



TOWN OF PAWLEYS ISLAND EVENTS COMMITTEE MINUTES

Town Hall – Conference Room | 323 Myrtle Ave | Pawleys Island SC 29585
3-3-2023 – 4:00 PM

PRESENT: Scott Townes, Sally Hawn, Beth Ness (Virtual), Betsy Bailey, Anne Gildea (Virtual), Jerry Lieberman

ABSENT: Velda Hughes, Kathi Cabbage, Sassy Henry

STAFF PRESENT: Daniel O'Hara (Town Clerk), Daniel Newquist (Town Administrator)

1. CALL TO ORDER

A. Chairman Townes called the meeting to order at 4:00 PM. Chairman Townes briefly introduced Jerry Lieberman to the events committee.

2. APPROVAL OF MINUTES.

A. 9-8-22 Regular Meeting

- I. **Betsy Bailey motioned to approve the 9-8-2022 regular meeting minutes. Sally Hawn seconded the motion. All voted in favor.**

3. BUSINESS

A. Elect New Members and Chairperson

- I. **Chairman Townes asked for a vote to elect Jerry Lieberman to the Events Committee. All voted in favor.**

II. Chairman Townes opened for any nominations for chairperson. **Besty Bailey motioned to nominate Scott Townes for Chairperson. Beth Ness seconded the motion.** No other nominations were made. **All voted in favor of Scott Townes to remain as chairperson.**

B. Review Committee Requirements

- I. Chairman Townes stated that the committee has limited requirements but asks all members to do their best for what is asked of them and to attend all of the events. Chairman Townes asked if anyone would like to be the judge for the 4th of July. Beth Ness, the previous judge, asked to step down. He stated if anyone would like to volunteer to let him know.

C. Review Last Year's Events

- I. While reviewing the events from 2022 Chairman Townes asked to combine items C and D on the agenda.

D. Review and Confirm 2023 Events and Dates for 2023

I. Easter Event 2022 & 2023

1. Chairman Townes noted that the Easter event for 2022 was canceled due to weather. He explained the committee would go over the details of the event later in the meeting. **The event for 2023 will be scheduled for the day before easter on April 8th.**

II. Memorial Day Event 2022 & 2023

1. Chairman Townes stated that the event was an overall success. He noted that of the events the Town hosts, this one had the largest Island resident attendance. **The Memorial Day event has been scheduled for May 26, 2023.**
- III. 4th of July Parade 2022 & 2023
 1. Chairman Townes emphasized that the committee is only responsible for judging on the 4th of July. **The event is scheduled for July 4, 2023.**
- IV. Proposed Labor Day Event
 1. Chairman Townes explained that this event never took place last year, but he had conversations with the Mayor to make it a sister event to the Memorial Day event. The committee discussed the feasibility of the event and noted potential conflicts with the PICA meeting held the same weekend, which is a traditionally large event for Town residents. It was agreed that the event would not take place. **No event was scheduled for 2023.**
- V. Beach Sweep 2022 & 2023
 1. Daniel Newquist noted that this is a statewide event that occurs on this date. He continued to explain that this event gathers a lot of support and community involvement from local high schoolers. **It was agreed that this event will take place on September 16, 2023.** Chairman Townes stated that he would reach out to his point of contact that has run the event in previous years. He expressed interest in getting information out to locals about the event. This led to a conversation.
- VI. Proposed Paddleboard/Kayak Creek Race 2023
 1. Chairman Townes noted that the Town had not held the Kayak and Paddle Board race since 2019. The events committee discussed when the event should be held, it was debated whether to hold it after the Beach Sweep. But ultimately the committee decided that it would confer with a point of contact at Surf the Earth who helped run the event in the past for scheduling and details. **No date was set at the meeting.**
- VII. Turtle Strut 2022 & 2023
 1. Chairman Townes noted that there has previously not been any involvement from the Events committee for this in the past. But since the Town merged the budgets for all events the Town holds it is under their governance. Chairman Townes emphasized that the events committee will not be required to be involved in the planning but is still encouraged to participate in the event. Daniel Newquist mentioned that since the Town hired a consultant to run

the event that it operated relatively smoothly last year. He stated that he plans to use the same person to run it and that the revenues it generates outweigh the costs. **The race is scheduled for November 4, 2023.**

VIII. Tree Lighting/Christmas Event 2022 & 2023

1. Chairman Townes explained that he was not able to attend the last year but noted that he heard great reports. He continued to explain that he was open to discussing the date of the event, mentioning that there was a previous commitment that a member and the Mayor have on Friday the 24 of November. The committee discussed the issue, it was debated that Saturday and Sunday are primarily travel days. It was pointed out that there would be more people on the Island the week of Thanksgiving and there would be less participation schedule the following weeks. **The committee decided to schedule the event for November 24, 2023.**

E. Plan Easter Event

- I. Chairman Townes started by discussing how to get more involvement from Island residents. He asked if the signs for the event could be placed out a week in advance to let everyone know about the event. Chairman Townes also asked if there could be a few email blasts to the property owners to let them about the upcoming event. Chairman Townes stated that he would distribute the flyer to the Coastal Observer ahead of the event. Betsy Bailey asked if it would be smart to distribute the flyers to the local realty companies so that they can distribute them to the renters. Chairman Townes agreed and asked Jerry Lieberman to distribute them.
- II. Chairman Townes noted Sassy Henry would be responsible for getting the Easter Bunny Costume.
- III. Chairman Townes stated that he would follow up with Mayor Henry on live music.
- IV. Beth Ness asked if the eggs purchased from last year were lost in Hurricane Ian. This led to a conversation on the status of the easter eggs under Town Hall. Chairman Townes asked Beth Ness and Kathi Cubbage to take an inventory of the remaining eggs under Town Hall. And if needed order more eggs, he emphasized that the golden eggs could be reused and the coupons within them can be replaced Chairman Townes said he would follow up on that if needed. He continued to note that there should be signs for events as well. He asked Beth Ness if she could check up on this as well.
- V. Chairman Townes asked Betsy Bailey if she could cover the refreshments and napkins for the event. Betsy Bailey stated that she did not get the cookies last year, and this led to a conversation about where to get the

cookies from. It was decided that Chairman Townes would follow up with Velda Hughes on where she got the cookies last year and to have smaller cookies.

- VI. Chairman Townes asked to make sure that there are tables available for the event. Daniel O’Hara noted that there are extra tables located in the storage unit, but they will need to be brought over to the Town Hall before the event. Chairman Townes noted that Sally would be in charge of decorations and that Daniel O’Hara would make sure that there are three tables available for the event.
 - VII. Daniel O’Hara asked if there had been a budget set for the Easter event, and Chairman Townes stated there might be a \$1,500 max for the event. This led to a conversation about future events and the budget for the total events committee after the T-Shirts for the 4th of July are purchased.
 - VIII. Chairman Townes stated that the event starts at 2 pm and will run till 4 pm and he asked if everyone could be present and ready to set up at 1 pm. Chairman Townes also requested that everyone help to clean up after the event, noting that it helps when everyone contributes to set up and take down. He also noted that everyone should save their receipts and either give them to him or Daniel O’Hara. Daniel Newquist stated that Town recycling has been done at a few events and he stated that he could follow up with volunteers for this.
- F. Chairman Townes asked to schedule the next meeting for April 14th at 4:00 PM. Chairman Townes noted that the meeting date would be a good segway into the Memorial Day event and the 4th of July. Beth Ness stated that she would follow up with Santa whom the Town used to secure him for the 2023 event.

4. ADJOURNMENT

- A. **Chairman Townes adjourned the meeting.**

APPROVED

DATE

ATTEST

DATE