



**SURFSIDE BEACH TOWN COUNCIL WORKSHOP  
TOWN COUNCIL CHAMBERS  
115 US HIGHWAY 17 NORTH, SURFSIDE BEACH, SC  
September 12, 2017 AT 5:00 P.M.**

**CALL TO ORDER.** Mayor Childs called the workshop to order at 5:30 p.m. Mayor Childs, Mayor Pro Tempore Ott, and Councilmembers Courtney, Johnson, Pellegrino, Samples and Stevens were in attendance. A quorum was present. Staff present: Administrator Fellner; Town Clerk Herrmann, and Deputy Administrator Harrah. Others present: Mr. Mil Servant, Surfside Realty, and Mr. Phil Vassar, Surfside Beach Resort.

Ms. Fellner welcomed CEO Brad Dean from the Myrtle Beach Area Chamber of Commerce, who was here to give Town Council an update on marketing. Mr. Dean introduced thanked council for inviting the Chamber to make the presentation. He introduced marketing director, Diana Charno, who went through a PowerPoint that outlines how the Chamber spends the accommodation tax allocation it receives from the town. A copy of the presentation is filed with these minutes. Copies of the two marketing books were given to councilmembers with all the Surfside Beach advertisements highlighted.

Mr. Dean said Chamber staff is ready to cooperate and assist the town in any way it could, and again thanked council for allowing them to make this presentation.

Mayor Childs declared the workshop adjourned at 6:25 p.m.

Prepared and submitted by

\_\_\_\_\_  
Debra E. Herrmann, CMC, Town Clerk

VOTE:	Yes	No	<b>SURFSIDE BEACH TOWN COUNCIL</b>
	<input type="checkbox"/>	<input type="checkbox"/>	_____ Robert F. Childs, III, Mayor
	<input type="checkbox"/>	<input type="checkbox"/>	_____ Ron Ott, Mayor Pro Tempore
	<input type="checkbox"/>	<input type="checkbox"/>	_____ Timothy T. Courtney, Town Council
	<input type="checkbox"/>	<input type="checkbox"/>	_____ Mark L. Johnson, Town Council
	<input type="checkbox"/>	<input type="checkbox"/>	_____ David L. Pellegrino, Town Council
	<input type="checkbox"/>	<input type="checkbox"/>	_____ Julie M. Samples, Town Council
	<input type="checkbox"/>	<input type="checkbox"/>	_____ Randle M. Stevens, Town Council

Clerk's Note: This document constitutes minutes of the workshop that was digitally recorded, and is not intended to be a complete transcript. Appointments to hear recordings may be made with the town clerk; a free copy of the audio will be given to you provided you bring a new, unopened flash drive. In accordance with FOIA §30-4-80(A) and (E), workshop notice was distributed to local media and interested parties via the town's email subscription list. The notice was posted on the entry door at Town Council Chambers. Workshop notice was also posted on the town website at [www.surfsidebeach.org](http://www.surfsidebeach.org) and the marquee.