From: John Pedersen
To: Brenda Bethune; Gregg Smith; Jackie Hatley; John Krajc; Mike Chestnut; Mike Lowder; PRender@cityofmyrtlebeach.com
Cc: Lauren Clever; Brian Schmitt; Angela Kegler, PhD; Fox Simons; Lisa Wallace; Mark Kruea; Michelle Shumpert CPA, CGS; Mike Shelton; WABryan@cityofmyrtlebeach.com
Subject: FW: [External]
Date: Tuesday, June 2, 2020 10:43:48 AM

Good morning. In April of 2019 Council approved a boardwalk vendor franchise agreement with Ms. Keisha Moyd at 6th Avenue North in order to allow her to vend Fruit Slushies, SnoCones, Assorted Snacks and drinks. As Brian notes below, she would like to substitute her shaved ice product for pre-packaged novelty Ice-Cream. I believe that for the purposes of this discussion that can be classified as "Assorted Snacks". Brian has spoken with her and recommended that we allow the change. I support this recommendation. As he notes, other vendors are not have not listed novelty ice cream as their product and Riccardi's is a mildly similar product to the shaved ice. COVID-19 concerns also promote the alternative to a safer pre-packaged option.

I have given her the go-ahead through this weekend pending feedback from Council to the contrary. We may get some push back from Mike Mullinix on this, but I really do not see this hurting his business in any serious way.

Please let me know if this interpretation gives you heartburn.

Thank you.

John

photograph

The employees of the City of Myrtle Beach are a diverse group of individuals who blend their unique talents to create the most effective, elite team of public servants in South Carolina.

John Pedersen

City Manager

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From: Brian Schmitt <bschmitt@cityofmyrtlebeach.com>
Sent: Monday, May 25, 2020 9:14 AM
To: John Pedersen <JPedersen@cityofmyrtlebeach.com>; Lauren Clever <LClever@cityofmyrtlebeach.com>
Subject: FW: [External]

John,

Please see the request below from one of our BW Franchise vendors.

Keisha operates the first location (6th Ave. North). She would like to substitute her Shaved Ice product for pre-packaged novelty Ice-Cream. I have spoken with her on the issue and recommend we allow the change. From a competitive standpoint, other vendors are not have not listed novelty ice cream as their product and Riccardi's is a mildly similar product to the shaved ice. COVID-19 concerns also promote the alternative to a safer pre-packaged option.

If you agree, please let me know and I'll reach out to Keisha with approval.

As for the other vendors FYI… all have expressed concerns about opening their locations too soon. They want to be sure their employees are returning to a safe and profitable environment. Agreements state that the vendor must operate everyday June 1 – August 31; and that is making them nervous. Are you okay with these operators delaying their start date? Do you have an alternative date to recommend? Happy to discuss further with you.

Thank you,

photograph

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Brian Schmitt

Downtown Development Office – Executive Assistant

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From: Keisha Moyd <keishamoyd65@gmail.com>
Sent: Friday, May 22, 2020 4:45 PM
To: Brian Schmitt <bschmitt@cityofmyrtlebeach.com>
Subject: [External]

Good afternoon Brian
I would like to
Substitute the shave ice to frozen novelties to 6 ave
With covid 19 is still at large
We are uncertain as to what business is going to be like
I have to shave the ice and am scared I probly
Won't get any business
The novelties are prepackaged
For that reason
I would like to go in that direction
Your kind consideration is appreciated

Yours respectfully
Keisha Moyd
Irie Cafe