

**CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA
NORTH MYRTLE BEACH CITY HALL
CITY COUNCIL MEETING
Monday, January 5, 2026, 5:00 PM
Minutes**

1A. ROLL CALL:

Mayor Baldwin called the meeting to order and asked the Clerk to call the roll.

JO Baldwin
Bubba Collins
Fred Coyne
Jeri McCumbee
Trey Skidmore
Hank Thomas

A quorum was established

1B. EXECUTIVE SESSION:

Mayor Baldwin called for a motion to enter into the Executive Session for a discussion regarding an evaluation of the City Attorney, a legal briefing regarding Chapter 23, Zoning, of the Code of Ordinances for the City of North Myrtle Beach, South Carolina, sign regulations, a legal briefing regarding White Cap Beach House, LLC vs. the City of North Myrtle Beach, Case No.: 2025-CP-26-09560, and a discussion regarding potential property acquisitions. The motion was made by Councilman Thomas and seconded by Councilman Collins. The motion passed 6-0. The Council returned to Chambers at 6:00 PM. Mayor Baldwin announced that no votes were taken during Executive Session.

1C. CONTINUATION OF CALL TO ORDER: 6:00 PM

Jay Ortiz, City Chaplain, delivered the invocation.

Mayor Baldwin led the Pledge of Allegiance.

2. MINUTES:

The motion to approve the minutes for the City Council Meeting of Monday, December 1, 2025, as presented, was made by Councilman Coyne and seconded by Councilwoman McCumbee. The motion to approve passed 6-0.

3. COMMUNICATIONS:

A. ORGANIZATION OF COUNCIL: Nomination and election of Mayor Pro Tempore. Mayor Baldwin read the item by title and called for a motion to open the floor for nominations. The motion was made by Councilman Collins and seconded by Councilman Skidmore. Councilman Collins nominated Councilman Thomas to serve as Mayor Pro Tempore and was seconded by Councilman Skidmore. Mayor Baldwin added that this position had historically been held by the Councilperson with the most years of service.

Having no further comment from the Council or the public, Mayor Baldwin called for a vote. The motion to approve passed 6-0.

B. **ORGANIZATION OF COUNCIL:** Nomination and election of Vice Mayor Pro Tempore. Mayor Baldwin read the item by title and called for a motion to open the floor for nominations. The motion was made by Councilman Collins and seconded by Councilwoman McCumbee. Councilman Collins nominated Councilman Coyne to serve as Vice Mayor Pro Tempore and was seconded by Councilman Skidmore.

Having no further comment from the Council or the public, Mayor Baldwin called for a vote. The motion to approve passed 6-0.

Mayor Baldwin, Matt Gibbons, Parks and Recreation Director, and Amanda Player-Wofford, Athletic and Sports Tourism Manager, congratulated the Parks and Recreation 14 and under Co-Ed Soccer All Stars-SCRASCAP Eastern District Champions and 14U SCRPA SCAP State Champions, and the 14 and under Volleyball All Stars-SCRPA SCAP Eastern District Champions and 14U SCRPA SCAP State Champions, and presented them with a City challenge coin.

Mayor Baldwin stated the Department Monthly Reports for November 2025 were available online.

4. **ANNOUNCEMENTS BY MAYOR AND CITY COUNCIL:**

Councilman Coyne thanked Cheryl Kilday and Leslie Wallace, Destination North Myrtle Beach, for organizing the recent trip to Washington, DC, and stated it was a very productive trip.

Councilman Coyne stated he would like to see Council revisit the topic of smoking on the beach. Councilman Collins agreed.

Mayor Baldwin thanked Director Gibbons, his staff, and Public Safety for a great job with the Christmas Tree lighting ceremony, the Christmas parade, and the Christmas Light Show, and noted that the traffic flow was much better this year.

5. **CONSENT:**

A. **RESOLUTION:** CTC Grant application in the amount of \$1,550,134.75 from the Horry County Transportation Committee, and to authorize the City Manager or designee to sign the document on behalf of the City

B. **MOTION TO APPOINT:** Five appointments to the Public Arts Commission

C. **MOTION TO APPROVE:** 36th Annual St. Patrick's Day Festival on March 14, 2026

D. **MOTION TO APPROVE:** 36th Annual St. Patrick's Day Parade on March 14, 2026

E. **MOTION TO APPROVE:** Jeep Crawl for Special Olympics on March 21, 2026

Mayor Baldwin asked Council to consider items 5A-5E together. Mayor Baldwin read the items by title and called for a motion to approve. The motion was made by Councilman Collins and seconded by Councilman Skidmore. Councilman Skidmore stated that a priority list was included in item 5A and requested to be included in future public discussions on this. Councilman Collins added that he would also like to see the current budget priority list. Mayor Baldwin stated this grant was primarily for road paving and opened the floor for public comment.

Damien Triouleyre, 902 Perrin Drive, North Myrtle Beach, asked if the total amount of the grant was \$1.55 Million. Mayor Baldwin stated that was the amount the City requested.

Mr. Triouleyre asked what the total City budget was. Ryan Fabbri, City Manager, stated the total City budget for the year was approximately \$211 million.

Having no further comment from the Council or the public, Mayor Baldwin called for a vote. The motion to approve passed 6-0.

6. UNFINISHED BUSINESS:

A. ORDINANCE/SECOND READING: Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, revising murals. Mayor Baldwin read the item by title and called for a motion to approve. The motion was made by Councilman Thomas and seconded by Councilman Collins. Councilman Thomas noted that this amendment allowed businesses to add their logos or names to a mural.

Having no further comment from the Council or the public, Mayor Baldwin called for a vote. The motion to approve passed 6-0.

B. ORDINANCE/SECOND READING: Amendment to the Parkway Group Planned Development District (PDD), revising Parcel Three of the McDowell Corporate Center. Mayor Baldwin read the ordinance by title and called for a motion to approve. The motion was made by Councilwoman McCumbee and seconded by Councilman Coyne. Mayor Baldwin stated Council had requested final renderings before second reading, and they had been received.

Having no further comment from the Council or the public, Mayor Baldwin called for a vote. The motion to approve passed 6-0.

C. ORDINANCE/SECOND READING: First Amendment to the Amended and Restated Development Agreement for Bahama Island Phase II and to authorize the City Manager to sign the document on behalf of the City. Mayor Baldwin read the item by title and called for a motion to approve. The motion was made by Councilman Collins and seconded by Councilman Skidmore. Councilman Collins noted density was not being increased. Mayor Baldwin stated that this amendment added verbiage to the Development Agreement and was essentially housekeeping.

Having no further comment from the Council or the public, Mayor Baldwin called for a vote. The motion to approve passed 6-0.

7. NEW BUSINESS:

A. ORDINANCE/FIRST READING: Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, adding beach cabanas to non-conforming uses, allowing repair. Mayor Baldwin read the item by title and called for a motion to approve. The motion was made by Councilman Coyne and seconded by Councilwoman McCumbee. Mayor Baldwin noted this amendment allowed existing beach cabanas to be repaired or replaced if the damage exceeded 75 percent.

Having no further comment from the Council or the public, Mayor Baldwin called for a vote. The motion to approve passed 6-0

B. ORDINANCE/FIRST READING: Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, revising subdivision signs. Mayor Baldwin read the item by title and called for a motion to approve. The motion was made

by Councilman Thomas and seconded by Councilman Collins. Mayor Baldwin stated this amendment allowed subdivisions with ten or more lots to exceed the current sign regulations. Councilman Skidmore added this had been discussed at a previous workshop.

Having no further comment from the Council or the public, Mayor Baldwin called for a vote. The motion to approve passed 6-0

- C. **ORDINANCE/FIRST READING:** Amendments to Chapter 12, Health and Sanitation, of the Code of Ordinances of North Myrtle Beach, South Carolina, adding nuisance parties and impeding public passage. Mayor Baldwin read the item by title and called for a motion to approve. The motion was made by Councilman Collins and seconded by Councilman Coyne. Councilman Thomas noted that this would give Public Safety greater authority regarding house parties and disturbances. Councilman Coyne added that this would allow Public Safety to get situations under control more quickly and stated that staff had done a great job drafting the amendment. Mayor Baldwin stated this was the first step of many to protect the quality of life in the City. Councilman Collins agreed and stated this was a public safety issue and was a great step.

Having no further comment from the Council or the public, Mayor Baldwin called for a vote. The motion to approve passed 6-0

- D. **ORDINANCE/FIRST READING:** Rezone Request for ±8.32 acres on Ye Olde Kings Highway. Mayor Baldwin read the item by title and called for a motion to approve. The motion was made by Councilman Thomas and seconded by Councilwoman McCumbee. Suzanne Pritchard, Planning and Development Assistant Director, explained this appeared to be an increase in density but in actuality was not. She stated the parcel was created in a plat in 1968 with 31 lots, with an average lot size of 6179 square feet and the smallest lot size 4000 square feet. She added that the proposed lots were close in size to the original lots. Councilman Collins asked if staff was still waiting for the tree survey. Assistant Director Pritchard stated the tree survey would be submitted at the Sketch Plan process if rezoning was approved. She added the Developer would show all the trees with their proposed lot layouts, and they would be required to bring the roads up to current standards in the Preliminary Plat step. Councilman Skidmore stated he had visited the property and would like to see the developer save the nice hardwoods if possible.

Damien Triouleyre, 902 Perrin Drive, North Myrtle Beach, asked if there was any communal space in this development or if it could be requested. Councilman Thomas stated that only rezoning was being discussed. Assistant Director Pritchard added this could be discussed at the next phase.

Having no further comment from the Council or the public, Mayor Baldwin called for a vote. The motion to approve passed 6-0

- E. **SECOND PUBLIC HEARING:** Regarding the First Amendment to the Development Agreement for the Lauret Associates Tract. Mayor Baldwin read the item by title and stated that staff had requested to postpone. Mayor Baldwin called for a motion to postpone. The motion was made by Councilman Collins and seconded by Councilwoman McCumbee.

Having no comment from the Council or public, Mayor Baldwin called for a vote. The motion to postpone passed 6-0.

F. **ORDINANCE/FIRST READING:** First Amendment to the Lauret Associates Tract Development Agreement and to authorize the City Manager to sign the document on behalf of the City. Mayor Baldwin read the item by title and stated that staff had requested to postpone. Mayor Baldwin called for a motion to postpone. The motion was made by Councilman Thomas and seconded by Councilman Skidmore.

Having no comment from the Council or public, Mayor Baldwin called for a vote. The motion to postpone passed 6-0.

8. PUBLIC COMMENT:

Damien Triouleyre, 902 Perrin Drive, North Myrtle Beach, stated he had worked with the City in 2016 to save Ingram Dunes, and he thanked the Council for working together to preserve Ingram Dunes and other natural areas and parks. He added that he looked forward to working with Council in the future.

9. ADJOURNMENT:

With no further business to discuss, Mayor Baldwin called for a motion to adjourn. The motion was made by Councilman Thomas and seconded by Councilman Collins. The motion passed 6-0, and the meeting was adjourned at 6:37 PM.

Respectfully submitted,

Angela C. Westmoreland, Assistant City Clerk

J.O. BALDWIN, III, MAYOR

Minutes approved and adopted this 16th day of February 2026