



KEEP HORRY COUNTY BEAUTIFUL COMMITTEE

PARKS & OPEN SPACE BOARD SUBCOMMITTEE



MEETING AGENDA

Tuesday, August 19, 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 June 24, 2025
- VII. Discussion
 - A. Litter Summit
 - B. Budget Update and Planning
 - C. Action Plan Progress
- VIII. Announcements
 - A. Keep Horry County Beautiful Meeting – October 28, 2025 at 11:30am in Multipurpose Room B of the Government & Justice Center in Conway, SC
 - B. Parks and Open Space Board Meeting – November 12, 2025 at 12:00pm in Multipurpose Room B of the Government and Justice Center in Conway, SC
 - C. Vereen Memorial Historical Gardens Committee – September 18, 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
5041 Pastoral Way #20
Myrtle Beach, SC 29588
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

STATE OF SOUTH CAROLINA) **Horry County Government**

) **Keep Horry County Beautiful**

COUNTY OF HORRY) **Tuesday, June 24, 2025**

The Keep Horry County Beautiful Committee met on Tuesday, June 24, 2025 at 11:30am at the Government & Justice Center, Multipurpose Room B in Conway, SC 29526.

The following Committee members were present: Vincent Lehotsky, David Allen Rapp, Trapper Fowler, Edna DeWitt, Cassandra “Cassie” LaValley, Catherine Watts, Cara Schildtknecht, and Ed Skowysz

Members Absent: Mat Torres

Staff Present: Michaela LeMay, staff liaison, and Nicole Herrera, Deputy Director

Others Present: Corabella Dieguez, Joseph Gaspar, and John (last name not given)

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 Cassandra LaValley called the meeting to order at 11:31am.

PLEDGE

Chairwoman LaValley led the Pledge of Allegiance.

INTRODUCTION OF MEMBERS

Chairwoman LaValley invited committee members to start introductions.

PUBLIC INPUT

Chairwoman LaValley opened the floor for public input.

Alex Gaspar introduced himself. He is a Coastal Carolina University student currently interning with the Coastal Conservation League. He is currently working with restaurants in Myrtle Beach, Georgetown, and Conway to reduce their plastic waste through sauce cups, take out containers, utensils, etc.

Cora Dieguez introduced herself. She is a Coastal Carolina University student currently interning with South Carolina Department of Natural Resources with their South Carolina Oyster Recycling and Enhancement department to work on a campaign with restaurants and local communities to be more impactful in their efforts for oyster recycling.

David Allen Rapp introduced John (no last name given), a family member who tagged along for the meeting.

Chairwoman LaValley spoke that she would like to pursue ways to best support the current interns that have attended the last two meetings. She stated that she would like Keep Horry County Beautiful to support Cora and the South Carolina Oyster Recycling and Enhancement efforts. In Charleston, there is a proclamation going through for oyster recycling and wonders if that is something the Committee could work on. Trapper Fowler stated that he thinks Georgetown County is also doing something similar. Vincent Lehotsky stated that there are very different politics in Charleston compared to Horry County and that may factor in to those proclamations.

Cassandra LaValley asked if there was any other input, there was not.

APPROVAL OF PREVIOUS MEETING MINUTES

Chairwoman LaValley called for a motion to approve meeting minutes for May 27, 2025.

Vincent Lehotsky motioned for approval, and Catherine Watts seconded the motion.

Chairwoman LaValley called for a vote and the May 27, 2025 meeting minutes were approved unanimously.

DISCUSSION

Miss LeMay began by updating the Committee about their previous vote to purchase straws as give away items for tabling events. She stated that the straws on each Committee member's seat was the new swag item. She also informed the Committee that the rack cards, also voted for purchase, were taking longer to design than previously thought and that they would be purchased after the end of the fiscal year. With that, more straws were purchased to utilize the remaining budget.

Miss LeMay moved to a review of the ongoing design of the rack cards and referred to Catherine Watts and David Allen Rapp who volunteered to design it. Catherine started off explaining the new design method. Catherine referred to the screen showing the updated model of the rack card. She explained that she was trying to make it more inviting and show what Keep Horry County Beautiful does. She reflected to the back side of the rack card and asked for input on what reporting options should be included for litter. It was determined to remove the water quality contact information and to just clarify which reporting options worked for specific litter.

Additionally, it was discussed about the loss of the Keep Horry County Beautiful Facebook page, that it would be incredibly beneficial to have an actual website to reflect what the Committee is doing and for the general public to learn how to get involved. Miss LeMay stated that she would work with PIO and IT to see if this could be added to the Committee's webpage.

Chairwoman LaValley moved to the next item on the agenda, the Action Plan. She requested each member identify or remove themselves from where they would like to work on the Action Plan. Chairwoman LaValley then went line item by line item to assign a team leader to each action item so that the Committee could really get to work on them.

Board Member Updates

Chairwoman LaValley invited the Committee members to give their updates.

Cara Schildtknecht asked if the Committee had a “trash” related calendar that could be useful for events and tabling? Cassandra LaValley and Miss LeMay responded that they did not but it would be incredibly helpful. She also invited the Committee to the Myrtle Beach Green Drinks event at Tidal Creek Brewing on Friday, June 27, 2025 at 5:30pm. The group typically does a monthly happy hour that is sponsored by an environmental focused group but that this was their summer social for the year.

Vincent Lehotsky stated that as he attended the Carolina Country Music Fest this year, he noticed a decline in the amount of recycling can cages that he saw from the previous year. There were three this year, when last year there were six. He also submitted a photo of a City of Myrtle Beach truck that was lacking a tailgate and a tarp to cover their load. He wanted the Committee to be aware of his observations.

Vincent also stated that at the recycling center by Socastee station, the Solid Waste Authority only allows for four tires to be recycled at a time. He observed a truck with six tires in it get turned away and the group then illegally dumped the tires on the side of the road. Vincent took it upon himself to return for a few days so that the tires could be disposed of appropriately by bringing them in the recycling center himself.

Lastly, he presented to the Committee the underside of the sod his community uses. He informed the Committee that this stuff was getting into the community pond and harming the animals, specifically, a duck that the neighborhood has been trying to catch to remove some of the sod stuff that is stuck to the duck. Miss LeMay informed Vincent that she would send him a number of a group of professionals that would be able to come out and assist the duck. Vincent stated that the Planning Board approved this type of sod and that was a problem because of the obvious issue to the environment.

Trapper Fowler inquired about the Infrastructure and Regulation Committee meeting. He asked if the Solid Waste Authority was proposing the ordinance that would require new businesses in unincorporated Horry County to recycle. Deputy Director Herrera confirmed that it had been presented and is in the process of moving forward.

ANNOUNCEMENTS

Next Keep Horry County Beautiful Meeting – August 19, 2025 at 11:30am in Multipurpose Room B of the Government & Justice Center, Conway

Next Parks and Open Space Board Meeting – August 5, 2025 at 12:00pm in Multipurpose Room B of the Government and Justice Center, Conway

Next Vereen Memorial Historical Gardens Committee – July, 17, 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 12:47pm.



Keep Horry County Beautiful
Briefing Memorandum
Horry County, South Carolina

Date: August 19, 2025
From: Parks and Recreation
Division: Infrastructure and Regulation
Prepared By: Michaela LeMay, Supervisor III
Regarding: Budget Report

ISSUE:

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

CONCLUSION:

The Keep Horry County Beautiful Committee has used \$230.92 of the annual budget.

BACKGROUND:

The Keep Horry County Beautiful Committee is allotted \$6,000 this fiscal year.

ANALYSIS:

The Keep Horry County Beautiful Budget reads as follows, as of August 19, 2025:

FY 25 Funds Used: \$230.92

| Items Purchased | Vendor | Cost | Comments |
|-----------------|--------------|----------|---|
| 5 Signs | Build A Sign | \$230.92 | Adoption Sign and Rain Garden Replacement Signs |

Potential Future Spending

- *Keep America Beautiful Affiliate Dues ~ \$440 (Based on last two years)*
- *Adoption Signs ~ \$48.46/each*
- *Litter Summit ~ \$390*
- *Rack Cards ~ \$120*
- *Tree Event ~ \$2,500*

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, TF- co-leaders**
- B2 Host a community recognition event for volunteers, partners, and litter crews **CL, CS, ED – Cassie Lead**
- 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 **CS, ED, TF, MT- Mat Lead**
- B5 Highlight KHCB programs, events, and adoptions through local media outlets and the Horry County Public Access Channel **VL, CL- VL Lead**
- 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, CL, CS- CW Lead**
- B8 Support changes to the Special Event Permit ordinance to encourage on-site recycling and host a clean-up **TF, VL- TF Lead**
- B9 Re-initiate the Cover-Your-Load campaign in and effort to develop a litter being 100% preventable campaign. **CW, DR, ES- David Lead**
- B10 Work to increase awareness of the importance oyster recycling **DR,ES, TF – DR Lead**

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