

**MINUTES  
PAWLEYS ISLAND COUNCIL MEETING**

DATE/PLACE: February 8, 2021  
Virtual Meeting

PRESENT: Mayor Brian Henry, Rocky Holliday, Sarah Zimmerman & Guerry Green

ABSENT: Ashley Carter

**CALL TO ORDER**

Town Council convened and Mayor Henry called the meeting to order at 5:01 p.m.

**PUBLIC COMMENT**

Submitted written public comments attached to minutes.

**APPROVAL OF 1/11/2021 REGULAR COUNCIL MINUTES.** Rocky Holliday made a motion to approve 1/11/2021 meeting minutes. Sarah Zimmerman seconded. All in favor.

**REPORTS AND UPDATES**

- A. **Police Report.** Chief Fanning reported that January was typical month and there was nothing out of the ordinary to report.
- B. **Building Report.** Ryan Fabbri stated there is nothing out of the ordinary. (See Attached)
- C. **Financial Report.** Mr. Fabbri asked for council approval to pay \$1,225 to David Graham Architecture for consulting the Planning Commission and development of an Architectural Review Board. Mr. Fabbri reminded council that this expense was discussed during the budget process, but ultimately not included because at the time the total cost was unknown. Rocky Holliday asked if everything was complete and if this bill represents all of the work. Mayor Henry stated that the Planning Commission is continuing to work on this and he's positive that there will be more to come.
  - I. **Guerry Green made a motion to approve payment to David Graham Architecture for \$1,225.00. Rocky Holliday seconded. All in favor.**

**BUSINESS**

- A. **Appointments to Boards, Commissions and Committees**
  - I. Appoint Harold Wyatt to the Zoning Board of Appeal for a three-year term expiring February 9, 2024. **Rocky Holliday made a motion to approve the appointment of Harold Wyatt to the Zoning Board of Appeal for a three-year term expiring February 9, 2024. Guerry Green seconded. All in favor.**
- B. **Planning Commission Update on Development of Architectural Design Guidelines.** Mayor Henry reported that the Planning Commission met on Friday, and that they continue to push forward with the development of an architectural review process. They've already put together

some design concepts that capture the uniqueness of the houses and designs of Pawleys Island. The Mayor stated that he believes the goal of the Planning Commission and this effort is to preserve as much of that as we can while not doing it in such a way that is obtrusive or burdensome to those that are coming to Pawleys. He's asked the Planning Commission to get a semi-final draft together for May 1st. Administrator Fabbri told Council he believes it would be a good idea for each of them to individually reach out to members of the Planning Commission and offer their input and feedback so that the Planning Commission can incorporate it into their final recommendation to Council. Rocky Holliday asked if their recommendation would include how the proposed new guidelines would be imposed and enforced. He doesn't see it in the current document, and he believes it would be good for the Planning Commission to address that in their final recommendations. Mayor Henry agreed and confirmed it would be included.

**C. Approve Accommodations Tax Committee Proposed 2021 Marketing Budget.** Ryan Fabbri presented council with the 2021 marketing budget recently approved by the Accommodations Tax Advisory Committee. This budget reflects the 30% of state accommodations tax revenue that's required to be spent on promoting the Town as a tourism destination. The budget includes \$126,000 in expected revenue and an equal \$126,000 in expenditures. Sarah Zimmerman voiced her concern about the actual advertising and whether it should be updated. She asked other members of council if they've reviewed the town's tourism site, and questioned why it's currently promoting restaurants in Murrells Inlet? Ryan Fabbri said the main goal of the website is to lure folks here on vacation and put heads in beds. Dining options are typically something someone would research when deciding on their next vacation destination and the website includes off-island options since no restaurants are located within the town's jurisdiction. Mayor Henry said he reviewed the site and failed to see links to any dining options. He also said he was unimpressed with this website and that it needs a lot of work. Sarah Zimmerman asked if there were plans to overhaul the current marketing and the town's tourism website. Administrator Fabbri said that he'd have to run that question by the Chamber of Commerce. Mayor Henry asked Mr. Fabbri if he could arrange for a representative of the Chamber to attend next month's council meeting to provide an overview of the current marketing plan and answer questions. Mr. Fabbri agreed to make that happen and asked Council if it would like to approve the current budget. Guerry Green stated that council could go ahead and do that, hear what the Chamber have to say next month, and possibly amend it later if necessary. **Motion made by Guerry Green to approve the 2021 Tourism Marketing Budget. Rocky Holliday seconded. All in favor.**

**D. Consideration of purchase of beach patrol vehicle (ATV) in an amount not to exceed \$13,280.00.** Mayor Henry acknowledged that this purchase is included in this year's current budget, but that he's a little concerned about making any larger purchases at the moment know that the Town might be looking at over \$100,000 in potentially legal fees from the condemnation lawsuits. He also raised the issue of beach patrol and whether the council planned to discuss forming a policy addressing the frequency of ATV patrols up and down the beach. Sarah Zimmerman asked Chief Fanning whether it would be a problem for council to delay voting on this for another month. Chief Fanning stated that he believed it would take 6 to 8 weeks to take delivery after placing the order. If they planned to have the ATV for this season,



with Easter the first weekend in April, He'd prefer to get it sooner than later. Mayor Henry asked if the department's current ATV is functional. Chief Fanning confirmed that it still worked, yet it was extremely rusted out and not sure we'd get another season out of it. Rocky Holliday stated the bigger issue for him was this potential huge impact on our budget that was totally unplanned and unexpected, relative to the legal fees, and we're going to have to figure out where that money comes from and how do we pay for that, while keeping the town running. Keeping in mind that the current machine we have is working and it has done the job for us in the past. **Item tabled; no action taken.**

**E. Consideration of sole source contract to Moonlighting Landscape Lighting Systems to repair Nature Park landscape lighting.** Ryan Fabbri explained that the landscape lighting in the Nature Park has failed to work for a number of years and this is an estimate from Moonlighting Landscape Lighting Systems to make the necessary repairs to get it operational. Sarah Zimmerman said he thought it made sense to put this vote off until March, too. Mayor Henry asked if this was a budgeted item. Mr. Fabbri said it was not, but could possibly be completed within the \$8,000 budgeted amount for electrical upgrades to the park. Rocky Holliday asked if this plan had been reviewed by either the Beautification Foundation or the Events Committee that are working the park for us. Mr. Fabbri said that they had not. Mr. Holliday said it was all good to put it back the way it was, but maybe that's not what they need, going forward. He suggested waiting to get their thoughts and ideas on the lighting before taking any action. **Item tabled; no action taken.**

**EXECUTIVE SESSION.** Pursuant to the Freedom of Information Act 30-4-70-(a)(2) legal advice or other matters covered by the attorney-client privilege; specifically, the condemnation of easements on three oceanfront parcels. **Motion made by Rocky Holliday to step down into Executive Session. Guerry Green seconded. All in favor. Rocky Holliday made a motion to step down from Executive Session. Sarah Zimmerman seconded. All in favor.**

Upon returning to open session, Council may take action on matters discussed in Executive Session. No decisions were made.

COMMENTS BY COUNCIL MEMBERS

No comments made.

ADJOURNMENT

**Sarah Zimmerman made a motion to adjourn. Rocky Holliday seconded. All in favor.**

  
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APPROVED

3-9-21  
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ATTEST

3-9-2021  
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