



KEEP HORRY COUNTY BEAUTIFUL COMMITTEE

PARKS & OPEN SPACE BOARD SUBCOMMITTEE



MEETING AGENDA

Tuesday, October 31, 2023 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. Election of Officers
- VI. New Business
 - A. Resolution to Recognize Keep Horry County Beautiful Volunteers
 - B. Resolution to Recognize the Horry County Solid Waste Authority
- VII. Old Business
 - A. FY24 Annual Work Plan
- VIII. Discussion
 - A. Staff Updates
 - B. Board Member Updates
- IX. Announcements
 - A. Parks and Open Space Board Meeting – November 14 at 12:00pm in Multipurpose Room B of the Government & Justice Center in Conway, SC
 - B. Keep Horry County Beautiful Litter Coordinators Meeting – November 28, 2023 at 11:30am in Multipurpose Room B of the Government & Justice Center in Conway, SC
- X. Adjourn



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 |



KEEP HORRY COUNTY BEAUTIFUL COMMITTEE PARKS & OPEN SPACE BOARD SUBCOMMITTEE

Decision Memorandum
Horry County, South Carolina



Date: October 31, 2023
From: Parks and Recreation
Division: Infrastructure and Regulation
Prepared By: Ashley Cowen, Deputy Director of Parks and Recreation
Regarding: Election of Officers

ISSUE:

Keep Horry County Beautiful needs to elect a Officers for the remainder of the 2023 calendar year and 2024.

PROPOSED ACTION:

Vote to elect a Chair and Vice-Chair.

RECOMENDATION:

Keep Horry County Beautiful should vote among its eligible Board members to serve as Chair and Vice Chair for the remainder of the 2023 and 2024 calendar year.

BACKGROUND:

Due to the recent resignation of April O'Leary from Keep Horry County Beautiful, the Vice Chairman Officer position is vacant. Due to the recent voluntary resignation of Kevin Mishoe from Keep Horry County Beautiful, the 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. As there is a current vacancy in both positions, the positions should be filled immediately. A discussion can be held to determine interest by Board members to serve as Chair and Vice Chair for the Board. After a nomination is made, nominees must agree to serve. Newly elected officers shall assume office at the next regular meeting.

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. If the Committee choses, they may decide to extend the officer position into 2024 as part of the nomination and election process.

KEEP HORRY COUNTY BEAUTIFUL COMMITTEE

| | | |
|----------------------------|--|---------------------|
| 1st Term 12/31/2025 | Nicole Thompson 1264 Welford Ct, Myrtle Beach, SC e-mail: Nicole.Thompson08@yahoo.com | Phone: 828-527-9098 |
| 1st Term Expires: 12/31/24 | Catherine Watts 3054 Hwy 90 Conway, SC 29526 e-mail | Phone: 843-457-1908 |
| 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: 12/31/24 | Corinne Hellyer 69 Plantation Road, Myrtle Beach, SC 29588 e-mail: cory.hellyer@gmail.com | Phone: 703-887-5454 |
| 1st Term Expires: 12/31/23 | Edna DeWitt 3330 Blain Lane Conway, SC 29527 e-mail: edwil@sccoast.net | Phone: 843-333-1796 |
| 1st Term Expires: 12/31/23 | VACANT e-mail: | Phone: |
| Term Expires: 12/31/23 | Vincent Lehotsky 105 Augusta Plantation Drive Myrtle Beach, SC 29579 e-mail: vincentlehotsky@aol.com | Phone: 843-231-8184 |
| Term Expires: 12/31/25 | Cassandra "Cassie" LaValley 4322 Bradford Circle Myrtle Beach, SC 29588 | Phone: 843-349-2763 |
| Term Expired: 12/31/25 | VACANT e-mail: | Phone: |



KEEP Horry COUNTY BEAUTIFUL COMMITTEE PARKS & OPEN SPACE BOARD SUBCOMMITTEE



Decision Memorandum Horry County, South Carolina

Date: October 31, 2023
From: Parks and Recreation
Division: Infrastructure and Regulation
Prepared By: Ashley Cowen, Deputy Director Parks and Recreation
Regarding: Volunteer Recognition Resolution

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



KEEP HORRY COUNTY BEAUTIFUL COMMITTEE PARKS & OPEN SPACE BOARD SUBCOMMITTEE



- 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;

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

James “Trapper” Fowler

Corinne Hellyer

Edna DeWitt

Vincent Lehotsky

Cassandra “Cassie” LaValley

Nicole Thompson

Catherine Watts

Attest:

Ashley Cowen, Deputy Director of Parks and Recreation
Staff Liaison to Keep Horry County Beautiful



KEEP HORRY COUNTY BEAUTIFUL COMMITTEE

PARKS & OPEN SPACE BOARD SUBCOMMITTEE



Decision Memorandum Horry County, South Carolina

Date: October 31, 2023
From: Parks and Recreation
Division: Infrastructure and Regulation
Prepared By: Ashley Cowen, Deputy Director Parks and Recreation
Regarding: Resolution to Recognize the Solid Waste Authority

ISSUE:

Should Keep Horry County Beautiful ask County Council to recognize the Solid Waste Authority, in partnership with the SC Department of Natural Resources, for their efforts on oyster shell recycling?

PROPOSED ACTION:

Vote to send a resolution to County Council to recognize the Solid Waste Authority.

BACKGROUND:

South Carolina Department of Natural Resources currently has roughly 30 drop-off Oyster shell recycling locations throughout the state. The SCORE program, South Carolina Oyster Recycling and Enhancement, through SCDNR is a community based habitat restoration and monitoring program. Through cooperation with SCORE, the Horry County Solid Waste Authority is in the process of adding an Oyster shell recycling drop-off bin and shell quarantine site at the Hwy 90 landfill location. This will increase the number of public recycling locations from 2 to 3 in Horry County. There is one additional public recycling locations in Murrells Inlet in Georgetown County.

ANALYSIS:

Horry County is currently responsible for 6% of 38,000 bushels of Oyster shells recycled statewide. There are over 60 restaurants in Horry and Georgetown Counties that serve Oysters. Nearly 50% of recycled shells come from publicly available drop-off bins. Unfortunately, the number of shells needed to replant and restore Oyster reefs exceeds the number recycled in the state of South Carolina. Shell is purchased from out of state to meet replanting needs. SC Department of Natural Resource's SCORE program aims to increase community based habitat restoration and monitoring. Through the assistance of the Solid Waste Authority in Horry County, it may be possible to increase the amount of recycled shells that can be collected locally, thereby decreasing the amount of out-of-state shells that must be purchased to replenish and restore South Carolina's Oyster population.

COUNTY OF HORRY)
)
STATE OF SOUTH CAROLINA)

RESOLUTION NO. _____

A RESOLUTION TO RECOGNIZE THE HORRY COUNTY SOLID WASTE AUTHORITY, IN PARTNERSHIP WITH SC DEPARTMENT OF NATURAL RESOURCES, FOR THEIR EFFORTS ON OYSTER SHELL RECYCLING 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, The Solid Waste Authority, working in coordination with SCORE, a community based habitat restoration and monitoring program of South Carolina Department of Natural Resources, will host a new public oyster shell recycling drop-off bin and shell quarantine site at their Hwy 90 landfill location; and

WHEREAS, Shell is purchased from out-of-state shucking houses to meet replanting needs; and

WHEREAS, Over 60 restaurants in Horry and Georgetown Counties serve Oysters; and

WHEREAS, Oyster shell public drop-off bins serve restaurants, caterers, and community members for their shell recycling needs; and

WHEREAS, if recycling increases in the state of South Carolina, there would be enough available to meet replanting needs; and

WHEREAS, Nearly 50% of all shells recycled come from publicly accessible bins; and

WHEREAS, Horry County contributed 6% of the 38,000 bushels recycled nationwide in FY22; and

WHEREAS, Keep Horry County Beautiful appreciates the Solid Waste Authority's efforts to improve Oyster shell recycling in Horry County.

NOW THEREFORE, KEEP HORRY COUNTY BEAUTIFUL RECOGNIZES THE HORRY COUNTY SOLID WASTE AUTHORITY AND SC DEPARTMENT OF NATURAL RESOURCES FOR THEIR EFFORTS ON OYSTER SHELL RECYCLING IN HORRY COUNTY.

AND IT IS SO RESOLVED this _____ day of _____, 2023.

KEEP HORRY COUNTY BEAUTIFUL

James “Trapper” Fowler

Corinne Hellyer

Edna DeWitt

Vincent Lehotsky

Cassandra “Cassie” LaValley

Nicole Thompson

Catherine Watts

Attest:

Ashley Cowen, Deputy Director of Parks and Recreation
Staff Liaison to Keep Horry County Beautiful



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

Date: October 31, 2023
From: Parks and Recreation
Division: Infrastructure and Regulation
Prepared By: Ashley Cowen, Deputy Director
Regarding: Keep Horry County Beautiful 2024 Action Plan

ISSUE:

Should Keep Horry County Beautiful adopt the 2024 Action Plan?

PROPOSED ACTION:

Adopt the 2024 Action Plan.

RECOMENDATION:

Staff recommends approval.

BACKGROUND:

During the precertification process, the KHCB Committee was required to attend a precertification workshop where they identified goals and strategies and developed an action plan. Annually, the KHCB Committee holds a Strategic Planning Meeting where they revise their goals and strategies and update their action plan. In addition to the annual Strategic Planning Meeting, the KHCB Committee receives continual feedback via meetings and litter coordinator's meetings. This analysis and feedback is combined during the Strategic Planning Meeting to formulate the Action Plan for the coming year.

ANALYSIS:

Keep Horry County Beautiful held their annual Strategic Planning Meeting on June 27, 2023 in Multipurpose Room B of the Government and Justice Center in Conway, South Carolina. At the Strategic Planning Meeting, the committee modified the prior year's plan based on new goals, objectives and actions. The Plan is comprised of an Annual Work Plan broken into actions to complete by both the Committee and staff.

KEEP HORRY COUNTY BEAUTIFUL- STRATEGIC PLAN UPDATE 2024

2024 Annual Work Plan for Board

- 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 through Facebook posts highlighting "green deeds"
- 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
- B21 Consider partnering with large events countywide for pre-and-post-event volunteer cleanups ("Green Team")
- B22 Coordinate with the Planning & Zoning Department to support illegal signage enforcement or recycling
- B23 Consider the feasibility of re-initiating the Cover-Your-Load campaign

KEEP Horry COUNTY BEAUTIFUL- STRATEGIC PLAN UPDATE 2024

2024 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 Post to social media accounts and manage marketing
- S4 Update the KHCB webpage
- S5 Orchestrate coordination with PalmettoPride, Keep South Carolina Beautiful, local affiliates, and Keep America Beautiful
- S6 Engage with Parks & Rec, Public Works, and Police Departments to improve coordination and CCP activities
- S7 Complete budget requests to support the Board and Community Cleanup Program
- S8 Coordinate with County departments on beautification projects
- S9 Support beautification projects as requested with available resources
- S10 Provide staff support to Board for all administrative functions as needed