



KEEP HORRY COUNTY BEAUTIFUL COMMITTEE

PARKS & OPEN SPACE BOARD SUBCOMMITTEE



MEETING AGENDA

Tuesday, June 24, 2025 at 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 May 27, 2025
- VII. Discussion
 - A. Straws
 - B. Action Plan
 - C. New Adoption
- VIII. Announcements
 - A. Keep Horry County Beautiful Meeting – August 29, 2025 at 11:30am in Multipurpose Room B of the Government & Justice Center in Conway, SC
 - B. Parks and Open Space Board Meeting – August 5, 2025 at 12:00pm in Multipurpose Room B of the Government and Justice Center in Conway, SC
 - C. Vereen Memorial Historical Gardens Committee – July 17, 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

1st Term Expires: 12/31/2027

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

Phone: 301-988-3900

1st Term Expires: 12/31/27

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

Phone: 305-978-6108

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 local program to recognize businesses/entities for being a part of Keep Horry County Beautiful **CW**
- B5 Highlight KHCB programs, events, and adoptions through local media outlets and the Horry County Public Access Channel **VL**
- B6 Coordinate on the annual presentation to Council and the resolution to recognize litter crews and adoption groups **CL**
- B7 Determine locations for cleanups based on the results of the litter index **CW**
- B8 Support changes to the Special Event Permit ordinance to encourage on-site recycling and host a clean-up **TF, VL**
- B9 Re-initiate the Cover-Your-Load campaign in and effort to develop a litter being 100% preventable campaign. **CW CL**
- B10 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