



**SURFSIDE BEACH TOWN COUNCIL  
WORKSHOP MINUTES  
AUGUST 13, 2013 ♦ 5:30 P.M.  
TOWN COUNCIL CHAMBERS**

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56

**1. CALL TO ORDER.** Mayor Samples called the workshop to order at 5:30 p.m. Mayor Samples, Mayor Pro Tempore Mabry, and Councilmembers Dodge, Johnson, Kohlmann, Smith, and Stevens were in attendance. A quorum was present. Others present: Town Administrator Fellner, and Town Clerk Herrmann.

**2. BUSINESS.** Ms. Fellner introduced Mr. Al Lauer who coordinated the designing task with Horry Georgetown Technical College (HGTC).

Mr. Lauer explained that he and Mrs. Lauer suggested to the Keep Surfside Beach Beautiful (KSBB) Committee a partnership be formed with HGTC to see if its graphic arts department could design a signage package for Surfside Beach. He presented a slide presentation, which is on file. Professor Brunel was the contact person for the project. Points of interest were

- Current entry signs are dated
- Mr. and Mrs. Lauer were interviewed before the process started; many questions were deferred so answers could be obtained from other sources
- There were three groups of students competing
- Branding is an advertising term that implies identifying positives and promote them – beach, pier, and family aspects of the town are probably its most important assets
- Logo is the main component in branding; the logo was identified as the circle that showed seagulls, sea oats and the ocean.
- Sign design was displayed with cursive lettering, and faux wood that included an optional hang sign that could be used to advertise special events
- The phrase “the Family Beach” should be used on every where possible
- The town’s flower, Knock-Out Roses, should be planted around the sign
- Estimated cost for two signs, including landscaping and lighting was \$35,000
- Solar power for lighting was recommended to eliminate wiring
- A letterhead design was shown with a “swoosh,” a blue wave, that the committee believed would be a good factor to include in stationery
- Every department should use a standard logo with other identifying symbols as appropriate
- Suggestions for billboards and radio advertising were mentioned, but not suggested due to budgetary constraints
- A design for the 50<sup>th</sup> Anniversary was developed, and he believed it was adopted by the focus group for the celebration t-shirts

Mr. Lauer believed the project was a win-win for the town and the students. Mayor Samples, Ms. Kohlmann, and members of KSBB that attended saw the amount of work devoted the presentations. Not all groups produced the same quality work, but there was sufficient designs presented that could be used as stepping stones for the town to think about sign types, whether the logo should be changed, and the direction in which the council would like to move. Mrs. Lauer said the plan was to unveil the new signs at the 50<sup>th</sup> Anniversary Celebration. Mr. Howard Gold suggested that town businesses be asked to help fund the cost of new signs.

Ms. Fellner advised council that \$50,000 was budgeted in Grounds-Hospitality for signage and there was no other money budgeted for signage. The intent was to replace signs as the pier, but funds could be expropriated for this purpose.

Ms. Nancy Jo Weber, chairman of KSBB, said branding is “the Family Beach,” and the town logo should be the circle with the seagulls, etc., and the short term goal should be to get new welcome signs.

57 After additional discussion, Town Council agreed to

- 58
- 59 • Direct Administrator Fellner to move forward with obtaining specifications to develop a bid
- 60 package for entrance signs based on the faux wood design for Town Council consideration
- 61 • The print on the sign should be a bit thinner to help identify the letters
- 62 • The sign should state "The Family Beach" where it currently states "South Carolina"
- 63 • The town should use one letterhead design, and departments will have flexibility to add
- 64 departmental logos
- 65 • The circle with the seagulls, sea oats, and beach is the town logo and will maintained as it now
- 66 exists
- 67 • Signage will be replaced at the north and south entrances of town
- 68 • Extraneous signs for the "Tree City," and "Storm Ready," etc. would be posted elsewhere as free
- 69 standing signs
- 70 • Options to optimize use of the secondary sign for event advertising should be presented for use
- 71 at the bottom of the welcome signs so banners could be eliminated
- 72

73 Mayor Samples encouraged council and staff to maintain the partnership with HGTC as it would  
74 benefit the students and the town. Mr. Johnson thanked the KSBB members for their hard work on this  
75 project. Mayor Samples agreed and said that way finding signs that would be addressed at a future date  
76 should be designed so there is consistency in the branding. Some type map to direct tourists to various  
77 venues would be helpful.

78  
79 Mayor Samples asked for comments pro or con about the faux wood design. Everyone that  
80 responded was positive. Ms. Lauer said KSBB approved having way finding signs that would keep the  
81 faux wood look.

82  
83 **3. ADJOURNMENT.**

84  
85 Mr. Smith moved to adjourn the workshop at 6:04 p.m. Ms. Mabry seconded. All voted in favor.  
86 **MOTION CARRIED.**

87  
88 Prepared and submitted by,

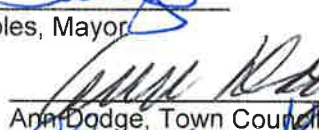
89 

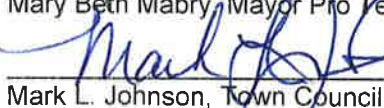
90 Debra E. Herrmann, CMC, Town Clerk

91 Approved: August 27, 2013

92  
93   
94 Douglas F. Samples, Mayor

95  
96   
97 Mary Beth Mabry, Mayor Pro Tempore

98   
99 Ann Dodge, Town Council

100   
101 Mark L. Johnson, Town Council

102   
103 Elizabeth A. Kohlmann, Town Council

104   
105 Roderick E. Smith, Town Council

106   
107 Randle M. Stevens, Town Council

108 *Clerk's Note: This document constitutes action minutes of the meeting that was audio taped. An*  
109 *appointment to hear audio tapes may be scheduled with the town clerk. In accordance with FOIA,*  
110 *meeting notice was distributed to local media and interested parties. Meeting notice was also posted on*  
*bulletin boards outside council chambers and in town hall reception.*