

CITY OF CONWAY  
CITY COUNCIL MEETING  
CONWAY CITY HALL  
229 MAIN STREET, CONWAY  
MONDAY, FEBRUARY 3, 2025 - 4:00 P.M.

**PRESENT:** Mayor Barbara Jo Blain, Mayor Pro Tem William Goldfinch, Amanda Butler, Julie Hardwick, Beth Helms, Justin Jordan, Larry White.

**STAFF:** Adam Emrick, City Administrator; Mary Catherine Hyman, Deputy City Administrator; John Rogers, Deputy City Administrator; June Wood, Public Information Officer; Jeff Leveille, Technology Services Director; Jessica Hucks, Planning and Development Director; Dale Long, Police Chief; Le Hendrick, Fire Chief; Rock Rabon, Fleet Maintenance Director; Reggie Jenerette, Solid Waste Director; Kayla Fleming, Municipal Judge; Lynn Smith, Human Resources Director; Kym Wilkerson, Planning and Development Deputy Director; Katie Dennis, Planner; Braxton Fleming, Public Works Deputy Director; Ted Dudley, Public Utilities Director; Ashley Smith, Parks and Recreation Director; and Alicia Shelley, City Clerk.

**OTHERS:** There were approximately 20 others in attendance.

**CALL TO ORDER:** Mayor Blain called the meeting to order. Brandon Wilson of Ekklesia Christian Church gave the invocation and led the Pledge of Allegiance.

The requirements for posting notice of this meeting under South Carolina's Freedom of Information Act (FOIA) were met.

**CONSENT AGENDA:**

- A. Final Reading of Ordinance #ZA2025-02-03 (A) to annex approximately 1.06 acres of property located at 4100 Hagwood Circle (PIN 324-04-02-0006), and request to rezone from the Horry County Commercial Forest Agriculture (CFA) district to the City of Conway Low/Medium-Density Residential (R-1).**
- B. Final Reading of Ordinance #ZA2025-02-03 (B) to annex approximately 7.62+/- (total) acres of property located at 1705 Highway 501 and on East Cox Ferry Road (PINs 383-01-02-0030 & 383-01-03-0002), and rezone from the Horry County Highway Commercial (HC) and High Bulk Retail (RE4) districts to the City of Conway Highway Commercial (HC) and Light Industrial (LI) districts.**
- C. Final Reading of Ordinance #ZA2025-02-03 (C) to amend Article 11- Signage, of the City of Conway Unified Development Ordinance (UDO) regarding general provisions, exempt and prohibited signs, sign standards by zoning district and sign type, and applications and permits for signs.**
- D. Final Reading of Ordinance #2025-02-03 (D) to amend Title 8 Motor Vehicles and Traffic, Chapter 5 Off-Highway Vehicles, of the City of Conway Code of Ordinances.**
- E. Final Reading of Ordinance #ZA2024-11-04 (F), to annex approximately 4.50 acres of property located on Highway 501, near Conbraco Circle (PIN 399-08-01-0001), and**

**rezone from the Horry County Limited Industrial (LI) district to the City of Conway Highway Commercial (HC) district.**

**F. Approval of January 21, 2025 Council Meeting Minutes**

**APPROVAL OF CONSENT AGENDA: Motion:** Butler made a motion, seconded by White to approve the February 3, 2025 consent agenda. **Vote:** Unanimous. Motion carried.

**SPECIAL PRESENTATION:**

- A. Recognition of 2024 Retirees** – Blain, Emrick and Butler recognized the following 2024 retirees: Anthony Collins – 19 Years, Shop; James Friday – 9 Years, Public Utilities; John Friestad – 8 Years, Public Utilities; John Rabon – 15 Years, Solid Waste; and Joseph “Andy” Roumillat (absent) – 8 Years, Solid Waste.
- B. Presentation of January 2025 Longevity Awards – 5 Years: Derick Carter, Public Utilities; 10 Years: Hayden Witt, Fire; 10 Years: Theodore “Teddy” Bryant, Public Utilities; 20 Years: Jamie Givens, Public Utilities; 25 Years: Jeannie Quilimaco, Police** – Blain and Emrick presented the January 2025 longevity awards.
- C. Presentation of the 2024 City of Conway Audit Report - Nathan Skipper, Smith Sapp CPAs** – Nathan Skipper of Smith Sapp CPAs gave a brief overview of the independent auditor’s report regarding the City’s Annual Comprehensive Financial Report for the fiscal year ended June 30, 2024. Skipper stated that there are no non-compliance issues to report and that there is no better audit report that can be issued than the one that he is issuing for the City. Skipper said that the annual reporting that the city finance department does go far beyond what is required and has received the Government Finance Officers Associate (GFOA) Certificate of Achievement for Excellence in financial reporting for 30 years and Skipper said that it is expected to continue.

**FIRST READING:**

- A. First Reading of Ordinance #ZA2025-02-18 (A) to annex approximately 1.4 acres of property located at 2837 Long Avenue Ext (PIN 32410040003), and request to rezone from the Horry County Residential, no mobile homes allowed (SF40) district to the City of Conway Low/Medium-Density Residential (R-1) district.** Wilkerson stated that this annexation application was submitted as a requirement to connect to city utility services. The property is within the Long Farm subdivision and there is an existing single-family home on the property. Wilkerson said that staff recommended approval of first reading.

**Motion:** White made a motion, seconded by Hardwick to approve first reading of Ordinance #ZA2025-02-18 (A). **Vote:** Unanimous. Motion carried.

- B. First Reading of Ordinance #ZA2025-02-18 (B) to annex approximately 0.92 acres of property located at 4154 Long Avenue Ext (PIN 294-12-02-0006), and request to rezone from the Horry County Commercial Forest Agriculture (CFA) district to the City of Conway Low/Medium-Density Residential (R-1) district.** Wilkerson stated that this annexation application was submitted by the personal representative of the

deceased property owner as a requirement to alter the name on the city utilities services account. There is an existing single-family home located on the property. Wilkerson said that staff recommended approval of first reading.

**Motion:** Hardwick made a motion, seconded by Butler to approve first reading of Ordinance #ZA2025-02-18 (B). **Vote:** Unanimous. Motion carried.

- C. First Reading of Ordinance #ZA2025-02-18 (C) to amend Article 9 – Landscape and Buffering, of the City of Conway Unified Development Ordinance (UDO), regarding requirements for landscaping, buffering, and tree preservation.** This Ordinance #ZA2025-02-18 (C) and the next Ordinance #2025-02-18 (D) were combined. Dennis stated that staff are proposing an amendment to Article 9 of the UDO and Title 3, 4 and 5 of the City’s Code of Ordinances. The changes are to include updated terminology, definition clarification, increased landmark tree size, clarification on penalties assessed by the Tree Board, removal of fines from the fee schedule, updated process of appeals and other housekeeping items to provide a concise and streamlined process for protected and landmark tree removal. Dennis said that these changes have been recommended for approval by the Tree Board, Planning Commission and were discussed previously in workshop and at a special presentation with Council.

There was some discussion regarding the appeal fee and the state law.

**Motion:** Goldfinch made a motion, seconded by Helms to approve first reading of Ordinance #ZA2025-02-18 (C) and Ordinance #2025-02-18 (D). **Vote:** Unanimous. Motion carried.

- D. First Reading of Ordinance #2025-02-18 (D) to amend Title 3 – Public Works, Chapter 4 – Tree Preservation of the City of Conway Code of Ordinances, to repeal this section in its entirety as it relates to the Tree Preservation Ordinance.** See previous motion.

#### **PUBLIC INPUT:**

There was no public input. **Motion:** Blain made a motion, seconded by Jordan to close public input. **Vote:** Unanimous. Motion carried.

#### **CITY ADMINISTRATOR’S REPORT:**

Emrick informed Council of the following:

- Emrick said he would like to start tonight with Valentine’s Day, and he gave an overview of what decorations are back and what staff have added along with the events that are scheduled. Emrick said that the big draw this year is the Gondola rides being sponsored by Conway Medical Center where you can take a short free ride with your special person.
- Emrick informed Council of the increased number of visitors for the holidays comparing 2017 with 2024. Emrick said that the big goal here is for the city to become known as the place to be all year round and said that this calendar year, for the first time ever, the city is likely to hit 2 million visitors to Downtown. Emrick said that Conway is the destination and that is why staff invest in seasonal decorations.

- Emrick told Council that due to the success of the unique way that the city has accomplished these holidays, Emrick has been invited to present at the 2025 South Carolina Rural Summit on March 3 and the topic of his presentation is “How holidays changed the face of Conway and scared its way to success.”
- Emrick announced that the Riverwalk expansion ribbon cutting is this Thursday at 6:00 p.m. behind the former Ocean Fish Market site. Emrick said that this is the best connection that the city has ever had from the river to the downtown, something that was identified as the primary goal of the 2017 Masterplan.
- Emrick reminded Council that the Budget Retreat will be in Rock Hill this year arriving on March 5 and leaving on March 7.
- Emrick said that staff have had reports of people going door to door in the city selling water filtration systems and fraudulently telling people that they are working with the city. Door-to-door sales are illegal, and the city is not doing any business with this outfit or any other like it. Staff are sending something out to our customers and putting something on social media to alert the public.
- Emrick said that staff are working with Rogers Lewis to add properties to the existing Historic District. The Department of Archives and History is reviewing the City’s application on March 21 and if approved it will add nearly 50 properties to the historic district.
- Emrick stated that the Police Department is testing some new technology that is causing a little buzz on social media. Throughout the city gunshot detectors have been installed on black poles and the police are notified if one has been detected.
- Emrick stated that there is one workshop item and no executive session. That item is a review of Title 4 of the Code of Ordinances with some recommended updates and housekeeping.

Blain asked how many new businesses are interested in being in Conway and how the city has grown that way. Howard stated that in 2019 there were 50 empty storefronts and that is not the case now. Howard said that Conway Downtown Alive keeps a list of approximately 20 businesses that are interested in moving into the downtown district and as soon as a property comes available, they are notified so that they may rent that property. She stressed that more retail spaces are needed and Conway Downtown Alive supports the push for new construction.

Goldfinch said that he would like to discuss at budget retreat an incentive that would encourage retail and the food and beverage industries to downtown.

Hardwick added that she would like to balance the professional versus the retail and the restaurants.

White asked what would be done with the Highway 378 properties that the city is buying. Emrick said that live oaks are planted to beautify the corridor and then they are put back on the market for viable businesses.

## **COUNCIL INPUT:**

**Hardwick** thanked staff for their hard work and looks forward to seeing Valentines and having the Riverwalk open.

**Jordan** thanked staff for working out in the snowstorm.

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**Goldfinch** said that the Police Crime Watch meeting is at the Senior Center this Tuesday at 6 p.m. Goldfinch then said that there are wonderful things that people leave out and how all benefits from this behind the scenes work such as the audit report. Goldfinch said that the city is financially solid and told how good and proud he is of staff.

**Helms** announced that the Father Daughter Dance is this Saturday from 5-8 p.m.

**Blain** said that she enjoyed the snow. Blain said that she would like staff to draft an amendment to the Public Input Ordinance that includes ones that also buy services from the city.

#### **WORKSHOP:**

**Updates to Title 4 of the City of Conway Code of Ordinances** – Rogers told council that staff is currently reviewing and making needed corrections and updates to the city's Code of Ordinances and that the latest section to have been reviewed is Title 4, Public Utilities. Rogers said that once council has reviewed updates to all parts of the Code, the entire code will be presented for approval. Rogers gave an update on the significant updates to Title 4 which included the following:

- Section 4-1-5 – This section is updated to require that if a customer has two payments returned in a six-month period, that customer must pay with guaranteed funds (cash, cashier's check, money order) for one year.

- Sec 4-1-13 – This section establishes a restricted fund that has not been funded in many years. Therefore, it is repealed in this update.

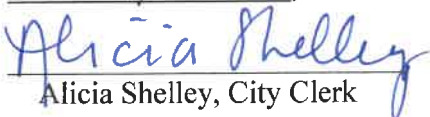
- Sec 4-1-14 – Definitions are added to clarify other sections of the code.

- Section 4-3-6 is added to codify a requirement that property owners maintain clear access to any public utilities' infrastructure on their property so that city staff may easily service such infrastructure.

There was some discussion regarding the percentage of customers that have two payments returned in a 6-month period, number of customers that are on draft, and the number of customers cut off each month for non-payment.

**ADJOURNMENT: Motion:** Goldfinch made a motion, seconded by White to adjourn the meeting. **Vote:** Unanimous. Motion carried.

**APPROVAL OF MINUTES: Minutes** approved by City Council this 18 day of February, 2025.

  
Alicia Shelley, City Clerk