



# **KEEP HORRY COUNTY BEAUTIFUL COMMITTEE**

## **PARKS & OPEN SPACE BOARD SUBCOMMITTEE**



### **MEETING AGENDA**

Tuesday, March 18, 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 January 7, 2025
- VII. Discussion
  - A. Carolina Forest Pickers
  - B. Budget Update
  - C. Tree Planting Event
  - D. Litter Index
  - E. Staff Updates- including upcoming events
  - F. Member Updates
- VIII. Announcements
  - A. Keep Horry County Beautiful Meeting – April 15, at 11:30am in Multipurpose Room B of the Government & Justice Center in Conway, SC
  - B. Parks and Open Space Board Meeting – April 29, 2025 at 12:00pm in Multipurpose Room B of the Government and Justice Center in Conway, SC
  - C. Vereen Memorial Historical Gardens Committee – May 15, 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: 12/31/2027

***Edward B. Skowysz***  
1926 Sandpiper Lane  
Myrtle Beach, SC 29577  
e-mail: ed2gail@sccoast.net

Phone: 843-450-8218

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

1<sup>st</sup> Term Expires: 12/31/2027

***Cara Schildtknecht***  
512 Tuitt Drive  
Longs, SC 29568  
e-mail: C.Schildtknecht@gmail.com

Phone: 301-988-3900

1<sup>st</sup> Term Expires: 12/31/27

***Mat "Manny" Torres***  
903 Laconic Drive  
Myrtle Beach, SC 29588  
e-mail: Mat@mantont.com

Phone: 305-978-6108

**STATE OF SOUTH CAROLINA**  
**COUNTY OF HORRY**

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**Horry County Government**  
**Keep Horry County Beautiful**  
**Tuesday, January 7, 2025**

The Keep Horry County Beautiful Committee met on Tuesday, January 7, 2025 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, Cassandra "Ca'sie" LaValley, and David Allen Rapp

**Members Absent:** Trapper Fowler and Edna DeWitt

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

Chairwoman LaValley called the meeting to order at 11:35am

### **PLEDGE**

Chairwoman LaValley led the Pledge of Allegiance.

### **INTRODUCTION OF MEMBERS**

Chairman LaValley invited the Committee and meeting attendees to introduce themselves starting with David Allen Rapp.

### **PUBLIC INPUT**

Betsy Fay from Beautify Carolina Forest was invited to speak. She stated that there was not much to report as the group is working to get more people because many of their volunteers have left or are unable to perform. Chairwoman LaValley suggested to look into interns to aid and assist, mentioning that she could connect them with some from Coastal. Betsy stated that it was just hard to reach the younger crowd to get them involved. Ms. LeMay stated that she could work with PIO to push information through Facebook.

Betsy also stated that Beautify Carolina Forest plans to speak with Barry Spivey about the Carolina Forest medians that they take care of. Stating that they do not have the funding or means to continue to care for them without County assistance.

## **APPROVAL OF PREVIOUS MEETING MINUTES**

Chairwoman LaValley called for an approval of meeting minutes for November 26, 2024. Catherine Watts motioned for approval and David Rapp seconded the motion. **Chairwoman called for a vote and the November 26, 2025 meeting minutes were approved unanimously.**

## **DISCUSSION**

Chairwoman LaValley introduced the first item for discussion, the final edits to the 2025 Action Plan. She invited members to share their top three priorities for the plan and Catherine Watts started off by stating her top three items were B1, B10, and B8 (please see attached action plan). David Rapp presented his top three in list form with details of how to achieve. He stated that B10 is something that members could work with Litter Control Officers on and even include the Solid Waste Authority on to have a bigger impact. He suggested a meeting to start and get everyone on the same page. He identified with B6, and listed his South Carolina Department of Natural Resources contact list for media, stating he had connections with each that members could utilize for media promotion. Ms. LeMay stated that only the Chair and Vice-Chair could represent when speaking with media. Lastly, he identified that B11 was something he felt passionate about and that his and Catherine Watts connection with the Murrells Inlet Watershed Committee and his connection with South Carolina Department of Natural Resources, would be beneficial.

Vincent Lehotsky began that he had concerns with B6, given that the Keep Horry County Beautiful Facebook page was no longer active, and that the Beautify Carolina Forest group was struggling with their website. He stated that he personally posts on X. Mr. Lehotsky also stated that with B9 he had a question regarding the fact that the Solid Waste Authority raised the rates on recycling and decreased pick-up at locations and he was concerned with the litter that resulted from this. He stated he was unsure how to begin this task. Ms. LeMay suggested that this could be something asked at the field trip in February to the Solid Waste Authority. She also stated that Mr. Lehotsky and Mr. Fowler would best begin with conversations and then composing a letter. Chairwoman LaValley suggested that B9 be amended to include that clean-ups be made a part of the permitting process as well. Vincent Lehotsky asked if this would include Coastal Carolina Events and Chairwoman LaValley stated that they already have an entire clean-up process in place. Catherine Watts asked about the Carolina Country Music Festival and who cleaned that up primarily. Ms. LeMay stated that the City of Myrtle Beach Public Works handled that. Catherine Watts suggested we could assist with that and Chairwoman LaValley stated that Keep Myrtle Beach Beautiful already does one.

Chairwoman LaValley thanked everyone and then made her suggestions for the Action Plan for 2025. She wanted to combine B4 and B10 and make one large campaign, which will be easier to direct attention to. She asked if there were any objections and there were not. She also suggested that there be one County-wide clean up included with B8 with central location pick ups determined by the Litter Index, after completion. There were no objections.

Chairwoman LaValley asked Ms. LeMay if this Action Plan could be voted in today, she stated yes with a note of amending the three items to reflect the member's desired changes.

Chairwoman LaValley asked for a motion to approve the 2025 Action Plan, Catherine Watts motioned for approval and David Rapp seconded the Motion. **Chairwoman LaValley called for a vote and the 2025 Action Plan was approved unanimously.**

Ms. LeMay moved to the next item on the Agenda the Litter Index. She explained the eight areas that the county is divided up into and listed the areas. Then she moved to how the Litter Index is performed and the rating scale it is performed with, which was also provided to members in their packets. She asked if anyone felt comfortable assisting with it this year. Vincent Lehotsky volunteered to do Area 6, Davis Rapp volunteered for Area 4, Cassandra LaValley volunteered for Area 5 and suggested that Trapper Fowler would probably be interested in Area 2, Catherine Watts volunteered for Area 8. Ms. LeMay explained that they needed to be completed by February 28, 2025 and that if there were any questions, please reach out. Once each member completed their area, the form could be emailed via photo or PDF scan to Ms. LeMay so that they could be inputted into the excel file. She thanked members for assisting with this.

Ms. LeMay moved to the next item, the visit to the Solid Waste Authority Landfill. She proposed four dates for the tour and asked members to check their calendars. Vincent Lehotsky stated that February 12, was close to member Edna DeWitts birthday and that date should be avoided. The members stated that the 11<sup>th</sup> or the 25<sup>th</sup> worked best for their schedules. Ms. LeMay said she would contact the Solid Waste Authority for one of those dates for a tour and room reservation. Ms. LeMay updated members on their budget. Since the start of the fiscal year, they have not spent anything so their budget remained untouched for the fiscal year.

#### **Board Member Updates**

Chairwoman LaValley asked if any members had updates. Vincent Lehotsky stated that he saw a video on America's Funniest Home Videos that was from Myrtle Beach and consisted of a woman finding a bottle in the ocean. The note in the bottle explained that it contained another woman's husband's ashes. The woman who found the bottle called the number on the paper and the other woman asked for the bottle to be put back into the ocean.

He wondered where this line of thinking stemmed from because the bottle was considered litter, no matter the reason behind it. He contemplated whether or not we have always been taught that some littering is okay.

#### **ANNOUNCEMENTS**

Next Keep Horry County Beautiful Meeting – March 18, 2025 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 12:28pm.

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### 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**

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### **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





Keep Horry County Beautiful  
Briefing Memorandum  
Horry County, South Carolina

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Date: March 18, 2025  
From: Parks and Recreation  
Division: Infrastructure and Regulation  
Prepared By: Michaela LeMay, Supervisor III  
Regarding: Budget Report

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**ISSUE:**

What is the status of the Keep Horry County Beautiful budget?

**CONCLUSION:**

The Keep Horry County Beautiful Committee has used \$505.44 of the annual allotted \$5,000 budget.

**BACKGROUND:**

The Keep Horry County Beautiful Committee is allotted \$5,000 every fiscal year from the Parks and Recreation Parks and Open Space Board budget.

**ANALYSIS:**

The Keep Horry County Beautiful Budget reads as follows, as of March 20, 2025:











***FY 25 Funds Used: \$505.44***

Items Purchased	Vendor	Cost	Comments
Survey Monkey Membership	Survey Monkey	\$505.44	Utilized for clean up requests and wrap up reports

***Potential Future Spending ~ \$3,555.44***

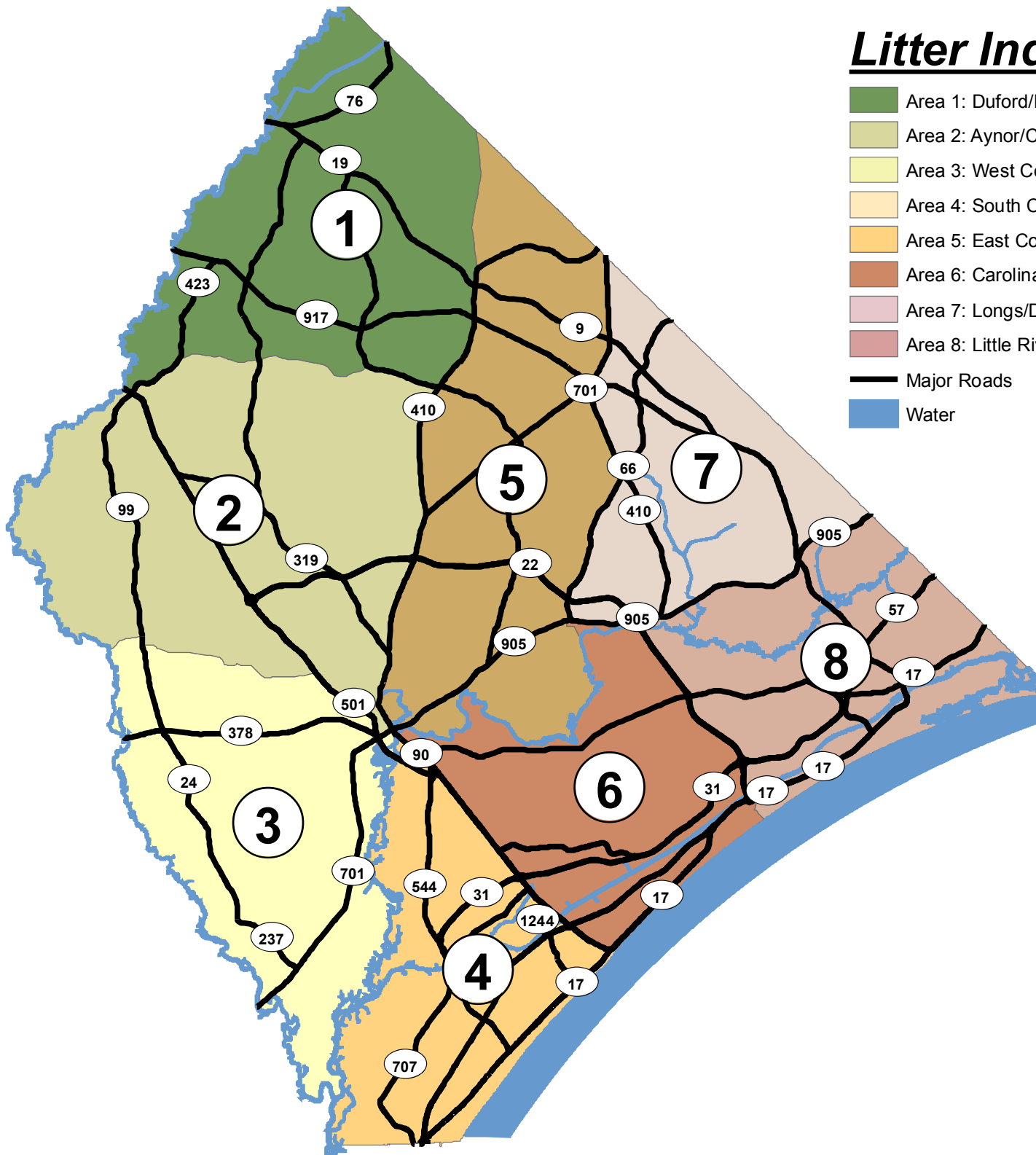
- *Beautify Carolina Forest Pickers~ \$550*
- *Trees for Tree Give Away Event~ Previous year \$2,500*

# **Litter Index Map**

-  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
-  Major Roads
-  Water



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Miles



June 2013