



## **PUBLIC ARTS COMMISSION MEETING AGENDA**

**Wednesday, February 11, 2026, 4:00 PM in Training Room  
1018 2<sup>nd</sup> Avenue South, North Myrtle Beach, SC**

1. CALL TO ORDER
2. ROLL CALL
3. MINUTES
  - A. February 11, 2026
4. COMMUNICATIONS
  - A. SCAC Leadership Conference
  - B. Public Arts Coordinator Site Visit
5. PUBLIC INPUT
6. OLD BUSINESS
  - A. Potential Locations for Public Art
  - B. Call for Artists - Mural Project (Location to Be Determined)
7. NEW BUSINESS
  - A. FY2027 Budget
8. 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, February 11, 2026  
4:00 pm

MINUTES

Jennifer Batten	City Staff:
Katie Charleston (Absent)	Suzanne Pritchard, Planning and Development Assistant Director
Nina Ortiz	Emily Broome, Plan Reviewer/GIS Tech
Becca Willard	Jim Grainger, Parks and Recreation Assistant Director
Lauren Woodward	

**1. CALL TO ORDER**

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

**2. ROLL CALL**

**3. MINUTES**

The motion to approve the minutes of January 14<sup>th</sup>, 2026, and January 21<sup>st</sup>, 2026, meetings was made by Commissioner Ortiz and seconded by Commissioner Woodward. Commissioner Batten called for a vote. The motion was passed 4-0.

**4. COMMUNICATIONS**

Commissioner Batten shares that she will be attending the South Carolina Arts Commission's Arts Leadership Institute in Greenville on February 24<sup>th</sup>, 2026.

Commissioner Batten shares that she met with the Executive Director of Conway Downtown Alive to discuss their utilization of public art in their newly renovated downtown. She suggests that a consultant may be helpful in making suggestions regarding areas that could be improved.

Assistant Director Pritchard states to the Commission that there had been an error when awarding the façade grants at the last meeting. She explains that the program requirements set a maximum of \$25,000 per recipient and one applicant was awarded \$35,000. She suggests the Commission adjust the amounts to \$25,000 for Kings on the Beach, \$8,000 for Greg Rowles Legacy Theater, and up to \$17,000 for Black Peral Mini Golf to account for the maximum.

Commissioner Woodward motions to approve these amounts, Commission Willard seconds. The motion was passed 4-0.

**5. PUBLIC INPUT**

None

## **6. NEW BUSINESS**

### **a. Update on the Cultural District Process**

Emily Broome, Plan Reviewer/GIS Technician, states she sent a preliminary draft of the Cultural District on Main Street, with a list of all cultural assets located within the District to the Public Art Coordinator at the South Carolina Arts Commission.

The Public Arts Coordinator responds that she would like to have an online meeting with Staff and invited Commissioners to join if they were available on February 18<sup>th</sup>, 2026, at 10:00am. This meeting is to discuss updated program requirements and to scheduling a preliminary site visit.

### **b. Draft Bylaws**

Assistant Director Pritchard reads a draft of the bylaws (full text in meeting agenda).

Commissioner Batten motions to authorize staff to take these bylaws to City Council for approval, Commissioner Willard seconds. The motion was approved 4-0.

### **c. Potential Locations for Public Art**

Commissioner Batten inquires if it is in the Commission's best interest to have a mural at the public bathroom on 17<sup>th</sup> Ave S. Assistant Director Pritchard responded that it is the City's intention to use this money to activate public spaces through art and this site would be a visible feature to accomplish that.

Jim Grainger, Parks and Recreation Assistant Director, suggests having some of the local high school or college students complete a mural. Commissioner Woodward says this would be a possibility through the North Myrtle Beach High School's National Arts Honor Society but is unsure how long it would take the students since it is volunteer based. Commissioner Ortiz mentioned that there is a similar program through Coastal Carolina University where art students can take a mural class.

Commissioner Batten states she is still struggling with the idea of a bathroom as the Commission's first project because the way the bathroom looks now is nice. Assistant Director Grainger responds when this idea was first presented the bathroom did not look finished, which is why a mural was suggested. He also states that 17<sup>th</sup> Ave S is one of the City's historic main streets, making it a good place to have public art.

Commissioner Woodward states she does not know where there are other options for a mural. Assistant Director Pritchard lists the City's historic main streets, 17<sup>th</sup> Ave S, 37<sup>th</sup> Ave S, Main Street, and Sea Mountain Hwy, which can all be found in Chapters 5 and 6 of the Comprehensive Plan.

Commissioner Ortiz mentions, from her experience as an artist, she would be happy to paint any location. She also agrees that she would like to see more options for mural locations before deciding on the Commission's first project.

Commissioner Willard states that the 17<sup>th</sup> Ave S bathroom is the only location that has been presented to them so far. Commissioner Woodward agrees and adds that she would like to see specific location options within the historic main streets.

Commissioner Woodward asks if there is anywhere in McLean Park that has room for a mural. Assistant Director Grainger says there is a retaining wall behind the tennis courts, but he is unsure how visible it is. He adds there are not many City buildings with open walls for a mural.

Commissioner Batten states she does not know where the City buildings are. Assistant Director Pritchard responds there is information in the Comprehensive Plan, but the Commission should keep in mind the City is also working on a campus master plan, where there would be plenty of opportunities for public art in the future.

Commissioner Ortiz asks if the City would be interested in a sculpture on the public beach access. Commissioner Woodward states that she likes the look of the Cherry Grove Oceanfront Park and suggests a sculpture could go there. Assistant Director Pritchard responds that she wasn't sure if there would be space in the public beach access and there is concern with the expedited timeline of the current funding.

Commissioner Willard suggests a statue in the new sports complex. Commissioner Batten responds that it wouldn't be within the historic main streets the Commission should be focusing on. Assistant Director Pritchard responds the current comprehensive plan update will address creating a district west of the Intercoastal Waterway, so it is something the Commission can look into in the future.

Commissioner Batten asks if the public art project must be visual art. Assistant Director Pritchard responds that it does not have to be visual art. An example would be adding lights onto the swing bridge. She emphasizes that many public art projects are intended to hide infrastructure in a city. Commissioner Ortiz notes there is a wall by the swing bridge where a mural could go.

Commissioner Willard asks if there was anything they could do to make the stage on Main Street bigger. Assistant Director Grainger says that space in the Main Street beach access is limited because of a drainage easement, but there would be an opportunity for sponsored banners.

Assistant Director Grainger points out there are water tanks at the base of the Barefoot bridge.

Assistant Director Pritchard mentions a project done through the Myrtle Beach Bike and Pedestrian Committee where they put art on all the public utility boxes. Assistant Director Grainger says Parks and Recreation Department has had trouble with getting permission from Santee Cooper to do something similar.

Commissioner Batten states she wouldn't like to draw attention to the utility boxes and adding art would make them more visible. She adds that utility boxes don't seem like a place for art and spaces should be created to highlight the art. Assistant Director Pritchard responds that the intention would be to activate public spaces, since you can't get rid of them, there is an opportunity to make them a more joyful part of the streetscape as opposed to trying to hide them.

Commissioner Batten mentions that she would like to put money into the way art is hung in City Hall. She states glass walls are not secure enough for artists to feel comfortable hanging their art. Assistant Director Pritchard responds that it is a project the Commission can work on. She adds that there is a wall in the administration wing of City Hall that was intended to have a mural.

Commissioner Willard mentions there is also a wall in the J Bryan Floyd Community Center for a mural.

Commissioner Woodward mentions the stage on Main Street, asking if expanding the stage temporarily for shows would be a possibility. Assistant Director Grainger states that to get pieces of the stage moved for every show it would be around \$6,000 every time they put up and taken down.

Commissioner Batten states that she supports funding going to Main Street as some of the more historic buildings are beginning to look dilapidated and there are opportunities to improve the entire streetscape. Commissioner Woodward agrees and mentions Harold Worley's redevelopment of the first block of Main Street will help improve the look of Main Street. She continues that there are opportunities for sculpture work there, bringing a similar feeling to some of the courtyards in New Orleans.

Assistant Director Pritchard suggests that the Commission release a call to the local community of professional artists to show that the Commission is working to support local art and artists through public art projects. Commissioner Ortiz asks where the artists are going to support and there needs to be a space.

Assistant Director Pritchard states the current sites that have been considered are the 17<sup>th</sup> Ave S bathroom, the wall in the administration wing of City Hall, and the J Bryan Floyd Community Center.

Commissioner Woodward states she is supportive of the J Bryan Floyd Community Center because it is the most publicly visible site. Commissioner Batten asks if the Cherry Grove Fire Station could be the site for a mural. Assistant Director Pritchard responds that the City is looking to relocate that fire station due to flooding.

Commissioner Batten states she is supportive of improving the area for art in City Hall. Commissioner Ortiz mentions that the Charleston City Hall holds openings and galleries for artists, and this could be an opportunity for the City to support local artists and the art community. Commissioner Woodward says the Commission could split the funding for creating a reception area in City Hall and a mural for J Bryan Floyd. She adds that there is also potential to set up an art crawl where different art galleries in the City are advertised. Commissioner Ortiz notes that there is something similar to that in Myrtle Beach. Assistant Director Pritchard responds that there is budget for communication efforts like that.

Commissioner Ortiz shares that she has an idea to create a coloring book for North Myrtle Beach that features local artists. It would feature original artwork from iconic scenes in North Myrtle Beach and include an outline of the piece so it can be colored as well. Commissioner Woodward states she likes this idea and there could also be collaboration with local businesses to buy prints of the artwork or using a hashtag created by the City.

Assistant Director Pritchard asks if the Commission would like to table this issue for the rest of the meeting so the Commission can do further research.

**d. Call for Artists – Mural Project (Location to be Determined)**

Assistant Director Pritchard suggested this item be postponed until the Commission voted on a location for a mural. The Commission agreed.

**7. ADJOURNMENT**

Commissioner Batten called for a motion to end the meeting. Commissioner Woodward motioned to adjourn the meeting and was seconded by Commissioner Ortiz. The motion to adjourn was passed 4-0. The meeting adjourned at 5:26pm.

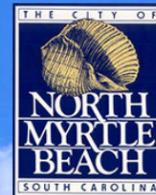
<b>Public Arts Commission Decision Memorandum</b>	<b>Meeting Date:</b> March 11, 2026	<b>6A</b>
<b>Subject:</b> Potential Locations for Public Art	<b>Prepared by:</b> Emily Broome	
<p><b><u>Issue:</u></b>  The Public Arts Commission is asked to continue discussing potential locations for future public art installations and provide direction on how locations should be identified and evaluated moving forward.</p> <p><b><u>Proposed Action:</u></b></p> <ol style="list-style-type: none"> <li>1. Invite Commissioners to share additional locations they have identified for future public art consideration.</li> <li>2. Provide guidance on criteria and process for evaluating and prioritizing potential public art locations.</li> </ol> <p><b><u>Recommendation:</u></b>  Staff recommend that the Public Arts Commission identify and rank potential locations for public art in the City and discuss how locations should be identified and evaluated in the future.</p> <p><b><u>Background:</u></b>  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. Commissioners have expressed interest in independently identifying additional locations throughout the City for future discussion.</p> <p><b><u>Analysis:</u></b>  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.</p>		

<b>Public Arts Commission Decision Memorandum</b>	<b>Meeting Date:</b> March 11, 2026	<b>6B</b>
<b>Subject:</b> Call for Artists – Mural Project (Location to Be Determined)	<b>Prepared by:</b> Suzanne Pritchard	
<p><b><u>Issue:</u></b>  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><b><u>Proposed Action:</u></b></p> <ol style="list-style-type: none"> <li>1. Discuss the scope and intent of a call for artists focused on a mural project.</li> <li>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.</li> </ol> <p><b><u>Recommendation:</u></b>  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><b><u>Background:</u></b>  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><b><u>Analysis:</u></b>  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>		

<b>Public Arts Commission Decision Memorandum</b>	<b>Meeting Date:</b> March 11, 2026	<b>7A</b>
<b>Subject:</b> Budget Discussion for Fiscal Year 2027	<b>Prepared by:</b> Suzanne Pritchard	
<p><b><u>Issue:</u></b>  The Public Arts Commission is asked to review and provide a recommendation regarding proposed funding levels for the Public Arts Program as part of the City’s FY27 budget process, including funding for façade improvement grants and public art initiatives.</p> <p><b><u>Proposed Action:</u></b></p> <ol style="list-style-type: none"> <li>1. Review the proposed FY27 funding framework for the Public Arts Program.</li> <li>2. Provide feedback on program priorities and potential program refinements.</li> <li>3. Recommend that City Council consider allocating \$100,000 for the Façade Grant Program and \$200,000 for public art initiatives as part of the FY27 budget.</li> </ol> <p><b><u>Recommendation:</u></b>  Staff recommends that the Public Arts Commission support a funding framework for FY27 that includes \$100,000 for the Façade Grant Program and \$200,000 for public art initiatives and forward this recommendation to City Council for consideration during the upcoming budget discussions.</p> <p><b><u>Background:</u></b>  The City established the Public Arts Commission to guide public art initiatives, administer façade improvement grants, and promote arts and culture as tools for placemaking and economic development. These efforts directly support the City’s Comprehensive Plan, which identifies Main Street, Sea Mountain Highway, 17th Avenue South, and 37th Avenue South as priority corridors for reinvestment and enhanced design quality.</p> <p>In FY26, the City launched the Façade Grant Program as a pilot initiative with \$50,000 in funding to encourage improvements to highly visible commercial storefronts. The program generated significant interest and demonstrated the potential for façade improvements to enhance corridor character and support small business reinvestment. As the Public Arts Commission continues to develop the City’s public art program, additional funding will allow the City to begin implementing public art projects, including murals, artist commissions, and other placemaking initiatives in publicly visible locations throughout the City.</p> <p><b><u>Analysis:</u></b>  Increasing façade grant funding to \$100,000 in FY27 would allow the City to expand upon the initial pilot program and support additional façade improvements in key commercial corridors. These types of improvements can produce visible upgrades to storefronts and contribute to the character and vitality of the City’s commercial areas.</p> <p>As the program evolves, the Commission may also wish to consider whether the Façade Grant</p>		

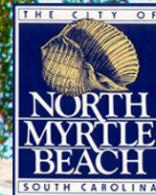
Program should be expanded to include additional commercial corridors, such as portions of the Highway 17 corridor, where façade improvements could meaningfully improve the visual character. The Commission may also wish to explore whether complementary improvements within the public right-of-way, such as streetscape elements, could further support corridor revitalization efforts and be included in the program.

Establishing \$200,000 in funding for public art initiatives would allow the City to expand implementation of projects recommended by the Public Arts Commission, including murals, artist commissions, and other site-specific installations that enhance public spaces and reinforce North Myrtle Beach's sense of place.



# Planning & Development: Growth and Community through Comprehensive Planning, Regulation, and Enforcement

2025 BUDGET RETREAT · APRIL 14-15, 2025



LEOGOMEZSTUDIO

# Creating a Public Art Program for North Myrtle Beach

*Hello*



**PROMOTE  
CULTURAL  
HISTORY**



**ENHANCE  
PUBLIC  
SPACES**



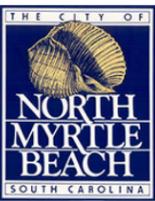
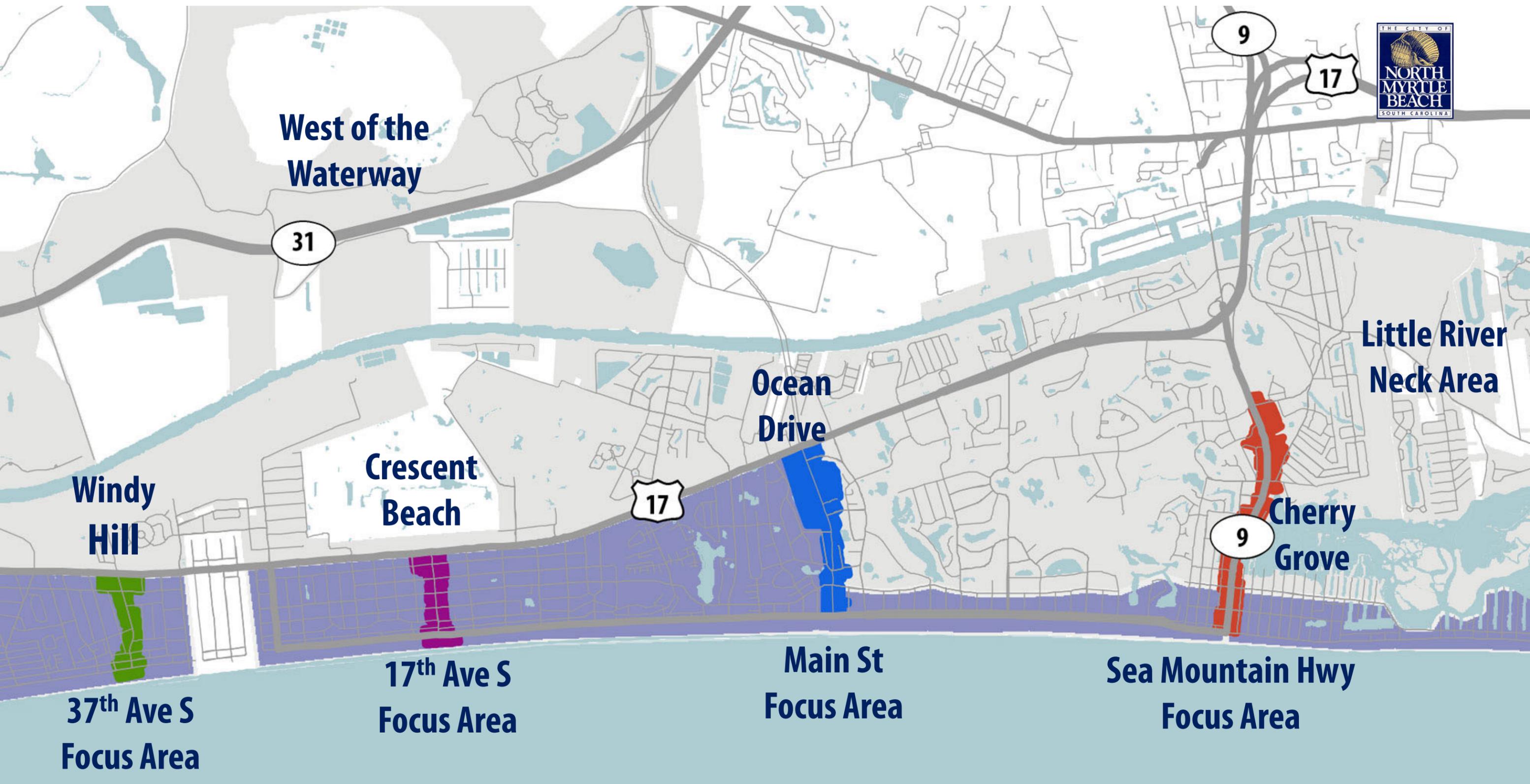
**INSPIRE CIVIC  
PRIDE**



**INTEGRATE  
URBAN  
INFRASTRUCTURE**



**Where & Why?**



# Create a Sense of Place/Identity

- 
1. **Possibilities for Strategic Alignment**
    - A. **State Cultural District Program**
    - B. **Overlay District with Strengthened Architectural Standards**
    - C. **Strengthen City Historic Main Streets**
  2. **Steering Committee?**
    - A. **Artist Selection Process**
    - B. **Materials, Guidelines**
  3. **Funding?**

- **Local/National Foundations**
- **Sponsorships**
- **City Government**
  - **Capital Improvements Funding**
  - **Fees tied to Development**
- **Individual Donors**

<b>Budget Category</b>	<b>Allocation</b>
<b>Façade Improvement Grant Program</b>	<b>\$50,000</b>
<b>Public Art – Murals (2-3) (Artist Stipends &amp; Materials)</b>	<b>\$20,000</b>
<b>Public Art – Sculptures (1+) (Commission/Installation)</b>	<b>\$20,000</b>
<b>Community Engagement &amp; Outreach</b>	<b>\$5,000</b>
<b>Maintenance &amp; Conservation Reserve</b>	<b>\$5,000</b>
<b>Administration &amp; Promotion</b>	<b>\$2,000</b>
<b>Contingency</b>	<b>\$5,000</b>
<b>Total First-Year Budget</b>	<b>\$107,000</b>

# Year 1 Possible Budget