



**SURFSIDE BEACH TOWN COUNCIL
SPECIAL COUNCIL MEETING MINUTES
DECEMBER 14, 2012 ♦ 10:00 A.M.
SURFSIDE BEACH FIRE STATION CONFERENCE ROOM**

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8 **1. CALL TO ORDER.**
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10 Mayor Samples called the meeting to order at 10:00 a.m. Mayor Samples, Mayor Pro Tempore
11 Mabry, and Councilmembers Dodge, Kohlmann, Smith and Stevens were in attendance. Councilmember
12 Johnson was out of town on business. A quorum was present. Staff present: Administrator Fellner,
13 Treasurer Hursey, and Interim Police Chief Keziah. Parking Committee Members present: Chairman
14 Harry Kohlmann, Secretary Shore, Goff, T. Dodge, Ard, and Saunders. Also present: Town Clerk
15 Herrmann.
16

17 Parking committee member Maruca was in the hospital. Mayor Samples wished him a speedy
18 recovery.
19

20 Mayor Samples announced that the South Carolina Department of Transportation approved the
21 repaving grant that was submitted by the town. Ms. Fellner has the grant for review.
22

23 **2. PUBLIC COMMENTS – AGENDA ITEMS**
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25 There were no public comments.
26

27 **3. BUSINESS.**
28

29 **Surfside Beach Parking Committee recommendations concerning the proposal presented**
30 **by Lanier Parking Solutions.**
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32 Ms. Fellner said she had met with the parking committee and invited Mr. Kohlmann to address
33 Town Council.
34

35 Chairman Kohlmann said there are many facets to parking. The committee believes the town
36 needs to purchase new pay stations and meters. The existing equipment is between 7 and 10 years old
37 and has passed life expectancy. Maintenance is costly; machines frequently break down; parts are
38 difficult to locate, and take too long to arrive. Some existing equipment only accepts bills and coins for
39 payment. As a result, the town is losing a lot of money. Improvements are needed. Revenues
40 decreased from pay parking and enforcement around \$22,000 for the last fiscal year; \$26,487 was lost
41 from two years ago. There is a need for better enforcement to insure revenue is made from the meters.
42 Some on staff have speculated that because of better signage fines are lower. If that were true, revenue
43 would have increased. People are parking free when parking stations are broken, and staff speculated
44 that fines are not issued when pay stations are broken. That is partially true. This season one or two pay
45 stations were down for a long time. Fines dropped around \$50,000 from fiscal year 2010 to fiscal year
46 2011. The number of parking enforcement agents was reduced from three to one, and he believed that
47 might have impacted revenue. The parking committee believes the town should outsource the parking
48 function. The committee believes the town cannot manage it and is losing too much money.
49

50 Chairman Kohlmann said Lanier Parking Solutions is a proven company that provides services
51 for several towns and Horry County; the pay stations proposed have lower maintenance and Lanier
52 insures calibration and that they are in service by checking multiple times daily; its staff collects all
53 revenue; it provides auditing and servicing reports for each collection cycle; deposits money, and
54 enforces violations. Lanier's staff provides maintenance based on automatic meter-reported problems;
55 collects tickets, manages customer complaints, and takes the burden off the town for ticket adjudication.

56 Lanier will supply change to area businesses, if requested. Lanier will also have daily bookkeeping and
57 reports for the town. There are currently nine pay stations and 110 meters that will accept bills, coins,
58 credit cards, and pay-by-phone. Lanier suggested, and the parking committee agrees, that some parking
59 areas do not have high use. The recommendation from the parking committee is to purchase everything
60 Lanier says the town needs.
61

62 Mayor Samples thanked him and said he appreciated the parking committee's work put into this
63 recommendation. He said the Lanier offer is predicated on the town purchasing new equipment, and the
64 recommendation from the parking committee is to purchase eight or nine pay stations and to upgrade 110
65 meters.
66

67 Ms. Fellner asked if Town Council would consider placing meters along Ocean Boulevard at this
68 same time so all the meters would be located in all parking compliant places. The parking committee
69 believes there are 235 possible parking places. She has not had time to confirm that number. The
70 parking fund has \$117,500 remaining that could be used to pay for new meters. That number may be
71 reduced, because double-meters could be used in some locations. Based on a 270-day season, if
72 \$1.85/day is received in each meter it would pay for the meters in one season. Using a 90-day season,
73 \$5/day would cover the cost. In any event, meters should pay for themselves no later than the second
74 year. Ms. Fellner believed it was important to install meters along Ocean Boulevard, because as long as
75 visitors can park there free, they would. Additional meters would maximize revenue for the town; also
76 help with safety issues, and this would be a good time to add more meters.
77

78 Ms. Kohlmann asked if the original proposal to only use pay stations and meters, and not include
79 the boulevard now, could the boulevard be added in the future. Ms. Fellner said it could, but the town
80 would lose revenue, because people will park for free instead of metered spaces. Ms. Fellner noted that
81 she added "from the dune line" where they would meter from the dune line to Dogwood. That was added
82 so that if at some future time, the town might choose to meter some of the side streets. The contract
83 includes a provision that states that we could tell Lanier simply by email, or other means of writing where
84 there is a paper trail, that we do not wish for this season to enforce anything other than Ocean Boulevard
85 and paid parking lots. That would limit the scope of what they were doing and define it for everyone so
86 that they know exactly where they are supposed to be and exactly what they're supposed to be doing.
87

88 Mayor Samples said the best time to leverage a contract is before it is awarded. Once the
89 contract is in place, we are in sole source negotiations and then that puts us in a weaker position to
90 change the contract. He thinks Ms. Fellner's suggestion to at least have language in the contract
91 addressing future needs that Mr. Dicks listed in his presentation indicated that those people in R-3 are still
92 going to try to park free. This would give the town a means to address that issue quickly. Ms. Fellner
93 said that the reason that Lanier is considered a sole source without bidding is that the contract falls under
94 professional services. The attorney opined that this qualifies and falls under professional services
95 because of the scope of work to be performed.
96

97 Mr. Smith asked if there were 235 parking spaces on Ocean Boulevard and how they would be
98 identified. Ms. Fellner said the spaces would be metered and marked with a spray paint-type substance
99 that would last through the whole summer in grassy areas. Mr. Smith said the spaces would be marked
100 so people would understand that it is a parking space. Ms. Fellner said signage would be placed stating
101 parking only in metered areas so there would be no confusion as to where parking is allowed, and it will
102 be easy to communicate to the public. Mr. Smith liked the idea very much, but was concerned about
103 areas where there ditches and swales that might need grading to make them more conducive to parking.
104 Ms. Fellner said that might need to be done. Out of the 235 spaces identified, it might make more sense
105 to plant a palm bed. This recommendation is not perfect; 235 was the number the parking committee
106 measured and identified, which she felt was a pretty good starting number. Mr. Smith was more
107 concerned with safety and proper grading, rather than an actual number. Ms. Fellner said the public
108 works department will handle installation. Mr. Smith asked if funds were appropriated in next year's
109 budget for landscaping and signage. Ms. Fellner said funds would be included, as they are every year for
110 Ocean Boulevard. She estimated that about \$25,000 would be sufficient. There is \$358,000 available in

111 hospitality funds in the land purchase and parking expenditures line item. Funds are available, but a
112 budget amendment would be necessary because machines have to be ordered, arrange for installation,
113 etc. Mr. Smith liked very much the idea of metering spaces on Ocean Boulevard, but he wanted to make
114 sure it was done properly and graded to be safe to park.

115
116 Ms. Dodge commended Ms. Fellner and the parking committee who spent hours and hours on
117 this project. Their time is appreciated.

118
119 Mr. Stevens liked Ms. Fellner's recommendations that the town go ahead and put parking on
120 Ocean Boulevard as that will definitely help revenue for the town and give people places to park legally.
121 He commended the work done by the parking committee. They have actually met 15 times since August.
122 That's three times a month. They've met almost as much as town council.

123
124 Mayor Samples pointed out that this would be an unbudgeted expenditure that council would
125 have to formally authorize in order to execute a contract. The primary expenditure is \$160,000 to replace
126 the nine pay stations, and the 110 parking meters. We do have the money in the town's fund balance.
127 He believed it would be appropriate for council to authorize the expenditure of the \$160,000 plus in
128 conjunction with negotiations of a contract with Lanier, they both have to be done since Lanier's proposal
129 is predicated on the town purchasing new equipment.

130
131 Mr. Smith moved that the town administrator be authorized to spend \$160,000 and begin
132 negotiating the parking contract with Lanier. Ms. Dodge seconded. **All voted in favor. MOTION**
133 **CARRIED.**

134
135 Mr. Smith moved to authorize the town administrator to purchase for additional spaces on Ocean
136 Boulevard expend up to \$117,500 directing the town administrator to price meters for Ocean Boulevard
137 for parking along Ocean Boulevard. Ms. Dodge seconded.

138
139 Mayor Samples asked for clarification purposes was the amount \$170,000 or \$117,000. Ms.
140 Fellner said \$117,500, and an actual amount would be presented to council when the number of spaces
141 is determined and the meter configuration is completed.

142
143 **The motion was withdrawn by Mr. Smith and Ms. Dodge** after additional discussion, the
144 following motion was offered:

145
146 Mr. Smith moved to authorize the town administrator to purchase parking meters for additional
147 spaces on Ocean Boulevard not to exceed \$117,000, and that the town administrator will report to council
148 the actual number when it is available. Ms. Dodge seconded. **All voted in favor. MOTION CARRIED.**

149
150 Mayor Samples believed there was a recommendation coming from the Keep Surfside Beach
151 Beautiful committee that in lieu of a proliferation of signs that indicate no parking, that the areas be
152 landscaped where parking is not allowed. He had spoken with Mr. Adair who believed the landscaping
153 could be installed for about \$25,000. In the long run, he believed landscaping would attract more tourists
154 and visitors, and help drive up the rates for our small businesses. He asked members to expect to hear
155 more about non-budgeted expenditures. It this is going to be done, it should be done well. The object is
156 not to collect a bunch of fines. Part of the reason revenues were up is that there was a period of time
157 under two mayors ago where the town did not attempt to collect fines for parking tickets. As a result,
158 there were some years when administrations did not pursue collections and caused revenue to be low.
159 It's possible that some of the current data is residuals of those times.

160
161 Ms. Fellner asked whether council wanted to use the boot system. She personally did not like
162 that provision in the contract.

163
164 Mr. Smith said no.
165

166 Ms. Dodge asked when boots would be used. Ms. Fellner said for habitual offenders that failed to
167 pay a number of outstanding tickets.
168

169 Ms. Kohlmann asked if she would be comfortable using boots if there was a number of offenses
170 attached to its use. Ms. Fellner preferred to wait until the end of the first year to determine if there are
171 issues with fine collection. There have never been more than two pages of unresolved tickets through
172 debt setoff in any one year. She did not believe it would be an issue.
173

174 Ms. Dodge said that was a good explanation and agreed with holding off until it is determined a
175 problem exist.
176

177 Mr. Smith agreed. Most people are not here long enough to make booting effective. Mayor
178 Samples asked if the language could be left in the contract and instruct Lanier that the first year the town
179 wants them to collect information. Ms. Fellner said that would achieve the same purpose and she
180 believed Lanier would be amenable to that.
181

182 Mr. Smith asked if Lanier would issue parking tickets. Ms. Fellner said the police officers issue
183 tickets, and offenders would go through our court system.
184

185 Ms. Fellner said there is some question as to where Lanier staff would operate. She suggested
186 using Floral Clubhouse where a partition could be constructed so Lanier would two rooms, one of which
187 for counting money. Doing so would allow Lanier staff to use the same golf cart used by previous meter
188 staff, and there would be no recurring annual fee of \$1,441 for rent. The parking committee considered
189 that solution and believed it was a good idea.
190

191 Mr. Smith asked if there is sufficient room at Floral. Ms. Fellner would check with Lanier, but
192 based on the initial criteria presented, she believed there was. There are no tenants in that clubhouse
193 that pay rent; they are all nonprofits. All of those groups have agreements that they will vacate if the town
194 needs to use the property. Mr. Smith asked if others could still use the property. Ms. Fellner said no, the
195 building would have to be secure. An alternative property would be renting a place on Scipio Lane, which
196 is farther for residents and tourists to travel. This building would be an easy place to go in town. Mr.
197 Smith asked what kind of vehicle has to be provided. Ms. Fellner said if they are going to Scipio, they
198 would need a truck or car; in town they could use the parking enforcement golf cart.
199

200 Mayor Samples asked Ms. Fellner to make sure that the golf cart would be sufficient.
201

202 Mr. Smith asked if residential parking permits would still be issued by town hall. Ms. Fellner said
203 that would have to be worked out with Lanier. Because Surfside addresses are so confusing, she
204 believed it would be better for town hall to issue those permits.
205

206 Mayor Samples asked for consensus for Lanier to use the Floral Clubhouse. **COUNCIL**
207 **CONCURRED.** Mayor Samples said staff should move forward as soon as possible.
208

209 Ms. Fellner said to clear up any misunderstanding about how special meetings are called, when a
210 councilmember wants to call a special meeting, he or she should contact the town clerk who will then
211 contact the mayor, who will call the special meeting. If the mayor does not wish to call the special
212 meeting, then each councilmember will be contacted to determine whether they want the meeting to take
213 place. If that is the case, a written request will be prepared for councilmembers' signatures, and it will
214 probably be delivered by a police officer for signature. Once that is received back in the clerk's office with
215 at least four members' signatures, the meeting will be scheduled. A special meeting request should
216 always go to the clerk.
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4. ADJOURNMENT.

Mr. Smith moved to adjourn the meeting at 10:46 a.m. Ms. Dodge seconded. All voted in favor.
MOTION CARRIED.

Respectfully submitted,



Debra E. Herrmann, CMC, Town Clerk

Approved: ^{2013 dh} January 22, 2012



Douglas F. Samples, Mayor



Mary M. Mabry, Mayor Pro Tempore



Ann Dodge, Town Council



Mark L. Johnson, Town Council

Elizabeth A. Kohlmann, Town Council



Roderick E. Smith, Town Council

Randle M. Stevens, Town Council

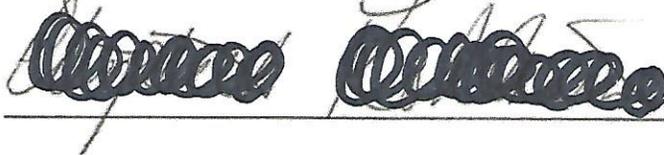
Clerk's Note: This document constitutes minutes of the meeting, which was audio taped. This meeting was transcribed by Town Clerk Herrmann. In accordance with FOIA, meeting notice and the agenda were distributed to local media and interested parties. A complete list is on file in the clerk's office. The agenda was posted on bulletin boards outside Council Chambers and in the Town Hall reception area. Meeting notice was also posted on the Town marquee. When (**) is used, a section of the transcription is inaudible. Public Comments and Council Comments made during Special Meetings are edited.

The following Surfside Beach Town Council Members would like to call a Special Meeting of the Town Council to be held on Friday, December 14th, 2012 at 10 AM concerning the Surfside Beach Parking Committee recommendations concerning the proposal presented by Lanier Parking Solutions. The Surfside Beach Parking Committee will present its recommendations and direction that the Parking Committee have voted on to the Town Council.



RANDLE STEVENS

Date 12-11-12



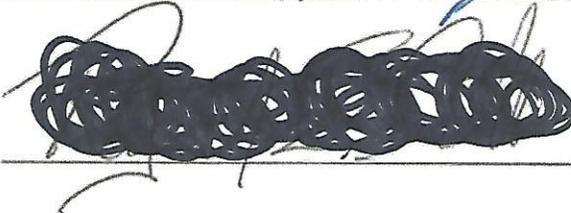
ELIZABETH KOHLMANN

Date 12-11-12



ANN DODGE

Date 12-11-12



ROD SMITH

Date 12-11-12

Date _____

Date _____

The meeting will be held at the Firehouse 2nd Floor Conference Room.