



KEEP HORRY COUNTY BEAUTIFUL COMMITTEE

PARKS & OPEN SPACE BOARD SUBCOMMITTEE



MEETING AGENDA

Tuesday, April 15, 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 March 18, 2025
- VII. Discussion
 - A. Tree Planting Event
 - B. Keep Horry County Beautiful Events and Outreach
 - C. Staff Updates
 - D. Member Updates
- VIII. Announcements
 - A. Keep Horry County Beautiful Meeting – May 27, 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 11:00am 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 <i>Chairwoman</i>	Cassandra “Cassie” LaValley 4322 Bradford Circle Myrtle Beach, SC 29588 email: cjratliff@coastal.edu	Phone: 843-349-2763
1st Term Expires: 12/21/26 <i>Vice-Chairwoman</i>	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 st Term Expires: 12/31/2027	Cara Schildtknecht 512 Tuitt Drive Longs, SC 29568 e-mail: C.Schildtknecht@gmail.com	Phone: 301-988-3900
1 st Term Expires: 12/31/27	Mat “Manny” Torres 903 Laconic Drive Myrtle Beach, SC 29588 e-mail: Mat@mantont.com	Phone: 305-978-6108

**Horry County Government
Keep Horry County Beautiful
Tuesday, March 18, 2025**

The following Committee members were present: Vincent Lehotsky, Catherine Watts, David Allen Rapp, Trapper Fowler, Edna DeWitt, Ed Skowysz, Cara Schildknecht, and Mat Torres

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

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.

Vice Chair Catherine Watts called the meeting to order at 11:30am.

Vice Chair Catherine Watts led the Pledge of Allegiance.

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

Betsy Fay from Beautify Carolina Forest was invited to speak. She stated that she saw on the agenda there was already a note to speak about purchasing pickers for the Beautify Carolina Forest group. That the small orange pickers do not work well for their group and they needed the suction ones.

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APPROVAL OF PREVIOUS MEETING MINUTES

Vice Chair, Catherine Watts, called for an approval of meeting minutes for January 7, 2025. Vincent Lehotsky motioned for approval and Mat Torres seconded the motion. **Vice Chair called for a vote and the January 7, 2025 meeting minutes were approved unanimously.**

DISCUSSION

Vice Chair, Catherine Watts, moved to the first item on the agenda and invited Ms. LeMay to give the budget update. Ms. LeMay provided the current expenditures for the Keep Horry County Beautiful budget. She also gave projected expenditures to give the Committee an idea of where they would stand after the meeting was concluded. She stated that currently the Committee had spent \$505.44 of their \$5,000 budget and with projected expenditures, they would spend approximately have spent \$3,555.44.

Catherine Watts moved to the next item on the agenda, purchasing trash pickers for Beautify Carolina Forest. Ms. LeMay explained that this was a unique group because they typically did not return their equipment because they worked on a monthly schedule. The proposed pickers are the ones requested by the group and Trapper Fowler asked Betsy Fay if they were indeed the correct ones. Miss Fay confirmed and Mr. Fowler motioned for approval to purchase pickers for their group; David Allen Rapp seconded the motion. **Vice Chair, Catherine Watts, called for a vote and the purchase of trash pickers for Beautify Carolina Forest was approved unanimously.**

Vice Chair, Catherine Watts, moved to the next item on the agenda, the tree planting/giveaway from the 2025 Action Plan. Ms. LeMay stated that Trapper Fowler reached out to her about Coastal Carolina University's tree order from Superior Trees. Ms. LeMay had put together a tentative list to purchase for Keep Horry County Beautiful to give away again this year. Catherine Watts stated that it might be a good idea to also include forest fire prevention with this because of the stigma around trees and fire. Trapper Fowler motioned for the purchase of the trees not exceeding \$2,500 and Ed Skowysz seconded the motion. **Vice Chair, Catherine Watts, called for a vote and the purchase of trees for a tree-giveaway was approved unanimously.**

Ms. LeMay stated that the process for reporting dumpsites had changed. Due to the high number of reports that Keep Horry County Beautiful had gotten over the last month, Ms. LeMay reached out to a different person in HCPD to inquire about a more streamlined process. Moving forward, the reporting of dumpsites will be funneled through Ms. LeMay on to HCPD Environmental Services. Ed Skowysz asked where the dumpsites were and Ms. LeMay stated that they were scattered across the County and he asked for a list. Ms. LeMay clarified that these were illegal dumpsites, realizing the confusion.

Ms. LeMay moved the Committee to the next item on the agenda the 2025 Litter Index results. She explained that rather than print the results for each member, she would be happy to email the results via the PowerPoint to save on paper. Ms. LeMay went through each area and explained that there was a general trend of higher litter counts throughout the County. The illegal signs number trended down.

Ms. LeMay ended with thanking the Committee for their help with the Litter Index this year because it made it much more manageable. Cara Schildknecht brought up working with Solid Waste Authority on promoting reduce, reuse, recycle, and REFUSE. Catherine Watts stated that

she agreed that there needs to be more attention on the finer details of the landfill and Horry County waste production.

Board Member Updates

Vice Chair, Catherine Watts, invited Committee members to share any updates they had. Vincent Lehotsky brought in a few debris from the Carolina Forest Wildfire that he found on his road of River Oaks and Augusta Plantation. He also mentioned that he witnessed an accident and stopped to take a photo of it. He stated that he saw the tow company sweep up the car debris but that they did not pick it up or remove it from the road and he asked about the law on that because in New Jersey they are required to remove it fully. Ms. LeMay stated that she would look into it for him.

Trapper Fowler stated that Thursday, March 20, Coastal Conservation league will join Department of Natural Resources at Huntington Beach State Park to participate in wire reef's oyster habitat restoration.

ANNOUNCEMENTS

Next Keep Horry County Beautiful Meeting – April 15, 2025 in Multipurpose Room B of the Government & Justice Center, Conway

Next Parks and Open Space Board Meeting – April 29, 2025 12:00pm at the James R Frazier Community Center.

Next Vereen Memorial Historical Gardens Committee – May 15, 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 12:32pm.

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