



## 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 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	Committee Meeting – Multipurpose Room B of the Government & Justice Center
March 3, 2026	11:30AM – 1:30PM	Committee Meeting- Multipurpose Room B of the Government & Justice Center
April 28, 2026	11:30AM – 1:30PM	Committee Meeting- Multipurpose Room B of the Government & Justice Center
May 26, 2026	11:30AM – 1:30PM	Committee Meeting- Multipurpose Room B of the Government & Justice Center
June 23, 2026	11:30AM – 1:30PM	Committee Meeting - Multipurpose Room B of the Government & Justice Center
August 18, 2026	11:30AM – 1:30PM	Committee Meeting Workshop - Multipurpose Room B of the Government & Justice Center
October 13, 2026	11:30AM – 1:30PM	Committee Meeting- Multipurpose Room B of the Government & Justice Center
November 24, 2026	11:30AM – 1:30PM	Committee 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

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 )

Horry County Government  
Keep Horry County Beautiful  
Tuesday, October 28, 2025

The Keep Horry County Beautiful Committee met on Tuesday, October 28, 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, Cassandra LaValley, Cara Schildtknecht, and Ed Skowysz

**Members Absent:** Catherine Watts

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

**Others Present:**

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 11:32am.

### **PLEDGE**

Chairwoman LaValley led the Pledge of Allegiance.

### **INTRODUCTION OF MEMBERS**

Chairwoman LaValley invited committee members to start introductions.

### **PUBLIC INPUT**

There was no public input.

### **APPROVAL OF PREVIOUS MEETING MINUTES**

Chairwoman LaValley called for a motion to approve meeting minutes for August 19, 2025. Mat Torres wanted clarification on one line regarding the rain garden from the previous meeting. Ed Skowysz motioned for approval, and Mat Torres seconded the motion. *Chairwoman LaValley called for a vote and the August 19, 2025 meeting minutes were approved unanimously.*

### **DISCUSSION**

Miss LeMay began by updating the Committee about the Litter Summit in September. She informed them that they had won the President's Circle Award for submitting all required documentation of litter clean ups, litter index, and events from 2024. She also informed they

would receive it for 2025 as well. Miss LeMay then presented the 2022 Affiliate Award that she received at the Litter Summit. The Committee thanked her for handling all the paperwork for both awards. Mat Torres asked who they were given out by and Miss LeMay stated that it was Keep America Beautiful, Palmetto Pride, and Keep South Carolina Beautiful. She stated that the Litter Summit was very informative and she knows that Chairwoman LaValley already reached out to a few members with tricks learned at the Summit.

Miss LeMay moved to the next item on the agenda, beach and dune signs and Stormwater. She explained that Brent Carey from Horry County Storm Water called and wanted to let the Committee know that they are streamlining beach access signs and wanted the ok to remove the Keep Horry County Beautiful signs currently up at the beach accesses. Miss LeMay explained that she made the executive decision to ok the removal because they are wanted to promote more beach safety and most of the Keep Horry County Beautiful signs needed replacement anyways. She stated that Brent Carey had proposed the idea that the Committee could help after the re-nourishment this year to promote adopt-a-dune, where community members adopt a sand dune and plant grasses on it for stability. She explained that they are trying to help with flooding in Garden City and this is one of the ways to combat it. Mat Torres asked if it would run similar to adopt-a-highway and Miss LeMay said similar. Chairwoman LaValley asked if there were already adopt-a-beach options and Miss LeMay stated she knows Myrtle Beach does them but we do not particularly do them. She explained that this was not to be voted on but she told Mr. Carey she would run it by the Committee to see their interest. Chairwoman LaValley stated that maybe it could be prolonged because then the adoption groups could pick up trash. Miss LeMay then began to say that given her background, she would not recommend that option because of how sensitive dune grasses are, you wouldn't be able to walk on them for months or years for them to get fully rooted. She also stated she would not recommend getting involved unless they have a plan to bring in professionals to assist with the plantings because of how delicate dune grasses are. Cara Schildtknecht chimed in after that stating she also would like a lot more information on how this project would go about because she doesn't think it would be successful and right now she would vote no. Mat Torres stated he disagreed and that the networking this could offer would be important for the Committee. He stated it could involve turtle groups, like he previously has known in Miami, and other entities that partnering would be great with but he also would like more information. Cara Schildtknecht stated that there were other ways to network with sea turtle volunteer groups because they are all already out their picking up trash. Miss LeMay cautioned that joining something for the networking is something she would be careful with because it represents the values of the Committee and she stated that given the people in the room, the connections for these groups was already there, they just needed to be utilized. Miss LeMay closed the conversation stating she would request more information and a detailed plan from Stormwater.

Miss LeMay then moved to update the Committee on the budget. She stated that a grant application had been submitted to fund the Cover-your-load campaign for 2026, and that announcement would be in January on whether we received it or not. She then moved into the County allocated budget and explained the purchases made. Mat Torres asked about the adoption signs on the first line item and how that number came to be. Miss LeMay explained that adoption signs were purchased with rain garden replacement signs and that is why it was slightly off. She explained that their current remaining budget would shift slightly because there was a new adoption on International Road with Friends of Lewis Ocean Bay.

Mat Torres asked to speak on the handout attached to these meeting minutes. He wanted to touch upon needing to draw lines and being careful with budgets while aiding current member organizations. He used last months rain garden discussion as an example, and stated that it may

look bad public wise if the Committee is supporting their own organizations work with Committee monies. Chairwoman LaValley asked for clarification on this. Mat Torres stated he would like the Committee to just be cautious of the use of Committee monies with organizations that Committee members work for.

Mat Torres then moved in to the other part of the attached document and explained that he would like to see more collaboration on action items. He explained that he thinks allocating a certain amount of monies per action plan is the best way to get forward momentum and that then the Committee could work to shift monies if necessary to aid certain action plans. Mat Torres would like to understand what each member is working on and the progress but also more of a team effort. Chairwoman LaValley stated that in the past, they have had that approach and it has failed them so she just wants everyone to be cautious. Miss LeMay seconded that because of the forward progress made by the Committee on the action plan this year. She highlighted David Rapp's Cover-your-load progress and how well that has all come together to start in November. The Committee shifted in to Action Plan Progress and Miss LeMay again highlighted David Rapp's progress on the Cover-your-load Campaign. Miss LeMay stated that for the next meeting she suggested the Committee bring full updates of where they were at on the progress of each action plan item. She also stated that she would recommend keeping the same action plan for 2026 due to the progress being made. Miss LeMay explained she would not be at the next meeting due to maternity leave but Nicole Herrera would be present for them.

While still on the topic, David Rapp updated on the meeting that he, Ed Skowysz, and Cassandra LaValley attended about oyster recycling on October 17. He stated that they are trying to get everyone on board in a team effort to raise recycling awareness and increase the program in the area. He explained that Greenville County in the upstate had higher oyster recycling numbers than all of Horry and Georgetown Counties combined. Chairwoman LaValley stated it was a really great meeting to understand where the infrastructure to really get the program going needed to be built, as well as the other areas of support. Miss LeMay moved into the event of Swampfest on November 1<sup>st</sup> at Playcard Learning Center. She explained that due to medical issues, she would not be in attendance but had worked out with Cassie and Catherine to have the materials there. She went over the schedule and explained how fun the event was. Miss LeMay highlighted it is great for both youth engagement and adult engagement for Keep Horry County Beautiful.

Miss LeMay then moved into elections. She explained how the elections worked for new members. She then asked Chairwoman LaValley if she was interested in remaining as Chair so other Committee members would know, she stated yes. Chairwoman LaValley then called for a motion for Chair. David Rapp motioned for Cassandra LaValley to be voted in as Chair for the 2026 year. Edna Dewitt seconded the motion. ***Chairwoman LaValley called for a vote and the motion for Cassandra LaValley to be the Chair for the 2026 year approved unanimously.*** Chairwoman LaValley then called for a motion for Vice-chair. Vincent Lehotsky motioned for Cara Schildtknecht to be Vice-chair and Mat Torres seconded the motion. Cassandra LaValley did mention that Catherine Watts, current Vice-chair, did show interest in remaining but the motions were already in progress. ***Chairwoman LaValley called for a vote and the motion for Cara Schildtknecht to be the Vice-Chair for the 2026 year approved unanimously.***

Miss LeMay then moved the Committee into the 2026 meeting schedule. Cassandra LaValley had a few conflicting dates but those meetings could be presented as workshops. She called for a motion to approve the meeting schedule for 2026. Vincent Lehotsky motioned for approval and Cara Schildtknecht seconded the motion. ***Chairwoman LaValley called for a vote and the motion for the 2026 meeting schedule approved unanimously.***

**Committee Member**

Vincent Lehotsky mentioned that he noticed there is no limit on tire recycling at the Recycling Centers anymore but he is seeing more dumped in areas they should not be. He also mentioned that he saw a Solid Waste Authority truck leaving the Solid Waste Authority without the load covered.

### **ANNOUNCEMENTS**

Next Keep Horry County Beautiful Meeting – November 25, 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 – November 13, 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 12:42pm.

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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, 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**