



KEEP HORRY COUNTY BEAUTIFUL COMMITTEE

PARKS & OPEN SPACE BOARD SUBCOMMITTEE



MEETING AGENDA

Tuesday, October 29, 2024 11:30 AM
Multipurpose Room B
Government & Justice Center in Conway, SC

Our Mission: Horry County – Keep It Clean!

- I. Call to Order
- II. Pledge of Allegiance
- III. Introduction of Members
- IV. Public Input
- V. Approval of Previous Meeting Minutes
 - A. Approval of Meeting Minutes July, 23, 2024
 - B. Approval of Meeting Minutes August 20, 2024
- VII. Discussion
 - A. Strategic Plan
 - B. Staff Member Updates
 - C. Committee Member Updates
- VIII. Announcements
 - A. Keep Horry County Beautiful Meeting – November 26, 2024 at 11:30am in Multipurpose Room B of the Government & Justice Center in Conway, SC
 - B. Parks and Open Space Board Meeting – November 12, 2024 at 12:00pm at the James R Frazier Community Center
 - C. Vereen Memorial Historical Gardens Committee – November 14, 2024 at 9:00am in the Conference Room of the C.B. Berry Community Center in Little River
- IX. Adjourn

KEEP HORRY COUNTY BEAUTIFUL COMMITTEE

1st Term Expires: 12/31/25
Chairman

James “Trapper” Fowler
5075 Adrian Hwy
Conway, SC 29526
e-mail: trapperf@scccl.org

Phone: 843 333-7355

1st Term Expires: 12/31/25
Vice-Chairman

Cassandra “Cassie” LaValley
4322 Bradford Circle
Myrtle Beach, SC 29588
email: cjratliff@coastal.edu

Phone: 843-349-2763

1st Term Expires: 12/31/24

Catherine Watts
3054 Hwy 90
Conway, SC 29526
email: cwatts4@clemson.edu

Phone: 843-457-1908

1st Term Expires: 12/31/24

VACANT
e-mail:

Phone: 703-887-5454

2nd Term Expires:
12/31/26

Edna DeWitt
3330 Blain Lane
Conway, SC 29527
e-mail: edwil@sccoast.net

Phone: 843-333-1796

Term Expires: 12/31/26

VACANT
e-mail:

Phone:

1st Term Expires: 12/31/26

Vincent Lehotsky
105 Augusta Plantation Drive
Myrtle Beach, SC 29579
e-mail: vincentlehotsky@aol.com

Phone: 843-231-8184

Term Expires: 12/31/2025

VACANT
e-mail:

Phone:

Term Expires: 12/31/25

VACANT
e-mail:

Phone:



KEEP HORRY COUNTY BEAUTIFUL SCHEDULE 2024

Committee Meetings are held in the Multi-purpose Rooms of the Government & Justice Center located at 1301 Second Avenue in Conway. All interested citizens are invited to attend.

Date	Time	Event
January 30, 2024	11:30AM – 1:30PM	Board Meeting – Multipurpose Room B of the Government & Justice Center
March 19, 2024	11:30AM – 1:30PM	Litter Coordinators Meeting- Multipurpose Room B of the Government & Justice Center
April 30, 2024	11:30AM – 1:30PM	Board Meeting- Multipurpose Room B of the Government & Justice Center
May 28, 2024	11:30AM – 1:30PM	Board Meeting- Multipurpose Room B of the Government & Justice Center
June 25, 2024	11:30AM – 1:30PM	Strategic Planning Workshop - Multipurpose Room B of the Government & Justice Center
July 23, 2024	11:30AM – 1:30PM	Board Meeting - Multipurpose Room B of the Government & Justice Center
August 20, 2024	11:30AM – 1:30PM	Litter Coordinators Meeting- Multipurpose Room B of the Government & Justice Center
October 29, 2024	11:30AM – 1:30PM	Board Meeting - Multipurpose Room B of the Government & Justice Center
November 26, 2024	11:30AM – 1:30PM	Board Meeting - Multipurpose Room B of the Government & Justice Center

* Keep Horry County Beautiful will not hold a meeting in the following months:

February 2024 – No Meeting so that Board can hold the Annual Litter Index

September 2024 – No Meeting

December 2024 – No Meeting

STATE OF SOUTH CAROLINA

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Horry County Government

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Keep Horry County Beautiful

COUNTY OF HORRY

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Tuesday, July 23, 2024

The Keep Horry County Beautiful Committee met on Tuesday, July 23, 2024 at 11:30am at the Government & Justice Center, Multipurpose Room B in Conway, SC 29526.

The following Committee members were present: James “Trapper” Fowler, Vincent Lehotsky, Catherine Watts, and Cassandra “Cassie” LaValley.

Members Absent: Edna DeWitt

Staff Present: Michaela LeMay, staff liaison; Ray Dunham, Director, Taylor Crocker, Admin Assistant

Others Present: Betsy Fay

In accordance with the SCFOIA, notices of the public meeting were sent to the press (and other interested persons and organizations requesting notification) providing the agenda, date, time, and place of the meeting.

CALL TO ORDER

Chairman James “Trapper” Fowler called the meeting to order at 11:32am.

PLEDGE

Chairman Fowler led the Pledge of Allegiance.

INTRODUCTION OF MEMBERS

Chairman Fowler invited the Committee and meeting attendees to introduce themselves.

PUBLIC INPUT

Betsy Fay reported for Beautify Carolina Forest received the money from the Tree Mitigation Fund for their tree planting project. She also brought attention to an area near an older car wash that was covered in litter. She stated that the car wash seemed to lack trash cans and that this could be the cause of the litter that was now accumulating in the ditch behind the car wash. Ms. Fay was unsure if it was still an operating car wash. She stated that it has been cleaned and has remained clean but something to keep on the radar for the future. Director Dunham encouraged her to keep us posted so that we can ensure it stays cleaned-up.

APPROVAL OF PREVIOUS MEETING MINUTES

Approval of May 28, 2024 Minutes,

Chairman Fowler called for a motion to approve the May meeting minutes. Cassandra LaValley motioned for approval and Catherine Watts seconded the motion. Chairman Fowler called for a vote and the May meeting minutes were approved unanimously.

Approval of June 25, 2024 Minutes,

Chairman Fowler called for a motion to approve the June meeting minutes. Cassandra LaValley motioned for approval and Catherine Watts seconded the motion. Chairman Fowler called for a vote and the June meeting minutes were approved unanimously.

DISCUSSION

Chairman Fowler brought attention to the in-progress copy of the 2025 Action Plan. The Committee took a moment to review, and Betsy Fay asked to give input. Chairman Fowler invited her to speak. She brought attention to item B23 involving the Cover-Your-Load-Campaign, stating that if enforced, could really change the amount of litter seen throughout the county.

Chairman Fowler stated that many are uneducated, himself included, on this. He stated that to bring this back, working on education and passing out tarps would need to be prioritized. Focusing on Solid Waste Authority sites would be the ideal area for Committee members to do this.

Catherine Watts stated that Clemson Extension already has informational handouts on this and that she would gladly try to get a copy for the Committee to look at. Director Dunham stated that it would be ideal for Keep Horry County Beautiful to make their own.

Chairman Fowler brought up that the Committee would need to handout durable tarps that would not be too large for truck beds. Additionally, he stated it would be sensible to hand out something to secure the tarp too. Director Dunham and Trapper Fowler discussed using bungees or ties to accomplish this task.

Cassandra LaValley stated that looking at the signage at the Solid Waste Authority might also help with this issue.

Director Dunham also stated that he would gladly speak to Horry County Police Department about enforcing Cover-Your-Load issues.

Chairman Fowler suggested that the Committee do some homework by reviewing the rest of the proposed 2025 Action Plan before the next meeting to be more productive.

Board Member Updates

Cassandra LaValley updated with news that Sustain Coastal had applied for a NOAA grant with the South Carolina Aquarium and was awarded it. The coalition will start in October and they are excited about the prospect they can do to drive litter control efforts.

Trapper Fowler updated the committee with news of a litter sweep being planned in North Myrtle Beach for August 30, 2024 with Coastal Conservation. This will be in part with the College of Charleston litter sort and the same efforts will be done in Beaufort and Charleston, South Carolina. Litter will be sorted identically after the sweep takes place for data collection. He promised to send updates on this event to the Committee when more concrete plans were made.

ANNOUNCEMENTS

Next Keep Horry County Beautiful Meeting – August 20, 2024 11:30am in Multipurpose Room B of the Government & Justice Center, Conway

Next Parks and Open Space Board Meeting – August 6, 2024 in Multipurpose Room B of the Government & Justice Center, Conway

Next Vereen Memorial Historical Gardens Committee – July 25, 2024 at 9:30am in the Conference Room at C.B. Berry Community Center in Little River

ADJOURN

With no further discussion, the meeting was adjourned at approximately 12:17pm.

STATE OF SOUTH CAROLINA

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Horry County Government

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Keep Horry County Beautiful

COUNTY OF HORRY

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Tuesday, August, 20, 2024

The Keep Horry County Beautiful Committee met on Tuesday, August 20, 2024 at 11:30am at the Government & Justice Center, Multipurpose Room B in Conway, SC 29526.

The following Committee members were present: Vincent Lehotsky, Catherine Watts, and Edna DeWitt

Members Absent: James “Trapper” Fowler and Cassandra LaValley

Staff Present: Michaela LeMay, staff liaison; Ray Dunham, Director

Others Present: Betsy Fay

In accordance with the SCFOIA, notices of the public meeting were sent to the press (and other interested persons and organizations requesting notification) providing the agenda, date, time, and place of the meeting.

CALL TO ORDER

Catherine Watts called the meeting to order at 11:34am.

PLEDGE

Catherine Watts led the Pledge of Allegiance.

INTRODUCTION OF MEMBERS

Catherine Watts invited the Committee and meeting attendees to introduce themselves.

PUBLIC INPUT

Betsy Fay reported for Beautify Carolina Forest. She stated they had a successful weekend of clean up, much needed after storm Debbie. In addition to their usual volunteers, they had a Boy Scout group of twenty youth and adult participants who helped pick up litter. Betsy stated that they might be interested in more long-term volunteer opportunities with Beautify Carolina Forest.

She reported a dump site found behind Ollies on Carolina Forest Boulevard. They reported the site to enforcement. Betsy updated that the car wash brought up in the July 2024 meeting seemed to be maintained and that the litter was not out of control any more.

APPROVAL OF PREVIOUS MEETING MINUTES

With no quorum present, meeting minutes were not approved.

DISCUSSION

Catherine Watts introduced the 2025 Action Plan and was prepared with notes from Trapper Fowler and Cassandra LaValley on their edits. Catherine brought up that Trapper would like the B6 (Support and maintain library and recreation center buckets) to the staff list. Michaela LeMay agreed and would edit that onto the staff list for the future.

Catherine stated that Trapper held concerns over item B3 (Install signs to recognize projects completed by Keep Horry County Beautiful and partners) because it was such a large undertaking. Ray Dunham stated that he would check to see if it was something Public Works could take over and would inform them at the next meeting.

Catherine brought attention to item B8 (Develop a local program to recognize businesses/entities for being apart of Keep Horry County Beautiful). She discussed the Bring Your Own Campaign and mentioned that stickers or plaques for businesses promoting green movements should be further recognized. Vincent Lehotsky suggested that it be looked into flying a banner plane next summer.

Catherine stated that B11 (Utilize the Litter Index as a tool to market Keep Horry County Beautiful and engage with Council on litter programs for prevention and reduction) should remain on the 2025 Action Plan. Vincent Lehotsky stated that he would like to see River Oaks added to the Litter Index for the future and that he would talk about it more in his updates.

Catherine highlighted B18 (Maintain existing rain garden and work on plans to implement new installations as desired and fiscally possible as part of beautification project) as an item to keep. She questioned whether the current rain garden at James R Frasier Community Center was kept up with by Parks and Recreation staff. Michaela LeMay stated that she would check with the Superintendent to see if they did. Ray Dunham suggested that this might be something they could partner with Storm Water on.

Catherine suggested that B20 (Coordinate with other Boards and Commissions on outreach efforts to maximize impact) be kept on the Action Plan. She moved to the last item B23 (Consider the feasibility of re-initiating the Cover-Your-Load campaign) and stated that given the interest from the other members, this should be kept on the Action Plan as well. Vincent Lehotsky suggested that developing a TV commercial be looked into for this item.

Michaela LeMay stated she would make the appropriate edits to the 2025 Action Plan and present them at the next meeting on October 29, 2024.

Board Member Updates

Catherine Watts stated she had no updates to give.

Edna DeWitt asked about how she could go about getting a private area cleaned when it came to large litter on a public road. Ray Dunham suggested she contact Enforcement and they would be able to better answer her questions and assist her.

Vincent Lehotsky updated that on his recent travels to New Jersey he found different styled reusable bags that replaced single-use plastic bags. They were made of felt and different stores used their logos on them or plain. One of the bags was \$.35 and the other \$1.00.

Vincent brought attention to an article in the previous weeks paper that mentioned the clean up efforts made in his area of River Oaks. He also mentioned there seemed to be an increase in the issue of large household trash bags in the roadways on River Oaks. Betsy Fay told him that if he does not touch it and calls enforcement, they can find the person and potentially ticket them, but that the bag cannot be touched

for that to happen. In addition to that he brought attention to the recent addition of new fast food chains in his area and the increase in litter he saw on the roads from those stores.

Vincent's last update was on an interesting piece of litter he found. A pickle jar that contained a pickle wrapped in twine, with nails through it. It was found in the Carolina Forest/ Rover Oaks area and he created a TikTok video of him dissecting it to further educate the public on litter.

Vincent Lehotsky also informed Michaela LeMay that he would like to see the Litter Index included in each agenda for meetings.

Staff Updates

Michaela LeMay updated that the library litter buckets should be in the Horry County Public Libraries by the end of the month. She stated that the Keep American Beautiful Yearly wrap up report was in the process of completion.

Michaela reminded everyone of Trapper's Coastal Conservation League Litter Sweep on August 30th.

Lastly, she updated on the Litter Summit taking place in September. Vincent Lehotsky asked Michaela about the three board members going to the Litter Summit. Michaela and Ray were unaware that this was an option but promised to look into it.

ANNOUNCEMENTS

Next Keep Horry County Beautiful Meeting – October 29, 2024 11:30am in Multipurpose Room B of the Government & Justice Center, Conway

Next Parks and Open Space Board Meeting – September 17, 2024 in Multipurpose Room B of the Government & Justice Center, Conway

Next Vereen Memorial Historical Gardens Committee – September 19, 2024 at 9:30am in the Conference Room at C.B. Berry Community Center in Little River

ADJOURN

With no further discussion, the meeting was adjourned at approximately 12:36pm.

2025 Annual Work Plan for Board

- B2 Host a beautification project and two tree planting events.
- B3 Install signs to recognize projects completed by KHCB and partners
- B4 Host a community recognition event for all volunteers, partners, and litter crews
- B5 Support the SWA "Talking Trash" effort
- B6 Develop a campaign focused on Litter as being 100% preventable
- B7 Develop a local program to recognize businesses/entities for being a part of Keep Horry County Beautiful
- B8 Recognize the businesses helping to beautify Horry County through Facebook posts highlighting "green deeds"
- B9 Highlight KHCB programs, events, and adoptions through local media outlets and the Horry County Public Access Channel
- B10 Utilize the Litter Index as a tool to market KHCB and engage with Council on litter programs for prevention and reduction
- B11 Coordinate on the annual presentation to Council and the resolution to recognize litter crews and adoption groups
- B12 Request data from County departments about litter related tickets, fines, and litter related work orders such as dump sites, illegal signs, and unscheduled litter crew maintenance
- B13 Invite County Police and Public Works to KHCB Board and Subcommittee meetings
- B14 Partner with Police and Public Works on the design of the Litter Index and share the results of the annual condition assessment as a presentation
- B15 Determine locations for cleanups based on the results of the litter index
- B16 Consider options for mitigating litter conditions as related to each district and work with elected and appointed officials to implement
- B17 Maintain existing Rain Garden and work on plans to implement new installations as desired and fiscally possible as part of beautification.
- B18 Coordinate with the SWA on Earth Month events
- B19 Coordinate with other Boards and Commissions on outreach efforts to maximize impact
- B20 Consider partnering with large events countywide for pre-and-post-event volunteer cleanups ("Green Team")
- B21 Support changes to the Special Event Permit ordinance to encourage on-site recycling
- B22 Coordinate with the Planning & Zoning Department to support illegal signage enforcement or recycling
- B23 Consider the feasibility of re-initiating the Cover-Your-Load campaign

2025 Annual Work Plan for Staff

- S1 Manage Community Cleanup Program including supply requests, orders, distribution, collection, reporting and restocking.
- S2 Manage Keep Horry County Beautiful Grants including applications, reporting, and funds
- S3 Post to social media accounts and manage marketing
- S4 Update the KHCB webpage
- S5 Orchestrate coordination with PalmettoPride, Keep South Carolina Beautiful, local affiliates, and Keep America Beautiful
- S6 Engage with Parks & Rec, Public Works, and Police Departments to improve coordination and CCP activities
- S7 Complete budget requests to support the Board and Community Cleanup Program
- S8 Coordinate with County departments on beautification projects
- S9 Support beautification projects as requested with available resources
- S10 Provide staff support to Board for all administrative functions as needed
- S11 Support and maintain library and recreation center displays