



PUBLIC ARTS COMMISSION MEETING AGENDA
Wednesday, February 11, 2026, 4:00 PM in Training Room
1018 2nd Avenue South, North Myrtle Beach, SC

1. CALL TO ORDER
2. ROLL CALL
3. MINUTES
 - A. January 14, 2026
 - B. January 21, 2026
4. COMMUNICATIONS
5. PUBLIC INPUT
6. NEW BUSINESS
 - A. Update on the Cultural District Process
 - B. Draft Bylaws
 - C. Potential Locations for Public Art
 - D. Call for Artists - Mural Project (Location to Be Determined)
7. ADJOURNMENT

Respectfully submitted,

Emily Broome
Plan Reviewer/GIS Technician, Planning & Development

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CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA
NORTH MYRTLE BEACH CITY HALL
PUBLIC ARTS COMMISSION MEETING
Wednesday, January 14, 2026
4:00 pm

MINUTES

Jennifer Batten
Katie Charleston (Absent)
Nina Ortiz (Absent)
Becca Willard
Lauren Woodward

City Staff:
Jim Wood, Director
Suzanne Pritchard, Assistant Director
Emily Broome, Plan Reviewer/GIS Tech

1. CALL TO ORDER

Planning and Development Assistant Director, Suzanne Pritchard, called the meeting to order at 4:00 pm.

2. ROLL CALL

3. INTRODUCTION OF BOARD AND STAFF MEMBERS

4. COMMUNICATIONS

Staff announced that the agenda would be presenting the façade grant applications last so the Commission could spend as much time on them as needed

5. PUBLIC INPUT

None

6. NEW BUSINESS

a. Façade Grant Applications

The first application presented by staff was for the Greg Rowles Legacy Theatre (701 Main Street) for a mural and gemstone lights. The Commission determined the mural application does not meet the qualifications for the grant because the work is already complete.

Pacific Beachwear (3703 Hwy 17 S) applied for external façade improvements. The Commission determined that this application does not meet the qualifications for the grant because the business is not located in a Priority Investment Activity Center Overlay (PIACO).

Black Pearl Mini Golf (614 Sea Mountain Hwy) applied for multiple exterior and façade improvements. Commissioner Woodward stated that the establishment doesn't seem to be in disrepair currently.

Thai Palms (1004 Hwy 17 S) applied for external façade improvements. The Commission determined that this application does not meet the qualifications for the grant because the business is not located in a Priority Investment Activity Center Overlay (PIACO).

Kings at the Beach (201 Main St) applied for external façade improvements. After inquiries about window displays, Director Wood states the City has no way to enforce what is inside the building, but they could add stipulations to the grant money if the Commission wishes. Commissioner Woodward states she supports adding stipulations.

OD Arcade and Lounge (100 S Ocean Blvd) applied for new shade structures over their outdoor dining area. The Commission determined that this application does not meet the qualifications for the grant because the proposed shade structures were located within the public right-of-way.

The Commission reviews the applications and determines Greg Rowles Legacy Theatre lights, Black Peral Mini Golf improvements, and Kings at the Beach improvements are the only applications that qualify for a façade grant based on the current guidelines. Commissioner Batten states that she needs time to think about the decision and asks to hold an intermediate meeting in one or two weeks. Commissioner Willard states that she would like to look at the Black Peral and Greg Rowles Legacy Theater site as it is now.

Commissioner Woodward states she supports redevelopment on Main Street because of the potential for larger scale redevelopment in the future and if they do not decide to grant any funds to Black Peral Mini Golf, they can reapply next year. Director Wood agrees and mentions that there may be a need for stronger application materials in the future opposed to the renderings that were submitted. Commissioner Woodward agrees.

Commissioner Woodward motions that Greg Rowles Legacy Theater, Black Peral Mini Golf, and Kings at the Beach are finalists for the façade grant and the distribution of funds will be determined at the special called meeting next week, Commissioner Willard seconds. The motion was passed 3-0.

b. City of North Myrtle Beach Cultural District Application

Emily Broome, Plan Reviewer/GIS Technician, explained what the Cultural District is and the application process of obtaining a designation, mentioning that the initial map that proposed a Cultural District includes Main Street and Mclean Park, and we would like to focus on the City's history with the shag dance and the cultural impact on the city.

Assistant Director Pritchard clarified to Commissioner Woodward that staff are asking the Commission to give input on the creation of a Cultural District and will later set goals for the district.

Commissioner Batten inquired if there were any historically significant buildings in the City. Director Wood stated there may be more contextual information available in the Comprehensive Plan. Staff suggested providing the Commission with a copy.

Commissioner Batten stated she enjoys the Arts District in the City of Greenville, SC and it feels like they have a clear vision of what they want their city to be.

Assistant Director Pritchard clarified that the Commission would be defining the vision for North Myrtle Beach's Cultural District, and, ideally, the City would have Cultural Districts in all four historic main streets, but Main Street is the clearest path forward at this time.

Commissioner Batten asks if there is a certain age group the Commission should be targeting this vision to. Assistant Director Pritchard states the Comprehensive Plan suggests that everything that is good for families is good for everyone, so the Commission should market the Cultural District to families.

Commissioner Batten explains how she grew up around the shag dance and is still involved with the Junior SOS (Junior Shag Association) so she would like the Cultural District to be focused on the culture of shag and finding an identity rooted in the past.

Commissioner Willard states the Cultural District would be great for tourists and open the door to new opportunities for locals.

Commissioner Batten asks if there is anyone from the City of Conway that could speak to the Commission regarding how they have redeveloped their downtown area. Assistant Director Pritchard responds that she can reach out to their staff.

Commissioner Woodward made a motion to approve the map; Commissioner Willard seconded this motion. The motion was passed 3-0.

c. Program Implementation

Assisted Director Pritchard explained that in April 2025 when the Public Arts Commission was presented to City Council, Assistant Director of Parks and Recreation, Jim Grainger, inquired about a potential site for a mural at the end of 17th Avenue South, a City bathroom.

Commissioner Willard asked if the City was willing to hire a muralist. Assistant Director Pritchard responded the City would put out a Request for Proposals for a muralist on this project.

Commissioner Batten inquired if the City wanted to draw attention to a bathroom. Commissioner Woodward agreed. Assistant Director Pritchard responded that if they didn't like the location, they could put out a more general Request for Proposal for a muralist and pick a different location.

Commissioner Batten stated she wished there were more location options because many places within that district could benefit from the money.

d. 2026 Meeting Schedule

Assistant Director Pritchard asked if monthly meetings on Wednesday at 4:00 pm would work for a regular meeting schedule. All Commissioners present agreed that time would work.

Commissioner Batten motioned that the North Myrtle Beach Public Arts Commission meet on the second Wednesday of each month at 4:00 pm, Commissioner Woodward seconded this motion. The motion was approved 3-0.

7. ADJOURNMENT

Commissioner Woodward motioned to adjourn the meeting and was seconded by Commissioner Batten. The motion to adjourn passed 3-0. The meeting adjourned at 5:36pm.

CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA
NORTH MYRTLE BEACH CITY HALL
PUBLIC ARTS COMMISSION MEETING
Wednesday, January 21, 2026
4:00 pm

MINUTES

Jennifer Batten
Katie Charleston
Nina Ortiz (Absent)
Becca Willard
Lauren Woodward

City Staff:
Suzanne Pritchard, Assistant Director
Emily Broome, Plan Reviewer/GIS Tech

1. CALL TO ORDER

Planning and Development Assistant Director, Suzanne Pritchard, called the meeting to order at 4:00 pm.

2. ROLL CALL

3. COMMUNICATIONS: ELECTION OF CHAIR & VICE-CHAIR

Commissioner Charleston motioned to elect Commissioner Jennifer Batten as Chair of the Public Art Commission, Commissioner Woodward seconded this motion. The motion was approved 4-0.

Commissioner Woodward motioned to elect Commissioner Katie Charleston as Vice-Chair of the Public Arts Commission, Commissioner Willard seconded this motion. The motion was passed 4-0.

4. PUBLIC INPUT

None

5. NEW BUSINESS

a. FY 2026 Façade Grant Applications

Commissioner Batten presented an equation to equitably divide the money between the three finalist sites by adding half of their proposed budget and dividing by three. This would give \$8,000 to Greg Rowles Legacy Theater, \$16,000 to Black Pearl Mini Golf, and \$28,000 for Kings at the Beach. She continued by stating the numbers could be adjusted from there but just wanted a place to start from.

Commissioner Woodward questioned if Black Pearl Mini Golf was in bad shape. Commissioner Batten clarified they wanted to add new murals and shared concern that new murals require consistent maintenance and some of what they are proposing does not front Sea Mountain Hwy. Assistant Director Pritchard stated that the Commission could add conditions to the grant if they only wanted to fund the streetside improvements.

Regarding Kings at the Beach, Commissioner Batten asked if there was any restriction as to what could be displayed in windows. Assistant Director Pritchard responded that she wasn't sure how or if decals were enforced as a Zoning requirement in the same way as visible signage.

Commissioner Charleston states that she supports a higher percentage of the money going to Kings at the Beach because of the impact the renovations will have on the look of Main Street. Commissioner Willard agrees and states the Kings at the Beach project will also be beneficial for the proposed Cultural District on Main Street.

Commissioner Woodward suggests adjusting the amounts \$5,000 to Greg Rowles Legacy Theater and \$10,000 to Black Pearl. Commissioner Batten proposed potentially bringing the amount for Greg Rowles Legacy Theater up to \$8,000 and leaving Kings at the Beach with \$32,000.

After discussing, Commissioner Willard states that she believes Kings at the Beach would make the biggest impact on the City as one of their initial projects as a Commission.

Commissioner Woodward motions to grant the Greg Rowles Legacy Theater \$5,000, Black Pearl Mini Golf \$10,000, and Kings at the Beach \$35,000 for façade improvements, Commissioner Charleston seconds this motion. The motion was passed 4-0.

6. ADJOURNMENT

Meeting was adjourned at 4:56pm.

Public Arts Commission Decision Memorandum	Meeting Date: February 11, 2026	6A
Subject: City of North Myrtle Beach Cultural District Application Update	Prepared by: Emily Broome	
<p><u>Issue:</u> The Public Arts Commission is asked to receive an update on the application process for the South Carolina Arts Commission Cultural District program and provide guidance on next steps, including Commissioner participation in upcoming coordination meetings and a site visit.</p> <p><u>Proposed Action:</u> Review new action and correspondence with the State Public Arts Coordinator regarding the proposed North Myrtle Beach Cultural District.</p> <p><u>Recommendation:</u> Staff recommends that the Public Arts Commission review the status of the Cultural District application, discuss upcoming coordination meetings and site visit opportunities, and provide direction to staff regarding Commissioner participation and key questions to be addressed with the State Public Arts Coordinator.</p> <p><u>Background:</u> In 2014, the South Carolina General Assembly authorized the South Carolina Arts Commission to designate Cultural Districts throughout the state. Cultural Districts are defined as areas with a concentration of arts and cultural activities that contribute to the creative and economic vitality of a community. Program goals include supporting local arts and cultural development, attracting artists and creative entrepreneurs, and celebrating unique cultural identity.</p> <p>North Myrtle Beach has initiated the application process to explore designation of a Cultural District as a tool to support creative placemaking, economic development, and coordinated public arts investment. As part of the application process, the South Carolina Arts Commission provides technical guidance, coordination meetings, and site visits to help communities refine district boundaries, goals, and readiness.</p> <p><u>Analysis:</u> Staff has been coordinating with the State Public Arts Coordinator, who has recommended an additional coordination meeting prior to conducting a site visit. That meeting is proposed for Wednesday, February 18 at 10:00 a.m., with Commissioners invited to attend if available. The purpose of this meeting is to discuss the proposed district boundaries, review the updated site map, and identify any outstanding questions before proceeding to a site visit.</p>		

Commissioners are also invited to participate in the initial site visit with the State Public Arts Coordinator. Participation is optional but may be valuable in providing local context and insight. Scheduling will be dependent on the limited availability of the State coordinator.

At this stage, the Cultural District process remains exploratory and informational. No commitments regarding designation, funding, or implementation are being requested of the Commission at this time. Direction from the Commission will help staff prioritize coordination efforts and ensure that future steps align with Commission expectations and capacity.

Public Arts Commission Decision Memorandum	Meeting Date: February 11, 2026	6B
Subject: Draft Bylaws	Prepared by: Suzanne Pritchard	
<p><u>Issue:</u> The Public Arts Commission is asked to review and provide initial direction on draft bylaws intended to establish formal procedures for Commission operations, roles, and decision-making..</p> <p><u>Proposed Action:</u></p> <ol style="list-style-type: none"> 1. Review draft bylaws prepared by staff for the Public Arts Commission. 2. Provide comments and direction on revisions to be incorporated into a final draft. 3. Authorize staff to return a revised version for formal recommendation to City Council. <p><u>Recommendation:</u> Staff recommends that the Public Arts Commission review the draft bylaws, provide feedback and direction on any desired revisions, and authorize staff to refine the document for subsequent consideration and approval by City Council.</p> <p><u>Background:</u> Consistent with other City advisory boards and commissions, bylaws provide a framework that supports transparency, continuity, and accountability. While the Commission may recommend bylaws, final approval rests with City Council. Draft bylaws have been prepared by staff based on standard advisory board practices and tailored to the anticipated responsibilities of the Public Arts Commission. These include provisions related to officer roles, meeting procedures, quorum and voting requirements, and general guidance on project review and recommendations.</p> <p><u>Analysis:</u> Early adoption of bylaws allows the Commission to establish expectations and procedures before informal practices become entrenched. This is particularly important as the Commission begins making recommendations on high-visibility public art projects and the allocation of public funds. Providing an opportunity for Commission review and comment prior to forwarding the bylaws to City Council ensures that the document reflects the Commission’s perspective while remaining consistent with City policies and governance standards. Addressing these matters proactively supports long-term stability and defensibility of Commission actions.</p>		

Draft Bylaws

City of North Myrtle Beach Public Arts Commission

Article I. Purpose

The Public Arts Commission exists to implement and advance the City's adopted Comprehensive Plan by strengthening community identity, enhancing the public realm, and reinforcing North Myrtle Beach's historic and cultural character through public art, façade improvements, and placemaking initiatives.

The Commission's work shall support reinvestment in the City's historic main streets and key corridors while ensuring public art resources benefit the City as a whole.

Article II. Relationship to City Policy

The Commission is established pursuant to § 2-125 of the City Code and serves in an advisory capacity to City Council and the Planning and Development Department. All actions, recommendations, and awards shall be consistent with: The City's Comprehensive Plan, applicable ordinances and adopted policies, and funding authorizations approved by City Council.

Article III. Guiding Framework

In carrying out its duties, the Commission shall apply the following framework:

1. **Comprehensive Plan Implementation.** Public art and façade initiatives shall support Comprehensive Plan goals related to:
 - a. Strengthening the identity of historic main streets and corridors
 - b. Encouraging compatible reinvestment and redevelopment
 - c. Promoting arts, culture, and high-quality design as economic and placemaking tools
2. **Priority Areas with Citywide Balance.** Consistent with the Comprehensive Plan, particular attention may be given to Main Street, Sea Mountain Highway, 17th Avenue South, and 37th Avenue South as historic "hearts" of the community. At the same time, the Commission shall seek equitable geographic distribution of public art investments across the City's full extent, including all historic beach communities and areas west of the Intracoastal Waterway.
3. **Context-Sensitive Placemaking.** Projects should respond to local history, scale, and setting, reinforcing neighborhood character rather than applying a uniform aesthetic citywide.
4. **Public Value and Accessibility.** Public art should be accessible, durable, and contribute lasting value to publicly visible or publicly accessible spaces.

Article IV. Responsibilities

Within the authority granted by City Council, the Commission shall:

1. Review and award façade improvement grants.
2. Select artists and review proposals for public art projects.
3. Recommend policies, criteria, and priorities for arts and culture initiatives.
4. Support partnerships and funding opportunities that further placemaking and cultural development.
5. Coordinate with Planning and Development and other City of North Myrtle Beach staff on implementation and administration.

Article V. Organization and Meetings

The Commission shall elect a Chair and Vice Chair from among its members and meet on a regular schedule established in coordination with Planning and Development staff, in compliance with applicable open meetings requirements.

Article VI. Adoption and Amendments

These bylaws shall be adopted by City Council and may be amended by City Council following recommendation by the Public Arts Commission.

Public Arts Commission Decision Memorandum	Meeting Date: February 11, 2026	6C
Subject: Potential Locations for Public Art	Prepared by: Suzanne Pritchard	
<p><u>Issue:</u> The Public Arts Commission is asked to discuss potential locations for future public art installations and provide direction on how locations should be identified and evaluated moving forward.</p> <p><u>Proposed Action:</u></p> <ol style="list-style-type: none"> 1. Discuss the restroom building at the 17th Avenue South street end as a potential public art site. 2. Invite Commissioners to share additional locations they have identified for future public art consideration. 3. Provide guidance on criteria and process for evaluating and prioritizing potential public art locations. <p><u>Recommendation:</u> Staff recommends that the Public Arts Commission discuss the 17th Avenue South street end restroom building as an initial example of a potential public art site; solicit additional location ideas from Commissioners; and provide direction on how future locations should be identified, documented, and evaluated prior to advancing specific projects.</p> <p><u>Background:</u> As part of the early development of the City’s public arts program, the identification of suitable locations for public art has emerged as a key foundational task. Currently, the Commission has not adopted a formal inventory or prioritization of public art sites.</p> <p>One potential opportunity that has been identified is the restroom building located at the 17th Avenue South street-end. This location offers high public visibility and could serve as a pilot site for a mural or similar artwork. Beyond this site, Commissioners have expressed interest in independently identifying additional locations throughout the City for future discussion.</p> <p>Staff from Parks and Recreation will be present at this discussion to provide insight regarding site ownership, use, and operational considerations at City-owned facilities. This agenda item is intended to support an open discussion rather than advance a predetermined list of sites.</p>		

Analysis:

Discussing potential locations at an early stage allows the Commission to shape how public art is integrated into the City's public spaces over time. Inviting Commissioners to bring forward location ideas encourages broad geographic consideration and helps avoid a staff-driven or single-site focus. Direction from the Commission regarding evaluation criteria, such as visibility, context, accessibility, maintenance considerations, and geographic distribution, will help staff organize future discussions and ensure that potential sites are reviewed consistently before projects are advanced or funding is considered. Establishing a shared process for identifying and evaluating locations at this stage supports deliberate program growth while maintaining flexibility as the Commission's priorities evolve.

Public Arts Commission Decision Memorandum	Meeting Date: February 11, 2026	6D
Subject: Call for Artists – Mural Project (Location to Be Determined)	Prepared by: Suzanne Pritchard	
<p><u>Issue:</u> The Public Arts Commission is asked to consider authorizing staff to prepare a call for artists for a future mural project at a location yet to be determined within the City.</p> <p><u>Proposed Action:</u></p> <ol style="list-style-type: none"> 1. Discuss the scope and intent of a call for artists focused on a mural project. 2. Authorize staff to prepare a draft call for artists for Commission review at a subsequent meeting, without committing to a specific site or funding award. <p><u>Recommendation:</u> Staff recommends that the Public Arts Commission authorize staff to prepare a draft call for artists for a mural project at a location to be determined within the City, to be brought back to the Commission for review and approval prior to release.</p> <p><u>Background:</u> As part of the early implementation of the City’s public arts program, staff has identified a mural project as a potential initial, visible public art initiative. This concept was developed by staff with general support from City Council as an appropriate early project for the public arts program. While a potential site has been discussed, final selection of a mural location has not yet occurred. Preparing a draft call for artists at this stage would allow staff to develop the framework, eligibility criteria, submission requirements, and evaluation approach in advance, while maintaining flexibility regarding site selection. Any call for artists would remain subject to Commission review and approval prior to issuance.</p> <p><u>Analysis:</u> Authorizing staff to prepare a draft call for artists at this stage allows the City to advance a potential mural project efficiently while maintaining appropriate Commission oversight.</p>		

Call for Muralists

City of North Myrtle Beach | Public Arts Commission

Project: Signature Mural (Location TBD)

The City of North Myrtle Beach Public Arts Commission invites professional muralists and artist teams to submit qualifications for a signature public mural to be commissioned in 2026. This project marks one of the Commission's first major public art initiatives and is intended to establish a strong, lasting identity for public art in the city.

Project Vision: North Myrtle Beach is a collection of historic beach towns, neighborhoods, and waterways shaped by tourism, local culture, and a deep relationship to the coast. The selected mural should be historically and culturally contextual, grounded in place, and reflective of what makes North Myrtle Beach distinct.

We are seeking artwork that:

- Helps define a sense of place unique to North Myrtle Beach
- Reflects the city's history, culture, and coastal character
- Encourages community pride and gathering
- Feels welcoming, timeless, and accessible to residents and visitors alike

The goal is not branding or decoration, but a meaningful public artwork that people recognize as belonging here.

Location: The mural location has not yet been finalized. The selected artist will work with the City and Public Arts Commission to confirm a suitable site based on visibility, scale, and context.

Budget: A project budget will be established once the site is confirmed. The budget is expected to cover artist fees, design, materials, fabrication, installation, and any required surface preparation.

Eligibility: This call is open to:

- Professional muralists and artist teams
- Emerging and established artists with demonstrated mural or large-scale public art experience
- Artists living or working in South Carolina are encouraged to apply, but this call is open regionally

Submission Requirements: Interested artists should submit the following:

1. Statement of Interest (no more than one page)
 - a. Describe your approach to public art
 - b. Explain how you would respond to North Myrtle Beach as a place
2. Portfolio
 - a. 5-10 images of completed mural or large-scale works
 - b. Include project descriptions, locations, and dates

3. Resume or CV
4. References (optional but encouraged)

Please note that concept designs are **not** required at this stage.

Selection Process: Artists will be reviewed by the Public Arts Commission based on:

- Artistic quality and demonstrated experience
- Ability to respond thoughtfully to site, history, and community context
- Past success delivering durable, public-facing work
- Alignment with the project vision

Shortlisted artists may be invited to submit a site-specific concept at a later phase.

Timeline:

- Call opens: [DATE]
- Submissions due: [DATE]
- Artist selection: [DATE]

Submission Instructions: Submit materials electronically to Emily Broome at elbroome@nmb.us with the subject line, “North Myrtle Beach Mural RFQ – Artist Name.”