



KEEP HORRY COUNTY BEAUTIFUL COMMITTEE

PARKS & OPEN SPACE BOARD SUBCOMMITTEE



MEETING AGENDA

Tuesday, January 7, 2025 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 November, 26, 2024
- VII. Discussion
 - A. Action Plan Updates
 - B. Litter Index
 - C. Staff Updates
 - D. Member Updates
- VIII. Announcements
 - A. Keep Horry County Beautiful Meeting – March 18, at 11:30am in Multipurpose Room B of the Government & Justice Center in Conway, SC
 - B. Parks and Open Space Board Meeting – January 14, 2025 at 12:00pm in Multipurpose Room B of the Government and Justice Center in Conway, SC
 - C. Vereen Memorial Historical Gardens Committee – January 16, 2025 at 9:00am in the Conference Room of the C.B. Berry Community Center in Little River
- IX. Adjourn



KEEP HORRY COUNTY BEAUTIFUL SCHEDULE 2025

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 7, 2025	11:30AM – 1:30PM	Board Meeting – Multipurpose Room B of the Government & Justice Center
March 18, 2025	11:30AM – 1:30PM	Litter Coordinators Meeting- Multipurpose Room B of the Government & Justice Center
April 15, 2025	11:30AM – 1:30PM	Board Meeting- Multipurpose Room B of the Government & Justice Center
May 27, 2025	11:30AM – 1:30PM	Board Meeting- Multipurpose Room B of the Government & Justice Center
June 24, 2025	11:30AM – 1:30PM	Strategic Planning Workshop - Multipurpose Room B of the Government & Justice Center
August 19, 2025	11:30AM – 1:30PM	Board Meeting - Multipurpose Room B of the Government & Justice Center
October 28, 2025	11:30AM – 1:30PM	Litter Coordinators Meeting- Multipurpose Room B of the Government & Justice Center
November 25, 2025	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 2025 – No Meeting so that Board can hold the Annual Litter Index

July 2025- No Meeting

September 2025 – No Meeting

December 2025 – No Meeting

KEEP HORRY COUNTY BEAUTIFUL COMMITTEE

1st Term Expires: 12/31/25

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

Phone: 843 333-7355

1st Term Expires: 12/31/25
Chairwoman

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

Phone: 843-349-2763

1st Term Expires: 12/21/26
Vice-Chairwoman

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

Phone: 843-457-1908

1st Term Expires: 12/31/27

David Allen Rapp
9537 Sullivan Drive,
Murrells Inlet, SC 29586
e-mail: davidrapp199@yahoo.com

Phone: 937-207-4018

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:

STATE OF SOUTH CAROLINA)
)
COUNTY OF HORRY)

Horry County Government
Keep Horry County Beautiful
Tuesday, November 26, 2024

The Keep Horry County Beautiful Committee met on Tuesday, November 26, 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, , James “Trapper” Fowler and David Allen Rapp

Members Absent: Cassandra “Cassie” LaValley and Edna DeWitt

Staff Present: Michaela LeMay, staff liaison; Ray Dunham, Director; Nicole Herrera, Deputy Director; Robert Freeman, Deputy Director

Others Present: Matt Anton

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 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 starting with David Allen Rapp the newly appointed member. Director Ray Dunham introduced Nicole Herrera as the new Deputy Director of Horry County Parks and Recreation

PUBLIC INPUT

Matt Anton was present to observe the meeting.

APPROVAL OF PREVIOUS MEETING MINUTES

Chairman Fowler called for an approval of meeting minutes for October 29, 2024. Vincent Lehotsky motioned for approval and Catherine Watts seconded the motion. **Chairman Fowler called for a vote and the October 29, 2024 meeting minutes were approved unanimously.**

DISCUSSION

Chairman Fowler introduced the first item on the agenda of the 2025 Action Plan. Michaela LeMay updated that after speaking with Mikayla Moskov, Director of Public Information, the Keep Horry County Beautiful Facebook page would no longer exist due to the Administrators wanting to utilize communications through higher reach avenues and pages. Chairman Fowler asked for more clarification. Ms. LeMay stated that there are better avenues for reaching the public with what Keep Horry County Beautiful is doing and we will rework how we recognize volunteers. She stated that their page is not the only one being removed and other subcommittees are also having their pages “deactivated”. Chairman Fowler was curious as to what other subcommittees were experiencing this. Ms. LeMay said that she would ask.

Chairman Fowler moved on and invited Catherine Watts to share the five Action Plan items she would like to see carried over into the 2025 Action Plan. Catherine stated that she would like to see B2 (host a beautification project and two tree plantings) and B17 (Maintain existing rain garden and work on plans to implement new installations as desired and fiscally possible as part of beautification) combined. Chairman Fowler stated he had the same note. They would like the tree planting to be decreased to one planting event. Chairman Fowler would like to see a partnership with Carolina Forest Tree Squad again because in 2024 they were able to give out 80 trees around/on Arbor Day. Chairman Fowler stated that he would be happy to reach out to the contact there.

Visitor Matt raised his hand with a question and Chairman Fowler accepted it. He asked what the cost of 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) would cost. Ms. LeMay and Chairman Fowler stated it would be of no cost to request County data. Matt clarified that he meant more man hours people put in to handle this action item and that present the “save money” effort is beneficial. To stay on pace for the meeting, Chairman Fowler invited Matt to take his contact information or others to continue the conversation outside the workshop meeting. Vincent Lehotsky stated that he previously needed to call enforcement to clean up an area in Loris repeatedly and that he felt he was annoying them. He stated that then he called in drug paraphernalia and they were actually able to identify the culprits and arrest them. Mr Lehotsky then stated that there is also the case of safety for officers cleaning up litter, referencing the tragedy that occurred with an officer on Highway 22.

Catherine Watts continued to identify her top five Action Plan entries. She stated that she found B7 (Develop a local program to recognize businesses/entities for being a part of Keep Horry County Beautiful) as a solid task with the possibility of recognizing restaurants that use renewable options for takeout and stores if they remove plastic bags. She recognized item B15 (Determine locations for cleanups based on the results of the litter index) as something that would be beneficial to the entire County. Lastly, she identified B23 (Consider feasibility of re-initiating the Cover-Your-Load campaign) as something that she would like to see carried over and implemented.

Chairman Fowler asked Vincent Lehotsky to identify his top five Action Plans for 2025 and he had none to recognize. Chairman Fowler had arrived with Cassandra LaValley’s notes so he identified hers. Cassandra LaValley identified B4 (Host a community recognition event for all volunteers, partners, and litter crews), B5 (Support SWA "Talking Trash" effort), B6 (Develop campaign on litter being 100% preventable), and B11 (Coordinate on the annual presentation to Council and the resolution to recognize litter crews and adoption groups) as the items she would like to see carried over on the action plan. Chairman Fowler then moved to his items. He started

with B21 (Support changes to the Special Event Permit ordinance to encourage on-site recycling) and stated that he would love Vincent to partner with him on this entry, Vincent agreed.

Chairman Fowler expanded on Catherine Watt's desire to move B23 on to the 2025 Action Plan, explaining that a Coastal Carolina University student's recent study in Washington state used cargo covers instead of tarps and that might be something to introduce eventually. He also said it would be great to advertise the laws and increase signage at the Solid Waste Authority;

Chairman Fowler also introduced B24 (Support oyster recycling efforts and promote oyster recycling locations) as something he would like to see brought over into the 2025 Action Plan.

Catherine Watts agreed with this and David Allen Rapp asked for explanation. Chairman Fowler explained the concepts behind oyster recycling and the dire need for increased awareness.

Ms LeMay redirected the Committee back on track to stay on time.

Vincent Lehotsky stated he would also be interested in carrying over B9 (Highlight KHCB programs, events, and adoptions through local media outlets and the Horry County Public Access Channel).

Given that all members were not present and David Allen Rapp just joining, Chairman Fowler asked that the edits be made to the 2025 Action Plan and they be tabled until the next meeting for vote. David Allen Rapp presented examples of Cover-Your-Load campaign ads in other counties that could be used but welcomed the idea to further look over the material. Ms. LeMay stated she would make those edits for the next meeting.

Ms LeMay moved to the PowerPoint and gave two dates for a December workday to fix up the existing rain garden at James R Frazier Community Center. The Committee was given the options of Dec 6 or Dec 13. They decided to do December 6, 2024 at 1pm with a goal to end at 3pm.

Chairman Fowler introduced elections and asked if we were able to postpone, given members were absent. Ms. LeMay stated that given the By-Laws state the election must be made at the last meeting of the calendar year, it had to be today. Chairman Fowler asked if anyone had any nominations or motions. Vincent Lohotsky motioned for Cassandra LaValley to be Chairman of Keep Horry County Beautiful for the 2025 calendar year, Catherine Watts seconded the motion.

Chairman Fowler called for a vote and Cassandra LaValley for Chairwoman was approved unanimously.

Chairman Fowler motioned for Catherine Watts to be Vice-Chair for Keep Horry County Beautiful and David Allen Rapp seconded the motion. **Chairman Fowler called for a vote and the Chairman Fowler called for a vote and Catherine Watts for Vice-Chair was approved unanimously.**

Chairman Fowler introduced the next item on the agenda, the 2025 calendar year schedule composed by Ms. LeMay. Ms. LeMay explained that she cut the meeting schedule to eight meetings a year, per the By-Laws and that she removed the "busier" months to avoid schedule conflicts. Chairman Fowler called for a motion to approve the 2025 calendar year schedule.

David Allen Rapp motioned for approval and Vincent Lehotsky seconded the motion. **Chairman Fowler called for a vote and 2025 calendar meeting schedule was approved unanimously.**

Ms LeMay stated that she included two field trip weeks in February if the Committee wanted to field trip to the Solid Waste Authority for a tour of the landfill. It was not something they needed to decide in that moment but to email her dates that would work so she could set it up. Chairman Fowler stated that it would be cool to do a few ride alongs in February during the Litter Index and Ms. LeMay stated she thought it would be great to divide the Litter Index up amongst the Committee. Chairman Fowler agreed and they tabled it for the January meeting.

Board Member Updates

Chairman Fowler opened the floor for any updates. Vincent Lehotsky updated that at the previous meeting he spoke of the stickers needed on the trash receptacles that Solid Waste Authority was suppose to put out. He stated he went to the Solid Waste Authority and asked about them but it turns out Building Complex Management is responsible for that. Vincent stated that he also discovered if the receptacles are not paid for, the trash will not be picked up but he was not too angry about it because then his dog did not bark at the trash truck.

No other members had updates.

Ms. LeMay moved to announcements and noted that the Parks and Open Space Board would be moving to four meetings a year with room for additional, if needed.

ANNOUNCEMENTS

Next Keep Horry County Beautiful Meeting – TBD in Multipurpose Room B of the Government & Justice Center, Conway

Next Parks and Open Space Board Meeting – January 14, 2025 12:00pm at the James R Frazier Community Center.

Next Vereen Memorial Historical Gardens Committee – January 16, 2025 at 11:00am in the Conference Room at C.B. Berry Community Center in Little River

ADJOURN

With no further discussion, the meeting was adjourned at approximately 12:43pm.

2025 Annual Work Plan for Board

- B1 Host a beautification project, one tree planting event, and maintain rain gardens with potential to add new gardens, if fiscally possible. **CW, CL, TF**
- B2 Host a community recognition event for volunteers, partners, and litter crews **CL**
- B3 Support the SWA "Talking Trash" effort **CL**
- B4 Develop a campaign focused on Litter as being 100% preventable **CL**
- B5 Develop a local program to recognize businesses/entities for being a part of Keep Horry County Beautiful **CW**
- B6 Highlight KHCB programs, events, and adoptions through local media outlets and the Horry County Public Access Channel **VL**
- B7 Coordinate on the annual presentation to Council and the resolution to recognize litter crews and adoption groups **CL**
- B8 Determine locations for cleanups based on the results of the litter index **CW**
- B9 Support changes to the Special Event Permit ordinance to encourage on-site recycling **TF, VL**
- B10 Consider the feasibility of re-initiating the Cover-Your-Load campaign **CW**
- B11 Work to increase awareness of the importance oyster recycling **CW**

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 Update the KHCB webpage
- S4 Orchestrate coordination with PalmettoPride, Keep South Carolina Beautiful, local affiliates, and Keep America Beautiful
- S5 Engage with Parks & Rec, Public Works, and Police Departments to improve coordination and CCP activities
- S6 Complete budget requests to support the Board and Community Cleanup Program
- S7 Coordinate with County departments on beautification projects
- S8 Support beautification projects as requested with available resources
- S9 Provide staff support to Board for all administrative functions as needed
- S10 Support and maintain library and recreation center displays

- B3 Install signs to recognize projects completed by KHCB and partners
- B8 Recognize the businesses helping to beautify Horry County through Facebook posts highlighting "green deeds"
- B10 Utilize the Litter Index as a tool to market KHCB and engage with Council on litter programs for prevention and reduction
- 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
- B16 Consider options for mitigating litter conditions as related to each district and work with elected and appointed officials to implement
- 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")
- B22 Coordinate with the Planning & Zoning Department to support illegal signage enforcement or recycling

Exhibit 4: Litter Scale Descriptions

Score	Instructions for Scores	Instructions for Scores
1 “Minimal or No Litter”	<ul style="list-style-type: none"> • Virtually no litter • 1 or 2 small items in a city block or equivalent • Collected quickly by 1 individual • Generally neat and tidy 	Virtually no litter can be observed in the Site. The scorer may see one or two small items in a city block, or equivalent. Any litter seen could be collected quickly by one individual. The entire Site has a generally neat and tidy appearance.
2 “Slightly Littered”	<ul style="list-style-type: none"> • Small amount of litter • Eye is not continually grabbed by littered items • Site cleaned in a short period of time 	Litter is obvious, but the eye is not continually grabbed by littered items. The Site could be cleaned in a short period of time.
3 “Littered”	<ul style="list-style-type: none"> • Visible litter catches your eye frequently • Organized effort for removal • Considerable effort to clean 	Visible litter catches your eye frequently throughout the Site. An organized effort for removal is required with considerable effort to clean up the Site.
4 “Extremely Littered”	<ul style="list-style-type: none"> • Continuous amount of litter • Litter first thing noticed • Might include an illegal dump • Equipment may be required for removal • Strong impression of a lack of concern about litter 	A continuous amount of litter is one of the first things noticed about the Site. Illegal dumpsites might be observed. Equipment may be required to clean up. There is a strong impression of a lack of concern about litter in the Site.

Exhibit 5: Litter Scale: Photographs

Score	Example
1 “Minimal or No Litter”	
2 “Slightly Littered”	
3 “Littered”	
4 “Extremely Littered”	

Exhibit 5: Litter Scale: Photographs

1 “Minimal No Litter”



Exhibit 5: Litter Scale: Photographs

2 “Slightly Littered”



Exhibit 5: Litter Scale: Photographs

3 “Littered”



Exhibit 5: Litter Scale: Photographs

4 “Extremely Littered”



Exhibit 6: Optional Index Descriptions

Illegal Sign Index

Score	Instructions for Scores
1	No illegal signs
2	1-5 illegal signs
3	6-10 illegal signs
4	10+ illegal signs

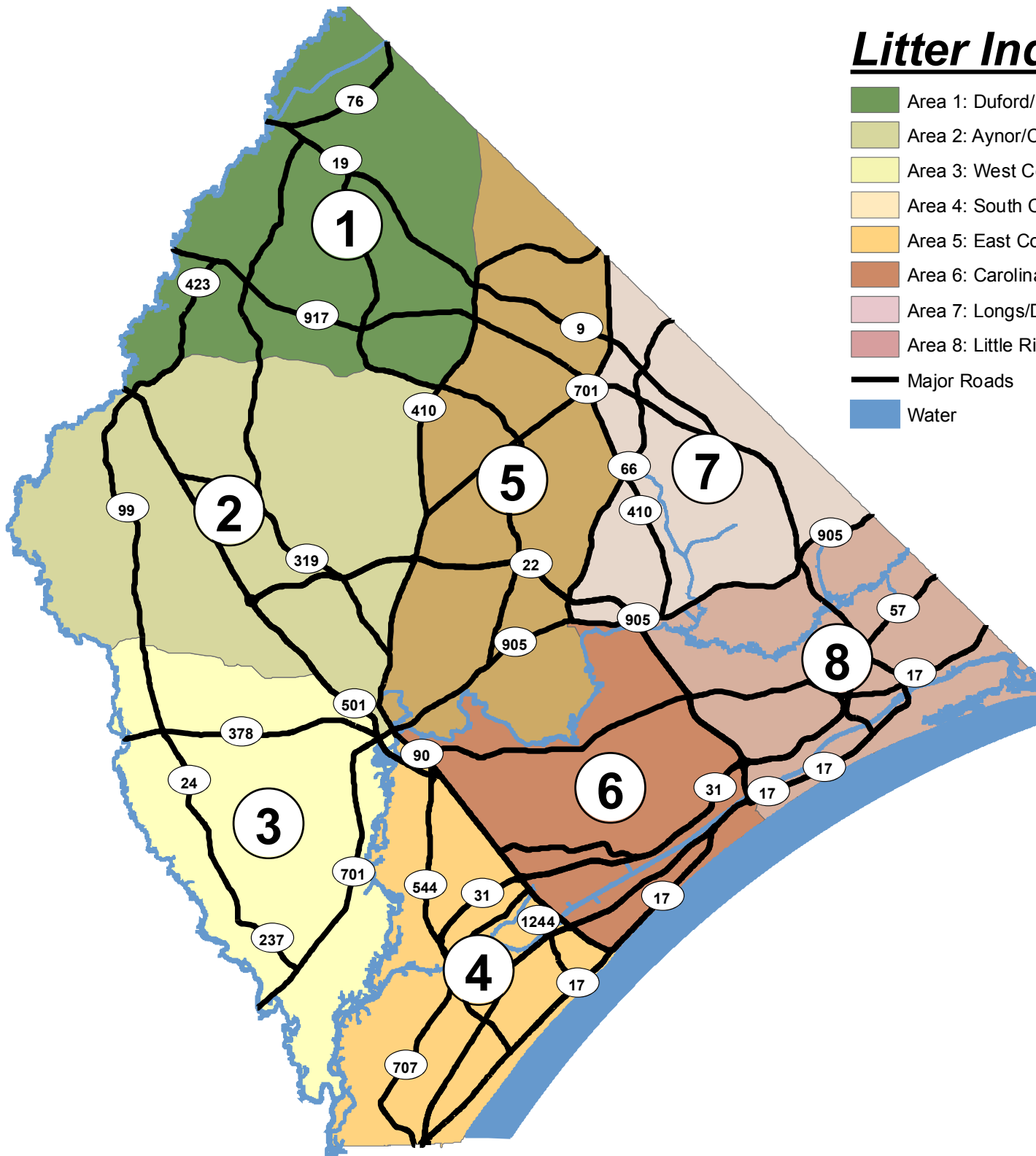
Graffiti Index

Score	Instructions for Scores
1	No graffiti
2	<ul style="list-style-type: none">• 1-2 small graffiti tags in the Site• no larger than 6' x 6'• could be cleaned up with 1-2 people
3	<ul style="list-style-type: none">• 2 long swatches or a combined amount of graffiti of less than 12' long• cleaned up with equipment and a crew
4	<ul style="list-style-type: none">• graffiti is seen continuously• cleaned up with equipment and a crew

The map displays eight planning areas in South Carolina, each represented by a colored rectangle and a corresponding label:

- Area 1: Duford/Ketchuptown/Green Sea
- Area 2: Aynor/Conway
- Area 3: West Conway/Bucksport
- Area 4: South Conway/Forestbrook/Socastee/Garden City
- Area 5: East Conway/Loris
- Area 6: Carolina Forest/Bear Bluff
- Area 7: Longs/Daisy
- Area 8: Little River/Wampee

A legend at the bottom left identifies symbols for Major Roads (a thick black line) and Water (a blue rectangle). A compass rose and a scale bar (0 to 10 miles) are located at the bottom right.



June 2013