

# **HORRY COUNTY GOVERNMENT PARKS AND OPEN SPACE BOARD MEETING AGENDA**

---

Tuesday, February 7, 2023 12:00noon  
Government & Justice Center, Multipurpose Room B/C/E, 2<sup>nd</sup> floor  
1301 Second Ave, Conway, SC 29526

- 1. Call to Order**
  - 2. Pledge of Allegiance**
  - 3. Invocation**
  - 4. Introduction of Board Members**
  - 5. Minutes**
    - Approval of December 7, 2022 Minutes
  - 6. Public Input**
  - 7. New Business**
    - Keep Horry County Beautiful Committee Appointment
  - 8. Old Business**
    - 2023 Meeting Schedule
  - 9. Presentation**
    - PARD Grants
  - 10. Discussion**
    - Staff Member Updates
    - Board Member Updates
  - 11. Announcements**
    - Next Parks and Open Space Board Meeting – March 7, 2023 at 12:00pm in Multipurpose Room B of the Government & Justice Center, Conway
    - Next Keep Horry County Beautiful Litter Coordinators Meeting – March 21, 2023 11:30am in Multipurpose Room B of the Government & Justice Center, Conway
  - 12. Adjourn**
-

STATE OF SOUTH CAROLINA )  
 )  
COUNTY OF HORRY )

Horry County Parks & Open Space  
Parks & Open Space Board Meeting  
Tuesday December 6, 2022

The Horry County Parks and Open Space Board met on Tuesday, December 6, 2022 at 12:00 pm at the Government & Justice Center, Multipurpose Room B in Conway, SC 29526. The following Parks & Open Space Board members were present: Robert Ziegler, Suzanne Pritchard, Samuel Johnson Jr., Kathy Jellison, Lisa Davis, and Thomas Mezzapelle.

Staff present: Interim Director, Ashley Cowen.

Board members absent: Melvin Spain, William Kevin Gause, and Sarah Diaz.

The following visitors attended: none.

### **CALL TO ORDER**

Chairman Robert Ziegler called the meeting to order at approximately 12:05 pm. Chairman Ziegler led the Pledge of Allegiance and gave the invocation.

### **INTRODUCTION OF BOARD MEMBERS**

Chairman Ziegler asked all Board members to introduce themselves and announce their County Council District.

### **MINUTES**

#### **Approval of September 9, 2022 Minutes**

Chairman Robert Ziegler entertained a motion to approve the September 9, 2022 minutes. Suzanne Pritchard made a motion to approve the September 9, 2022 Meeting Minutes. Samuel Johnson Jr. seconded the motion. There was no discussion. *The motion to approve the September 9, 2022 Parks and Open Space Board Meeting minutes carried unanimously.*

### **PUBLIC INPUT**

There was no public input.

### **NEW BUSINESS**

#### **Keep Horry County Beautiful Committee Appointments**

Chairman Ziegler introduced topic and gave an overview. Neither applicant was present. Neither James “Trapper” Fowler nor Kevin Mishoe serve on any other Horry County Boards or Commissions. Both are current active members of Keep Horry County Beautiful. Mr. Mishoe is the current standing Chairperson of the Committee. Both members are willing and eligible to serve in this capacity. Appointment by the Parks and Open Space Board to the Keep Horry

County Beautiful Committee will result in Mr. Fowler being appointed to his first full 3-year term and Mr. Mishoe being appointed to his second full 3-year term. Suzanne Pritchard made a motion to reappoint Kevin Mishoe and James “Trapper” Fowler to Keep Horry County Beautiful. Kathy Jellison seconded the motion. Seeing no discussion, Mr. Ziegler called the motion to vote. ***The motion reappoint Kevin Mishoe and James “Trapper” Fowler to Keep Horry County Beautiful carried unanimously.***

### **Recreational Trails Program Grant – Letter of Support**

Chairman Ziegler introduced the agenda item. Ashley Cowen gave a brief overview of the Resolution. Horry County Parks and Recreation, in cooperation with the Myrtle Beach Area Mountain Biking Association (MBA2), will install a pump track with beginner and intermediate level banked turns, rollers, and other features near the main entry for the HULK Bike and Run Park in Carolina Forest. Constructed out of dirt, grass, wooden boardwalk sections, and either concrete or asphalt, this amenity will be a unique enhancement to Horry County's one-of-a-kind 7-mile mountain biking destination. As one of Horry County's East Coast Greenway Trailheads, this regional 72-acre attraction serves cyclists, runners, and nature-enthusiasts as an essential destination of importance in South Carolina. Thomas Mezzapelle made a motion write a letter of support for the HULK Bike and Run Park Recreational Trails Grant Application which was seconded Lisa Davis. ***The motion to write a letter of support for the HULK Bike and Run Park Recreational Trails Grant Application carried unanimously.***

### **2023 Meeting Schedule**

Chairman Ziegler introduced the agenda item and gave an overview. After some discussion, Chairman Ziegler entertained a motion to differ the discussion of the meeting schedule until the February 7<sup>th</sup> meeting. Kathy Jellison made the motion. Thomas Mezzapelle seconded the motion. Seeing no further discussion, Chairman Ziegler called for the vote. ***The motion to differ the discussion of the 2023 Meeting Schedule until the February 7<sup>th</sup>, 2023 Meeting carried unanimously.***

## **DISCUSSION**

### **Staff Updates**

Staff gave a brief update on the upcoming programming happening in Horry County through Parks and Recreation.

### **Board Member Updates**

There were no Board member updates at this time.

## **ANNOUNCEMENTS**

**Next Keep Horry County Beautiful Meeting**– January 24, 2023 at 11:30 in Multipurpose Room B of the Government and Justice Center in Conway.

**Next Parks and Open Space Board Meeting** – TBA at 12:00 pm at the Horry County Government & Justice Center, Multipurpose Room B.

## **ADJOURN**

With no further discussion, Suzanne Pritchard made a motion to adjourn. Lisa Davis seconded the motion. The motion carried unanimously, and the meeting was adjourned at approximately 12:41 pm.



Horry County Parks and Open Space Board  
Decision Memorandum  
Horry County, South Carolina

---

Date: February 7, 2023  
From: Parks and Recreation  
Division: Infrastructure and Regulation  
Prepared By: Ashley Cowen, Interim Director  
Regarding: Keep Horry County Beautiful Appointments

---

**ISSUE:**

Should Horry County Parks & Open Space Board appoint Cassandra LaValley to Keep Horry County Beautiful?

**PROPOSED ACTION:**

Vote to appoint Cassandra LaValley to Keep Horry County Beautiful.

**RECOMMENDATION:**

The applicant should be given a few minutes to describe their interest in appointment to the committee and the assets they will bring.

**BACKGROUND:**

The Parks and Open Space Board appoints at-large members to the Keep Horry County Beautiful Committee. Keep Horry County Beautiful currently has vacancies. Vacancies have terms expiring in 2023 and 2025. Horry County has received one application for Keep Horry County Beautiful to fill these appointments.

**ANALYSIS:**

Cassandra LaValley does not serve on any other Horry County Boards or Commissions. Cassandra LaValley is willing and eligible to serve in this capacity. Appointment by the Parks and Open Space Board to the Keep Horry County Beautiful Committee will result in Cassandra LaValley being appointed to her first full 3-year.

APPLICATION FOR KEEP HORRY COUNTY BEAUTIFUL

NAME: Cassandra LaValley DATE 1/30/23

ADDRESS: Myrtle Beach, SC 29588

TELEPHONE NUMBER: (home) (work)

DATE OF BIRTH

YOUR COUNCIL MEMBER / DISTRICT: District 8 - Johnny Vaught

HAVE YOU EVER BEEN CONVICTED OF A FELONY?  (yes)  (no)

HAVE YOU BEEN ARRESTED OTHER THAN A MINOR TRAFFIC ACCIDENT WITHIN THE PAST TEN (10) YEARS?  (yes)  (no)

BACKGROUND INFORMATION: (Please provide in detail or attach a resume).

EDUCATION: Currently pursuing an MBA from Coastal Carolina University  
(concentration in Coastal and Marine Wetland Studies, anticipated completion: Spring 2025)

B.S. in Interdisciplinary Studies from Coastal Carolina University (2017)

WORK:

Current: Sustainability Coordinator at Coastal Carolina University

Previous: Project Manager/Regional Field Director at Conservation Voters of SC,

Marketing Director at Carolina Energy Conservation

CIVIC ACTIVITIES:

organize & participate in local community cleanups, voting & voter education,  
educational presentations for elementary students and community groups (Rotary clubs, etc.)

LIST PREVIOUS SERVICE ON HORRY COUNTY BOARDS OR COMMISSIONS  
(indicate dates of terms):

N/A

DUAL OFFICE HOLDING: Do you presently serve on any County or State Board or Commission?

No

---

---

If appointed to an Horry County Board or Commission, I understand that I will be expected to attend all meetings of that Board or Commission. The only reason I would not attend would be because of illness or pressing personal commitments. I also understand that if I am absent from three (3) consecutive meetings without a valid reason, the Council will consider this as a voluntary resignation. I am willing to abide by these attendance regulations. By acceptance of the appointment, I pledge my time and abilities to serve on any board or commission to which I am appointed.

Cassandra LaValley Digitally signed by Cassandra LaValley  
Date: 2023.01.30 14:55:04 -05'00'

---

Signature




1/30/23

---

Date

# CASSANDRA LAVALLEY

SUSTAINABILITY COORDINATOR,  
COMMUNICATIONS SPECIALIST

 \_\_\_\_\_  
 \_\_\_\_\_  
 Myrtle Beach, SC 29588

## ABOUT ME

Passionate about bringing together the social, economic, and environmental aspects of sustainability in order to offer practical, market-based solutions to our local/global environmental crises. During my academic and professional careers I've focused on promoting environmental policy and education, sustainability programming, sustainable operations, and renewable energy - while elevating these complex issues in a meaningful and compelling way.

## EDUCATION

### Coastal Carolina University

Master of Business Administration with a concentration in Coastal and Marine Wetland Studies  
**Anticipated Completion: Spring 2025**

Bachelor of Science in Interdisciplinary Studies with a concentration in Environmental Sustainability  
Minor of Journalism, Sustainability Certificate  
**2013-2017**

## EXPERTISE

Marketing and Advertising  
Writing and Communications  
Environmental Education and Advocacy  
Community Organizing and Project Management  
Media and Public Relations

## EXPERIENCE

### Sustainability Coordinator

Coastal Carolina University  
**Sept. 2021 - Present**

- Hire, train, and manage six or more Eco-Rep and social media student staff members to develop programs and educational campaigns that promote sustainability.
- Coordinate, promote, and execute sustainability programs and initiatives that align with CCU's greater sustainability goals.
- Develop and implement the Sustain Coastal marketing and social media plan, represent CCU as a sustainability leader in the greater community.

### Project Manager/Regional Field Director

Conservation Voters of South Carolina  
**Sept. 2018 - June 2021**

- Developed and implemented campaigns for environmental policy issues; to build public support and pass federal or state legislation. Met with state and federal legislators to provide educational support and expertise.
- Coordinated meetings and events around land, water, and ocean policy issues for the South Carolina Conservation Coalition and the Land and Water Conservation Fund (LWCF) Coalition.
- Drafted and placed earned media and developed educational webinars, with over 50 attendees for each.
- Assisted with the passage of the Great American Outdoors Act, to secure full and permanent funding for the Land and Water Conservation Fund (LWCF), through collaboration with legislators and conservation partners.
- Train and manage interns and volunteers to provide support for campaigns.

### Marketing Director

Carolina Energy Conservation  
**May 2017 - Sept. 2018**

- Established and directed the marketing department, increased lead generation by 40 percent.
- Hired, trained, and managed marketing and event staff of six or more employees.
- Oversaw and implemented the company's marketing budget and strategy for multiple office locations in South Carolina.



## KEEP HORRY COUNTY BEAUTIFUL COMMITTEE

|  |  |                     |
|--|--|---------------------|
| CHAIRPERSON<br>2 <sup>nd</sup> Term Expires: 12/31/25      | Kevin Mishoe<br>8001 Mishoe Road<br>Conway, SC 29527<br>e-mail: kmishoeswclean@gmail.com           | Phone: 843-424-7597 |
| VICE CHAIRPERSON<br>2 <sup>nd</sup> Term Expires: 12/31/24 | April O'Leary<br>160 Busbee Street<br>Conway, SC 29526<br>e-mail: mrs.april.o.leary@gmail.com      | Phone: 508-360-0370 |
| Term Expires: 12/31/25                                     | James "Trapper" Fowler<br>5075 Adrian Hwy<br>Conway, SC 29526<br>e-mail: trapperf@scccl.org        | Phone: 843-333-7355 |
| 1 <sup>st</sup> Term Expires: 12/31/24                     | Corinne Hellyer<br>69 Plantation Road,<br>Myrtle Beach, SC 29588<br>e-mail: cory.hellyer@gmail.com | Phone: 703-887-5454 |
| 1 <sup>st</sup> Term Expires: 12/31/23                     | Edna DeWitt<br>3330 Blain Lane<br>Conway, SC 29527<br>e-mail: edwil@sccoast.net                    | Cell: 843-333-1796  |
| 1 <sup>st</sup> Term Expires: 12/31/23                     | Terry Fowler<br>1740 Hwy 646<br>Loris, SC 29569<br>e-mail: tfowler@sccoast.net                     | Phone: 843-385-6969 |
| Term Expires: 12/31/23                                     | VACANT   | Phone:              |
| Term Expires: 12/31/25                                     | VACANT   | Phone:              |
| Term Expired: 12/31/22                                     | VACANT   | Phone:              |



Horry County Parks and Open Space Board  
Decision Memorandum  
Horry County, South Carolina

---

Date: February 7, 2023  
From: Parks and Recreation  
Division: Infrastructure and Regulation  
Prepared By: Ashley Cowen, Interim Director  
Regarding: 2023 Meeting Schedule

---

**ISSUE:**

What meeting schedule should the Parks and Open Space Board Adopt for the 2021 calendar year?

**PROPOSED ACTION:**

The Parks and Open Space Board will meet 8 out of the 12 proposed monthly dates, depending on agenda content, at 12:00 noon in Multipurpose Room B. The Chairman will have digression over cancelation of meetings. This includes twelve (12) Meetings or Workshops on the following dates:

|                                     |   |
|-------------------------------------|---|
| 1 <sup>st</sup> Tuesday, February 7 | 2 <sup>nd</sup> Tuesday, July 11                  |
| *CURRENT MEETING*                   | 2 <sup>nd</sup> 1 <sup>st</sup> Tuesday, August 8 |
| 1 <sup>st</sup> Tuesday, March 7    | 1 <sup>st</sup> Tuesday, September 5              |
| 1 <sup>st</sup> Tuesday, April 4    | 1 <sup>st</sup> Tuesday, October 3                |
| 1 <sup>st</sup> Tuesday, May 2      | 2 <sup>nd</sup> Tuesday, November 14              |
| 2 <sup>nd</sup> Tuesday, June 13    | 2 <sup>nd</sup> Tuesday, December 12              |

**RECOMMENDATION:**

Staff recommends approval.

**BACKGROUND:**

Parks and Open Space Board schedules meetings and workshops on the 1<sup>st</sup> or 2<sup>nd</sup> Tuesday every month at 12:00 noon in Multipurpose Room B. The Board must hold at least four (4) meetings annually, at least one (1) each quarter.

**ANALYSIS:**

The Parks and Open Space Board's By-Laws state in Article VI, Section I the following:

“Meetings be held quarterly (every three months) in a public facility accessible and open to the general public. The date, time, and location of each meeting will be set prior to the meeting. Board members shall be notified via telephone and/or email of short notice changes or meeting cancelations.”

The Horry County Code of Ordinances Article VII: Horry County Parks and Open Space, section 15-121 – Officers; rules of procedures; meetings; Support staff states the following:

“... The board shall meet at regular intervals but no less frequently than once every three (3) months.”



## PARKS AND OPEN SPACE BOARD MEETING SCHEDULE 2023

---

Board Meetings are typically held in the Multi-purpose Room of the Government & Justice Center located at 1301 Second Avenue in Conway, unless otherwise noted. All interested citizens are invited to attend.

| Date              | Time           | Event  |
|-------------------|----------------|--|
| February 7, 2023  | 12:00 – 1:00PM | Board Meeting – B Gov&Justice Center                     |
| March 7, 2023     | 12:00 – 1:00PM | Board Meeting – B Gov&Justice Center                     |
| April 4, 2023     | 12:00 – 1:00PM | Board Meeting – B Gov&Justice Center                     |
| May 2, 2023       | 12:00 – 1:00PM | Board Meeting – B Gov&Justice Center                     |
| June 13, 2023     | 12:00 – 1:00PM | Board Meeting & Officer Elections – B Gov&Justice Center |
| July 11, 2023     | 12:00 – 1:00PM | Board Meeting & – B Gov&Justice Center                   |
| August 8, 2023    | 12:00 – 1:00PM | Board Meeting – B Gov&Justice Center                     |
| September 5, 2023 | 12:00 – 1:00PM | Board Meeting – B Gov&Justice Center                     |
| October 3, 2023   | 12:00 – 1:00PM | Board Meeting – B Gov&Justice Center                     |
| November 14, 2023 | 12:00 – 1:00PM | Board Meeting – B Gov&Justice Center                     |
| December 12, 2023 | 12:00 – 1:00PM | Board Meeting – B Gov&Justice Center                     |

\*According to the Bylaws, the Board must hold *at least* four (4) Meetings annually. Meetings may be changed to a Workshop.



## KEEP HORRY COUNTY BEAUTIFUL SCHEDULE 2023

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 24, 2023   | 11:30AM – 1:30PM | Board Meeting – B Gov&Justice Center                         |
| March 21, 2023     | 11:30AM – 1:30PM | Litter Coordinators Meeting – B Gov&Justice Center           |
| April 18, 2023     | 11:30AM – 1:30PM | Board Meeting – B Gov&Justice Center                         |
| May 30, 2023       | 11:30AM – 1:30PM | Board Meeting - B Gov&Justice Center                         |
| June 27, 2023      | 11:30AM – 1:30PM | Strategic Planning Meeting & Workshop – B Gov&Justice Center |
| July 25, 2023      | 11:30AM – 1:30PM | Board Meeting – B Gov&Justice Center                         |
| August 22, 2023    | 11:30AM – 1:30PM | Litter Coordinators Meeting – B Gov&Justice Center           |
| September 19, 2023 | 11:30AM – 1:30PM | Board Meeting – B Gov&Justice Center                         |
| October 31, 2023   | 11:30AM – 1:30PM | Board Meeting – B Gov&Justice Center                         |
| November 28, 2023  | 11:30AM – 1:30PM | Board Meeting & Officer Elections – B Gov&Justice Center     |

## HORRY COUNTY PARKS AND OPEN SPACE BOARD 2023

### **CHAIR**

1<sup>st</sup> Term Expires: 6/30/24  
District #4

**Robert Ziegler**  
632 Grand Cypress Way  
Murrells Inlet, SC 29576  
e-mail: [robertziegler@aol.com](mailto:robertziegler@aol.com)

Home: 843-215-8978  
Cell: 917-734-5814

### **VICE CHAIR**

2<sup>nd</sup> Term Expires: 6/30/25  
District #1

**Suzanne Pritchard**  
904 11th Ave N,  
North Myrtle Beach, SC 29582  
e-mail: [lspritchard@gmail.com](mailto:lspritchard@gmail.com)

Office: 843-280-5572  
Cell: 843-455-7699

Term Expires: 6/30/25  
District #3

**VACANT**

Home:  
Cell:

e-mail:

Term Expires: 6/30/24  
District #2

**VACANT**

Office:

e-mail:

1<sup>st</sup> Term Expires: 6/30/25  
District #5

**Kathy Jellison**  
204 Sandpiper Ct.  
Murrells Inlet, SC 29576  
e-mail: [jellisonkathy@gmail.com](mailto:jellisonkathy@gmail.com)

Home: 843-344-9352

2<sup>nd</sup> Term Expires 6/30/23  
District #6

**Lisa Davis**  
275 Tibton Circle  
Myrtle Beach, SC 29588  
e-mail: [ldavis4@ups.com](mailto:ldavis4@ups.com)

Home: 843-450-0753  
Office: 843-236-5279

1<sup>st</sup> Term Expires: 6/30/23  
District #7

**Melvin Spain**  
1561 Hemingway Chapel Rd  
Conway, SC 29527  
e-mail: [melvin3685@gmail.com](mailto:melvin3685@gmail.com)

Home: 843-455-3685

2<sup>nd</sup> Term Expires: 6/30/24  
District #8

**Dr. Sarah Diaz**  
117 Furman Circle  
Conway, SC 29526  
e-mail: [sbanks@coastal.edu](mailto:sbanks@coastal.edu)

Home: 828-773-2246  
Office: 843-349-6611

2<sup>nd</sup> Term Expires: 6/30/25  
District #9

**Thomas Mezzapelle**  
236 Cox Lane  
Longs, SC 29568  
e-mail: [autoxdrv@gmail.com](mailto:autoxdrv@gmail.com)

Home: 843-602-1419  
Cell: 843-349-2180

2<sup>nd</sup> Term Expires: 6/30/25  
District #10

**William Kevin Gause**  
3800 Gurley Rd  
Loris, SC 29569  
e-mail: [wkgause@sccoast.net](mailto:wkgause@sccoast.net)

Home: 843-254-9795  
Office: 843-365-9800

2<sup>nd</sup> Term Expires: 6/30/23  
District #11

**Samuel T. Johnson, Jr**  
11975 Pee Dee Rd S  
Galivants Ferry, SC 29544  
e-mail: [sam@seedslingers.com](mailto:sam@seedslingers.com)

Home: 843-358-0736  
Cell: 843-907-0723