



KEEP HORRY COUNTY BEAUTIFUL COMMITTEE PARKS & OPEN SPACE BOARD SUBCOMMITTEE



MEETING AGENDA

Tuesday, October 28, 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 August 19, 2025
- VII. Discussion
 - A. Litter Summit
 - B. Beach Signs and Dunes
 - C. Budget Update and Planning
 - D. Action Plan Progress
 - a. Rain Garden
 - b. Cover-your-load
 - E. Swampfest
 - F. Elections
 - G. Meetings 2026
- VIII. Announcements
 - A. Keep Horry County Beautiful Meeting – November 25, 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 – November 13, 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

VACANT

Phone:

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@clermson.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)
)
COUNTY OF HORRY)

Horry County Government
Keep Horry County Beautiful
Tuesday, August 19, 2025

The Keep Horry County Beautiful Committee met on Tuesday, August 19, 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, Mat Torres, Edna DeWitt, Catherine Watts, and Ed Skowysz

Members Absent: Cassandra “Cassie” LaValley, Trapper Fowler, and Cara Schildtknecht

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

Others Present: Esther Murphy

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

Vice-chair Catherine Watts called the meeting to order at 11:31am.

PLEDGE

Vice-chair Catherine Watts led the Pledge of Allegiance.

INTRODUCTION OF MEMBERS

Vice-chair Catherine Watts invited committee members to start introductions.

PUBLIC INPUT

Vice-chair Catherine Watts opened the floor for public input.

Esther Murphy introduced herself from the Solid Waste Authority. Miss LeMay stated that Esther had been working closely with David Allen Rapp to organize the revamp of the Keep Horry County Beautiful Cover-Your-Load Campaign.

APPROVAL OF PREVIOUS MEETING MINUTES

Vice-chair Catherine Watts called for a motion to approve meeting minutes for June 24, 2025. Vincent Lehotsky motioned for approval, and Mat Torres seconded the motion. *Vice-chair Catherine Watts called for a vote and the June 24, 2025 meeting minutes were approved unanimously.*

DISCUSSION

Miss LeMay began by updating the Committee about the upcoming Palmetto Pride Litter Summit. The Chairwoman and Vice-Chair did have the opportunity to go, and she highly recommended trying to fit it into their schedules as she thought it would be beneficial for them to understand how other Keep South Carolina Beautiful members functioned and worked. She stated that she had emailed Catherine Watts and Cassandra LaValley about the conference and would just need to hear back on whether they could attend, also mentioning they could choose to do one day as well.

Miss LeMay then moved into the budget update and planning. She stated that as the new Fiscal Year for the County just began, they have only one expenditure, which was a new adoption sign for Journey Church of Myrtle Beach. She also stated that replacement signs for the current rain gardens were ordered due to a vehicle hitting one, and others just needing replacements. Miss LeMay also went through the Committee's usual yearly expenditures. She did state that their budget went up \$1,000 from the previous year and they were looking at \$6,000 this year. Catherine Watts stated that added up the potential spending for the 2026 Fiscal Year was approximately \$3,500 which gave room for funds for the action plan.

Miss LeMay then moved to the next item on the list the 2025 Action Plan. She stated that although Trapper Fowler was not present, he had updated her on B8- Support changes to the Special Event Permit ordinance to encourage on-site recycling and host a clean-up. Miss LeMay informed the Committee that Trapper Fowler had made contact and was working with Misty Gore, the Horry County Police Department Lieutenant who oversees the Special Event Permitting, and that she was very supportive in changing verbiage, giving ideas, and pointing out the things that a lot of people would ask about, especially access to recycling receptacles. Miss LeMay informed the Committee that Trapper Fowler had plans to reach out to Kendra Dickerson with the Solid Waste Authority for ideas and her thoughts, he also wants to research different areas for their verbiage in requirements. Vincent Lehotsky raised the concern that by using the receptacles from the Solid Waste Authority, the financial aspect would go to them and currently the Carolina Country Musical Festival used the cage receptacles that allows funds to burn victims. Miss LeMay stated that this was in the early stages of discussion and there was no reason both could not happen but looking for long-term, every event solution, the Solid Waste Authorities support and guidance would be the most beneficial.

Miss LeMay also updated that Cassandra LaValley had made progress on B2- host a community recognition event for volunteers, crews, and partners and B6- coordinate on the annual presentation to Council and the resolution to recognize litter crews and adoption groups, sharing dates and ideas. She stated that the goal would be to have a volunteer appreciation gathering and then move to Council where a Requisition thanking them would be presented. Miss LeMay explained that the dates had to be carefully chosen because they had to go before the Infrastructure and Regulation Committee before they went before County Council.

David Allen Rapp then updated on B9- Re-initiating the Cover-Your-Load campaign in an effort to develop a litter being 100% preventable campaign. Mr. Rapp started by thanking Ester Murphy for all of her help and guidance on this. He stated that the last time the program was done was 2018/2019 and they did five giveaways, his idea was to focus on four Saturdays, either all in November or splitting those dates between November and December. He stated that set up would begin at 9am and then tarp give away would begin at 10am and go until 2pm or they run out of tarps. The goal would be to do 50 tarps per location. Miss LeMay updated that they

currently had 48 tarps and 47 ties. Catherine Watts brought up that Trapper Fowler tried out one of the tarps and saw that it was fringing and ripping after the first use. Miss LeMay stated that the Committee could go with a different kind of tarp canvas, or a different plastic, she also stated that if those tarps had been stored for 5+ years she was sure the quality would break down a little bit. Mat Torres asked how much a tarp was and Miss LeMay stated she was unsure because these were leftover tarps. Deputy Director Herrera looked up pricing and stated they ranged from \$16-\$30. Catherine Watts stated that purchasing 200 tarps would wipe out the rest of the budget. Mr. Rapp asked if Palmetto Pride could provide them, as they just had their campaign in June. Miss LeMay stated she would reach out to Sarah but given the Committee did not meet again until late October she suggested making a cap on spending if we did need to purchase tarps. Catherine Watts stated that they should cap the spending at \$1,500 for tarps if needed. Mat Torres motioned for approval and Edna DeWitt seconded the motion. ***Vice-chair Catherine Watts called for a vote and the capped spending of \$1,500 was approved unanimously.*** Miss LeMay also stated she would look to see if she could get the tarps donated. Ed Skowysz asked if we could get someone to financially donate and just spend it on the tarps. Miss LeMay stated that was not allowed and it had to be a physical item donated for a cause. Mr. Skowysz needed more clarification and so Miss LeMay stated that accepting monetary donations was not allowed but accepting goods for distribution was acceptable.

Mr. Rapp then updated that he chose McDowell Short for the first location and that he was leaving it up to Esther Murphy to choose the other locations for giveaways. Esther Murphy stated she wanted to use the Litter Index to choose the other locations appropriately and Miss LeMay stated she would send that over as soon as possible for those decisions. Lastly, Mr. Rapp stated that they would like to use a sandwich board or advertising and Miss LeMay stated that would not be a problem and a sign for that would be minimal. She also stated that she would ask the Public Information Department to push it out on social media and aid in design.

Catherine Watts moved to update on B1- Host a beautification project, one tree planting, and maintain rain gardens with potential to add new gardens, if fiscally possible. She stated that the rain garden that current borders the Government and Justice Center, bio-retention cell, was being upgraded by Horry County Stormwater and Clemson Extension. She stated that she would love if Keep Horry County Beautiful could contribute to it because of its location and size. She proposed \$1,000 for plant purchasing for the garden. Miss LeMay stated that she would not recommend wiping out the budget this early in the Fiscal Year. She also stated that with the amount of Committee members that are involved in environmental work they also need to be cognizant of the difference between Keep Horry County Beautiful and their positions. The discussion of the rain garden contribution was tabled for the next meeting.

Miss LeMay asked Mat Torres if he would like to give an update for B4-Develop a local program to recognize businesses/entities for being a part of Keep Horry County Beautiful. Mat Torres stated he would like to postpone his update until his team's proposal was completed.

Mr. Rapp gave an update on B10- Work to increase awareness of the importance of oyster recycling. He stated that he had participated in the Oyster Shell Reef Build and that he was a part of the Murrells Inlet Watershed Board and that he met Brent Carey with Stormwater. That Mr. Carey is the watershed planner for his department and that Mr. Rapp informed him of Keep Horry County Beautiful efforts to increase awareness. Mr. Rapp stated that he gave his information and Miss LeMay's information to Mr. Carey so that we could collaborate, instead of trying to solve it two different ways.

Board Member Updates

Vice-chair Catherine Watts invited committee members to give updates. Vincent Lehotsky stated that he has a new pick up area down by Dick Pond Road and Highway 544 intersection. He stated it is much busier and that he has noticed people who utilize the recycling center often lose items before entering the facility creating litter. He also stated that on his drive to the meeting on Highway 544 he saw a person trying to stuff a trash bag in what seemed to be a storm drain.

ANNOUNCEMENTS

Next Keep Horry County Beautiful Meeting – October 28, 2025 at 11:30am in Multipurpose Room B of the Government & Justice Center, Conway

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

Next Vereen Memorial Historical Gardens Committee – September 18, 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 12:54pm.



Keep Horry County Beautiful
Briefing Memorandum
Horry County, South Carolina

Date: October 28, 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 \$1543.32 of the annual budget. Remaining budget is \$4,456.68.

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 October 28, 2025:

FY 25 Funds Used: \$1,543.32

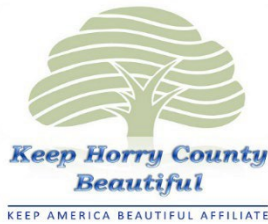
Items Purchased	Vendor	Cost	Comments
5 Signs	Build A Sign	\$230.92	Adoption Sign and Rain Garden Replacement Signs
2 Signs	Build A Sign	\$56.81	Tarp A Frame Signs
112 Tarps	Amazon	\$1024.65	Tarps for Campaign
200 Bungees	Amazon	\$41.00	Bungees for Tarps
Litter Summit Attendance	Palmetto Pride	\$150.00	Chair and Vice-Chair Conference
200 Bungees	Amazon	\$39.94	Bungees for Tarps

Potential Future Spending

- *Keep America Beautiful Affiliate Dues ~ \$440 (Based on last two years)*
- *Adoption Signs ~ \$48.46/each*
- *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**



KEEP HORRY COUNTY BEAUTIFUL SCHEDULE 2026

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 6, 2026	11:30AM – 1:30PM	Board Meeting – Multipurpose Room B of the Government & Justice Center
March 3, 2026	11:30AM – 1:30PM	Litter Coordinators Meeting- Multipurpose Room B of the Government & Justice Center
April 28, 2026	11:30AM – 1:30PM	Board Meeting- Multipurpose Room B of the Government & Justice Center
May 26, 2026	11:30AM – 1:30PM	Board Meeting- Multipurpose Room B of the Government & Justice Center
June 23, 2026	11:30AM – 1:30PM	Strategic Planning Workshop - Multipurpose Room B of the Government & Justice Center
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