment and the Inlet Square Mall are partnering to bring you Storm Fest 2012. This is primarily a kid event to teach them about the perils that surround them in a fun and interactive way. And in the process of educating and entertaining the kids we get to educate the parents as well.

This event will take place at the Inlet Square Mall on Saturday June 9th from 9am to 2pm. There will be displays throughout the mall and

static displays outside, along with a Weather Spotter Class, Tornado Treasure Hunt for the kids, Storm and Safety related booths and displays and meeting your local meteorologists. Local Fire Departments along with other emergency responders will be on hand to answer questions about severe weather and operations in your town. Come and learn about severe weather and bring the kids for some educational fun.

SB

Business License Renewals and Requirements

Under the Town of Surfside Beach Code of Ordinances every person engaged or intending to engage in any activity with the object of gain, benefit or advantage is required to pay an annual license fee and obtain a business license. The ordinance specifically includes any business or individual furnishing short or long-

term rental space for a fee is considered a business and is therefore, required to obtain a license based upon the gross receipts from such rental. A separate license is required for each location. The Town's license period runs from June 1st through May 31st. Renewal applications were mailed mid- April and

required payment is to be made on or before June 1, 2012. Please contact the Business License Office at businesslicense@surfsidebeach.org or call (843) 913-6342 if you have any questions or need additional information.

SB



Storm Fest 2012 will be held at Inlet Square Mall on Saturday, June 9th from 9am- 2pm.

"We are excited to announce that the Horry County and Georgetown County Emergency Management Departments are partnering to bring you Storm Fest 2012."



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Service Awards

Lee Black is a Corporal for the Police Department. He has been with the Town since March 28th, 2007.



**Lee Black
5 Years**

Travis Bailey has been with the Town of Surfside Beach since April 24, 2007. He is a Sergeant in the Police Department.



**Travis Bailey
5 Years**

Tammy Gardner is the Senior Accountant for the Finance Department. She has been with Surfside Beach since April 16, 2007.



**Tammy Gardner
5 Years**

Service Awards



Sharon Pinnell
5 Years

Sharon Pinnell has been with Surfside Beach since April 16, 2012. She is currently working in the Finance Department as a Business License Inspector.



David Trilety
5 Years

David Trilety is an Officer for the Police Department. He has been with the Town since April 27, 2007.



Mossimo Pugliese
10 Years

Mossimo Pugliese is the Sanitation Supervisor for the Public Works Department. He has been with Surfside Beach since February 25, 2002.

Inside SURFSIDE

Volume 14, Issue 1



Town of Surfside Beach

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Surfside Beach, SC 29575-6034
Phone: 843-913-6111
Fax: 843-238-5432
E-mail: Town@surfsidebeach.org

Golf Cart Laws



- Must be driven by a licensed driver
- May not travel along, but may cross primary roads
- Must obey all state traffic laws
- Seating capacity of cart cannot be exceeded
- Daylight operation only
- Operator must have a valid driver's license in their possession at all times
- Operator must have proof of insurance in their possession at all times
- Golf carts must be registered with the Surfside Beach Police Department
- Golf carts must display SC permit sticker

Surfside Beach Town Council Contact Info

Council meetings are held the 2nd and 4th Tuesdays of each month at 6:30 PM in Council Chambers. The public is invited to attend.



Douglas F. Samples, Mayor

Term: 05/8/2012 to 05/10/2016

Email: DougSamples@surfsidebeach.org



Ann Dodge, Town Council

Term: 05/11/2010 to 05/13/2014

Email: AnnDodge@surfsidebeach.org



Mark L. Johnson, Town Council

Term: 05/8/2012 to 05/10/2016

Email: MarkJohnson@surfsidebeach.org



Mary Beth Mabry, Mayor Pro Tem

Term: 05/8/2012 to 05/10/2016

Email: MaryBethMabry@surfsidebeach.org



Rod Smith, Town Council

Term: 05/11/2010 to 05/13/2014

Email: RodSmith@surfsidebeach.org



Randle Stevens, Town Council

Term: 05/8/2012 to 05/10/2016

Email: RandleStevens@surfsidebeach.org