



**KEEP HORRY COUNTY BEAUTIFUL COMMITTEE  
PARKS & OPEN SPACE BOARD SUBCOMMITTEE**



**MEETING AGENDA**

Tuesday, July 25, 2023 11:30 AM

Multipurpose Room B

Government & Justice Center in Conway, SC

*Our Mission: Horry County – Keep It Clean!*

- I. Call to Order Chairman Kevin Mishoe
- II. Pledge of Allegiance
- III. Introduction of Members
- IV. Public Input
- V. New Business
  - A. Resolution to Recognize Keep Horry County Beautiful Volunteers
  - B. Resolution to Recognize Additional Volunteers
- VI. Old Business
  - A. SC DOT Adopt-A-Highway
- VII. Election of Vice-Chair
- VIII. Discussion
  - A. FY24 Annual Work Plan
  - B. Staff Updates
  - C. Board Member Updates
- IX. Announcements
  - A. Parks and Open Space Board Meeting – August 8, 2023 at 12:00pm in Multipurpose Room B of the Government & Justice Center in Conway, SC
  - B. Keep Horry County Beautiful Litter Coordinators Meeting – August 22, 2023 at 11:30am in Multipurpose Room B of the Government & Justice Center in Conway, SC
- X. Adjourn

## KEEP HORRY COUNTY BEAUTIFUL COMMITTEE

CHAIRPERSON 2 <sup>nd</sup> Term Expires: 12/31/25	<b>Kevin Mishoe</b> 8001 Mishoe Road Conway, SC 29527 e-mail: kmishoeswclean@gmail.com	Phone: 843-424-7597
VICE CHAIRPERSON Term Expires: 12/31/24	<b>VACANT</b> e-mail	Phone:
Term Expires: 12/31/25	<b>James "Trapper" Fowler</b> 5075 Adrian Hwy Conway, SC 29526 e-mail: trapperf@sccl.org	Phone: 843-333-7355
1 <sup>st</sup> Term Expires: 12/31/24	<b>Corinne Hellyer</b> 69 Plantation Road, Myrtle Beach, SC 29588 e-mail: cory.hellyer@gmail.com	Phone: 703-887-5454
1 <sup>st</sup> Term Expires: 12/31/23	<b>Edna DeWitt</b> 3330 Blain Lane Conway, SC 29527 e-mail: edwil@sccoast.net	Cell: 843-333-1796
1 <sup>st</sup> Term Expires: 12/31/23	<b>Terry Fowler</b> 1740 Hwy 646 Loris, SC 29569 e-mail: tfowler@sccoast.net	Phone: 843-385-6969
Term Expires: 12/31/23	<b>Vincent Lehotsky</b> 105 Augusta Plantation Drive Myrtle Beach, SC 29579 e-mail: vincentlehotsky@aol.com	Phone: 843-231-8184
Term Expires: 12/31/25	<b>Cassandra "Cassie" LaValley</b> 4322 Bradford Circle Myrtle Beach, SC 29588	Phone: 843-349-2763
Term Expired: 12/31/22	<b>VACANT</b>	Phone:



Keep Horry County Beautiful Committee  
Briefing Memorandum  
Horry County, South Carolina



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Date: July 25, 2023  
From: Parks and Recreation  
Division: Infrastructure and Regulation  
Prepared By: Ashley Cowen, Interim Director Parks and Recreation  
Regarding: Litter Clean Up Recognition Resolution at County Council

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**ISSUE:**

Should Keep Horry County Beautiful ask County Council to recognize Keep Horry County Beautiful volunteers?

**PROPOSED ACTION:**

Vote to send a resolution to County Council to recognize Keep Horry County Beautiful volunteers.

**BACKGROUND:**

Keep Horry County Beautiful's success is reliant upon the work of volunteers, such as its board members and community cleanup partners. Keep Horry County Beautiful's consolidated report of 2022 cleanups found that volunteers cleaned a total of 44,900 lbs resulting from over 1600 hours cleaning 326.3 miles of roadway. The following is a proposed resolution for County Council to consider for a future meeting, should the Board decide to proceed.

**ANALYSIS:**

The following individuals and groups may be considered for certificates of appreciation and recognition by Resolution at County Council for their contributions to Horry County litter reduction:

- Makinzie Causey, for cleaning Long Bay Road; and
- Cathy Whynot, for cleaning Frye Road; and
- Coastal Leadership Academy, for cleaning up Palmetto Pointe Blvd; and
- Little River Rotary Club, for cleaning up Mineola Ave; and
- St. Michael's Catholic School, for cleaning up the beach in Garden City; and
- WBTW News 13, for their Founders Day Cleanup of Peach Tree Road and the Socastee Swing Bridge area; and
- MGA Travel, for cleaning Salem Road; and
- Association for the Betterment of Bucksport and the Distinguished Men of Bucksport, for holding multiple cleanups in Bucksport; and
- The Woodbury Community, for holding multiple community cleanups;
- Horry County Clemson University Cooperative Extension's 4-H Program, for their multiple community cleanups; and
- Island Green Mens Golf Association, for cleaning Island Green; and
- Carolina Forest Democrats, for cleaning Oak Heart Rd and the Carolina Forest PAL Playground; and

- Friends of Lewis Ocean Bay Heritage Preserve, for cleaning along International Drive and the Lewis Ocean Bay Heritage Preserve; and
- Beautify Carolina Forest, and their many volunteers for cleaning Carolina Forest's many roads and communities; and
- Keep Water Tower Road Beautiful, for cleaning Water Tower Road; and

COUNTY OF HORRY )  
 )  
STATE OF SOUTH CAROLINA )

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION TO RECOGNIZE KEEP HORRY COUNTY BEAUTIFUL VOLUNTEERS FOR THEIR DEDICATION TO REDUCE LITTER IN HORRY COUNTY.**

**WHEREAS,** Keep Horry County Beautiful was established in 2011 to inspire residents and visitors to value and protect the natural beauty of Horry County and to empower them to keep the open spaces, rivers, and beaches clean and litter free; and

**WHEREAS,** Keep Horry County Beautiful relies on volunteers to conduct litter cleanup events throughout the year; and

**WHEREAS,** Keep Horry County Beautiful volunteers picked up approximately 44,900 lbs of litter resulting from over 1600 hours of cleaning in 2022; and

**WHEREAS,** together, Keep Horry County Beautiful volunteers are making a difference in our community and setting an example for others; and

**WHEREAS,** Horry County recognizes the importance of volunteerism from County residents, businesses, clubs, organizations, and visitors; and

**WHEREAS,** Horry County honors the volunteers that selflessly dedicate their time to reducing litter within our shared community, allowing other residents and visitors the ability to enjoy the natural beauty of our shared home.

**NOW THEREFORE, HORRY COUNTY COUNCIL RECOGNIZES KEEP HORRY COUNTY BEAUTIFUL'S VOLUNTEERS FOR THEIR OUTSTANDING EFFORTS TO REDUCE LITTER IN OUR COMMUNITY.**

**AND IT IS SO RESOLVED** this \_\_\_\_\_ day of \_\_\_\_\_, 2023.



Keep Horry County Beautiful Committee  
Briefing Memorandum  
Horry County, South Carolina



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Date: July 25, 2023  
From: Parks and Recreation  
Division: Infrastructure and Regulation  
Prepared By: Ashley Cowen, Interim Director Parks and Recreation  
Regarding: Resolution to Recognize Additional Volunteers

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**ISSUE:**

Should Keep Horry County Beautiful support a resolution to recognize the below organizations?

**PROPOSED ACTION:**

Vote to send a resolution to County Council to recognize the below organizations.

**BACKGROUND:**

Keep Horry County Beautiful's success is reliant upon the work of volunteers, such as its board members and community cleanup partners. The Parks and Recreation Department is reliant on community organizations to clean and partially maintain specific facilities utilized for specialty athletics and recreation. Volunteers dedicate many hours to the cleanliness, programming, and maintenance of County facilities run these community organizations.

The following is a proposed resolution for County Council to consider for a future meeting, should the Board decide to proceed. Upon consideration by Keep Horry County Beautiful, the proposed Resolution will be presented to the Parks and Open Space Board for joint approval and support before being proposed to Horry County Council.

**ANALYSIS:**

The following organizations may be considered for certificates of appreciation and recognition by Resolution at County Council, for their contributions to Horry County and the Parks and Recreation Department, by both Keep Horry County Beautiful and the Parks and Open Space Board:

- Vereen Memorial Historical Gardens Committee volunteers, for cleaning and maintaining Vereen Memorial Historical Gardens; and
- Myrtle Beach Area Mountain Biking Association, for cleaning and maintaining the HULK Bike and Run Park;
- Pee Dee Athletic Association, for cleaning and providing programming at Pee Dee Park; and
- Green Sea Floyds Recreation Department, for cleaning and providing programming at Green Sea Floyds Athletic Fields; and
- Aynor Area Athletic Association, for cleaning and providing programming at the Michael Morris Graham Athletic Complex; and
- Waccamaw Community Athletic Association, for cleaning and providing programming at the Sam Cox and McNeil Parks; and

- Horry County Disc Golf Club, for cleaning and maintaining the Lions Den Disc Golf Course;  
and
- Myrtle Beach Disc Golf Club, for cleaning and maintaining the Splinter City and Socastee Recreation Park Disc Golf Courses.

COUNTY OF HORRY )  
 )  
STATE OF SOUTH CAROLINA )

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION TO RECOGNIZE PARKS AND RECREATION DEPARTMENT PARTNERS FOR THEIR DEDICATION TO PROVIDE HIGH QUALITY RECREATIONAL SERVICES AND FACILITIES COUNTYWIDE.**

**WHEREAS,** Keep Horry County Beautiful, was established in 2011 to inspire residents and visitors to value and protect the natural beauty of Horry County and to empower them to keep the open spaces, rivers, and beaches clean and litter free; and

**WHEREAS,** Keep Horry County Beautiful relies on volunteers to conduct litter cleanup events throughout the year; and

**WHEREAS,** together, Keep Horry County Beautiful volunteers are making a difference in our community and setting an example for others; and

**WHEREAS,** Horry County recognizes the importance of volunteerism from County residents, businesses, clubs, organizations, and visitors; and

**WHEREAS,** Horry County honors the volunteers that selflessly dedicate their time to community services within our shared community, allowing other residents and visitors the ability to enjoy a high quality of life.

**NOW THEREFORE, HORRY COUNTY COUNCIL RECOGNIZES PARKS AND RECREATION'S PARTNERS FOR THEIR DEDICATION TO PROVIDING HIGH QUALITY RECREATIONAL SERVICES AND FACILITIES COUNTY WIDE.**

**AND IT IS SO RESOLVED** this \_\_\_\_\_ day of \_\_\_\_\_, 2023.



Keep Horry County Beautiful Committee  
Briefing Memorandum  
Horry County, South Carolina



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Date: July 25, 2023  
From: Parks and Recreation  
Division: Infrastructure and Regulation  
Prepared By: Ashley Cowen, Interim Director Parks and Recreation  
Regarding: Adopt a Highway Program

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**ISSUE:**

What is the status of the SC DOT Adopt A Highway (AAH) Program in Horry County?

**CONCLUSION:**

The SC Department of Transportation continues to offer their Adopt-a-Highway program for state roadways. Keep Horry County Beautiful, Horry County Public Works, Horry County Police Department, the Towns of Aynor and Surfside, the Cities of Loris, Conway, and North Myrtle Beach, the Myrtle Beach Chamber of Commerce, and other local resources advise SC DOT's program on the roads in need of monthly cleaning.

**BACKGROUND:**

Since 1987, Adopt-A-Highway volunteers have been cleaning up litter along South Carolina highways. The SCDOT coordinated the Adopt-A-Highway program until 2012 when it was then relocated under PalmettoPride's umbrella. PalmettoPride remains responsible for communications with AAH County Coordinators and local SC DOT offices, marketing, and recruiting more groups. The SC DOT continues to pick up bags after cleanups and maintain sign production and maintenance.

AAH County Coordinators work under SC DOT to assist volunteers in the adoption of 2-mile stretched of roadway. Adoptions include an agreement to clean 4-times annually for a period of 2-years, or a one-time cleanup. Once a group has been approved and certified, the AAH County Coordinator communicates safety standards and how to receive supplies. In some instances, the AAH and Keep South Carolina Beautiful affiliate work together to provide supplies to clean up groups.

**ANALYSIS:**

The following are the roadways cleaned by the SC DOT Adopt A Highway Program in July:

1. Hwy 378 (Wright Blvd – 3<sup>rd</sup> Ave)
2. Bear Bluff Road
3. Singleton Ridge Road
4. Highway 814
5. Pee Dee Hwy
6. Hwy 308
7. Dunn Shortcut Road
8. Sherwood Road

9. Claridy Street
10. Amber Lane/El Passo
11. Hwy 19
12. Suggs St
13. Hwy 501
14. Hwy 17
15. Conway Bypass (501Bus)
16. S-12121
17. Jo Ben Trail
18. SC-544
19. S-309 Barnhill Road
20. El Bethel Road
21. Country Club Road
22. 12<sup>th</sup> Street
23. SC-905
24. SC-31
25. SC-22
26. SC-319
27. SC-78 (Juniper Bay Road)
28. S-278 (Sherwood)
29. US-701
30. Amber Lane
31. Hwy 65



# KEEP HORRY COUNTY BEAUTIFUL COMMITTEE PARKS & OPEN SPACE BOARD SUBCOMMITTEE

Decision Memorandum  
Horry County, South Carolina



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Date: July 25, 2023  
From: Parks and Recreation  
Division: Infrastructure and Regulation  
Prepared By: Ashley Cowen, Interim Director of Parks and Recreation  
Regarding: Election of Officers

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## **ISSUE:**

Keep Horry County Beautiful needs to elect a Vice Chair for the remainder of the 2023 calendar year.

## **PROPOSED ACTION:**

Vote to elect a Vice-Chair.

## **RECOMENDATION:**

Keep Horry County Beautiful should vote among its eligible Board members to serve as Vice Chair for the remainder of the 2023 calendar year.

## **BACKGROUND:**

Due to the recent resignation of April O'Leary from Keep Horry County Beautiful, the Vice Chairman Officer position is vacant. Per the approved bylaws of Keep Horry County Beautiful, the Officers shall be nominated and elected at the end of each calendar year, by a majority vote, if a quorum is present. A discussion can be held to determine interest by Board members to serve as Vice Chair for the Board. After a nomination is made, nominees must agree to serve. Newly elected officers shall assume office at the first regular meeting of the next calendar year.

The Chairperson shall preside over all meetings and act as official spokesperson for the Committee, even when it is not in session. The Chairperson shall lead the Committee and act as a liaison between the Committee and the Parks and Open Space Board and other County Appointed Committees, as necessary. The Chairperson will serve as an ex-officio member on all subcommittees of Keep Horry County Beautiful. The Vice-Chair shall perform the duties of the Chairperson in his/her absence.

## **ANALYSIS:**

All current KHCB Members are eligible to serve as Vice-Chair and may be nominated to hold an office for the remainder of the calendar year 2023.

**2023 Annual Work Plan for Board**

- B1 Host/Co-host an annual tree planting event with giveaway
- B2 Host a beautification and tree planting event
- B3 Install signs to recognize projects completed by KHCB and partners
- B4 Host a community recognition event for all volunteers, partners, and litter crews
- B5 Support the SWA "Talking Trash" effort
- B6 Create library and recreation center displays
- B7 Develop a campaign focused on Litter as being 100% preventable
- B8 Develop a local program to recognize businesses/entities for being a part of Keep Horry County Beautiful
- B9 Recognize the businesses helping to beautify Horry County
- B10 Highlight KHCB programs, events, and adoptions through local media outlets and the Horry County Public Access Channel
- B11 Utilize the Litter Index as a tool to market KHCB and engage with Council on litter programs for prevention and reduction
- B12 Coordinate on the annual presentation to Council and the resolution to recognize litter crews and adoption groups
- B13 Request data from County departments about litter related tickets, fines, and litter related work orders such as dump sites, illegal signs, and unscheduled litter crew maintenance
- B14 Invite County Police and Public Works to KHCB Board and Subcommittee meetings
- B15 Partner with Police and Public Works on the design of the Litter Index and share the results of the annual condition assessment as a presentation
- B16 Determine locations for cleanups based on the results of the litter index
- B17 Consider options for mitigating litter conditions as related to each district and work with elected and appointed officials to implement
- B18 Consider additional Rain Garden installations as desired and fiscally possible as part of beautification
- B19 Coordinate with the SWA on Earth Month events
- B20 Coordinate with other Boards and Commissions on outreach efforts to maximize impact

**2023 Annual Work Plan for Staff**

- S1 Manage Community Cleanup Program including supply requests, orders, distribution, collection, reporting and restocking.  
  
Manage Keep Horry County Beautiful Grants including applications, reporting, and funds  
  
Post to social media accounts and manage marketing
- S2 Update the KHCB webpage
- S3 Orchestrate coordination with PalmettoPride, Keep South Carolina Beautiful, local affiliates, and Keep America Beautiful
- S4 Engage with Parks & Rec, Public Works, and Police Departments to improve coordination and CCP activities
- S5 Complete budget requests to support the Board and Community Cleanup Program
- S6 Coordinate with County departments on beautification projects
- S7 Support beautification projects as requested with available resources
- S8 Provide staff support to Board for all administrative functions as needed