



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



STRATEGIC PLANNING AGENDA  
Tuesday, September 22, 2020  
Horry County Government & Justice Center  
Multipurpose Room B  
11:30 AM

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

- I. Call to Order
- II. Approval of Minutes
  - A. August 25, 2020 Meeting
- III. Public Input
- IV. New Business
  - A. Letter of Support for Dumpster and Recycling Ordinance
  - B. Facebook Ads and Social Media Marketing
  - C. Environmentally-friendly Business Opportunities
- V. Strategic Planning Workshop
  - A. Review of Current Action Plan
  - B. Action Plan Focus Areas
  - C. Draft FY2021 Action Plan
- VI. Discussion
  - A. Litter Crew and CCP Sponsor Appreciation
  - B. Board Member Appointments
- VII. Announcements
- VIII. Adjourn

Chairperson April O’Leary

Next Meeting: Tuesday, October 27, 2020 at 11:30 am

**Keep Horry County Beautiful Committee**  
STATE OF SOUTH CAROLINA  
Tuesday, August 25, 2020  
Horry County Government and Justice Center  
11:30 AM

**The following Committee members were present (\*Virtual):** Chairman April O’Leary, Devin Parks, Bo Ives, Laura Hunnicutt, Betty Gause, Kevin Mishoe, \*Jack Galloway

**Others Present (\*Virtual):** Jody Nyers, Bob Ziegler, Cara Schildtknecht, Bill Wyeth, Kasey Harkins, Corrinne Hellyer, \*Timmy Williams, \*Elizabeth Damico, \*Kendra Hooks, \*Victoria Johnson

**Staff Present:** Katie Moore, John Danford, and Ashley Cowen

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** – Chairperson April O’Leary called the meeting to order at approximately 11:35 AM and noted there was a valid quorum present. Mrs. O’Leary asked each one to introduce themselves.

**Approval of Minutes** - Chairperson O’Leary asked the committee members to review the minutes from the January 28, 2020 meeting. Devin Parks moved to approve the minutes, seconded by Bo Ives. The vote to approve carried unanimously.

**Presentations**

**2020 Litter Index Report**

Katie Moore presented summary information from the February 2020 event and explained this was the tenth year of the survey. KHCB utilizes the tool to guide roadway adoptions, marketing, education and partnerships for countywide litter reduction. Overall there has been an observed reduction litter intensity throughout the County. Mr. Mishoe raised a question about coordination with the Horry County Public Works Department regarding a call to action and response to littered sites. The Board discussed the role of Public Works and requested for staff to contact Public Works and Stormwater Departments to extend an invitation to meetings. Mr. Ives commented that the purpose of the index is to inform the Board as a means to engage the community, not to send Public Works personnel to hot spots for clean-up. County Council received a summary briefing on the Litter Index and April was proclaimed as Zero Tolerance for Litter Month.

**Community Survey on Plastic Bags and Alternatives to Disposable Plastics Results**

Katie Moore presented the findings from the community survey held via Survey Monkey. Approximately 1,500 responses were collected. Staff made the decision to close the survey in July 2020. Approximately 16% of respondents do not recycle. Responses indicate the

community would like to address the use of single use plastics. Mrs. Gause commented that she is concerned 16% of respondents do not recycle. Mr. Ives is concerned that with the current pandemic grocery stores do not allow shoppers to use re-useable bags and there are free tours at the Solid Waste Authority where people can see new technology for waste management. Discussion focused on the need for a county-wide solution to address recycling and a reduction of plastics through education of our community and Horry County Council. Ms. Cowen provided reference information on KHCB's ability to send a recommendation to Planning Commission to draft an ordinance to send to County Council regarding the use of single use plastic bags. Mrs. O'Leary would like to engage with the business community regarding their practices and policies as they relate to single use plastic bags. Further discussion will be had during the Strategic Planning session in September.

### **Keep South Carolina Beautiful/Palmetto Pride and Keep America Beautiful Updates**

Katie Moore explained the nationwide affiliate, Keep America Beautiful, launched the Do Beautiful Things campaign in June. The Great American Clean Up was rescheduled and launched June 15. KHCB is participating in the Grab A Bucket Challenge sponsored by Lowes Home Improvement which was launched locally by KHCB this month and will run until October 18, 2020. A nationwide Volunteer Portal has been launched by KAB that allows partners to list upcoming events, and an affiliate webinar series is active for anyone who is interested in learning opportunities.

### **Litter Coordinators**

The Litter Coordinators present were invited to give updates on programs.

Winyah Rivers: Cara Schildtknecht explained it has been difficult to get to some of the landings this year with flooding and the pandemic although it is evident that many are being used this summer by recreational boaters. Organized clean-up efforts have not happened this calendar year due to safety concerns. New event called "Solo Cleanup September" is launching next month that will culminate in a virtual awards ceremony. Ms. Moore shared an update on trash receptacles and will follow-up with Parks and Rec on the status of the installation.

Surfrider Grand Strand: Corrinne Hellyer reported the annual July 5 beach clean-up yielded 250 pounds of litter. A program for installing cigarette receptacles at beach access locations is underway. Currently, fundraising events are on hold due to a budget surplus. A campaign later this year beginning in Georgetown on beach dune stabilization using Christmas trees after a planned renourishment project. Previous projects were held along the beach in North Carolina.

### **Announcements**

Next meeting of Keep Horry County Beautiful is scheduled for September 22, 2020 at 11:30 am.

**Adjourn** – With no further business, April O'Leary made a motion to adjourn and the motion carried unanimously. The meeting adjourned at approximately 1:00 PM.

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

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Date: September 22, 2020  
From: Planning  
Division: Infrastructure and Regulation  
Prepared By: Katie Moore, Senior Planner  
Cleared By: Leigh Kane, Principal Planner  
Regarding: Letter of Support for Dumpster and Recycling Ordinance

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**ISSUE:**

Should Keep Horry County Beautiful support the introduction of local ordinance to require appropriately-sized dumpster enclosures for garbage and recycling at commercial developments?

**PROPOSED ACTION:**

Approve the Letter of Support and direct staff to submit for Planning Commission review.

**RECOMMENDATION:**

Staff recommends approval.

**BACKGROUND:**

In the Strategic Plan prepared and adopted in 2019, Keep Horry County Beautiful stated a goal to *Continue to Support Horry County Council and Horry County Government Departments by providing input on updates to Litter Related Laws and Litter Prevention Programs.*

Several actions were identified for this goal, including two local ordinances addressing:

- Recycling and composting facilities in Multifamily zoning district; and
- The size of dumpsters, recycling facilities, and composting in commercial zoning district.

Planning Commission considers proposed amendments to Appendix B of the Horry County Code of Ordinances that is namely the Zoning Ordinance for Horry County. After review, Planning Commission can make a recommendation to County Council for the consideration of the amendment for adoption into the Horry County Code of Ordinances.

**ANALYSIS:**

The potential benefits of expanding regulations pertaining to dumpsters and recycling directly correspond to the core mission of Keep Horry County Beautiful. KHCB identified the introduction and adoption of ordinances for recycling and dumpsters as an activity to reduce litter and strengthen enforcement abilities of local officials. Keep America Beautiful highlights the necessity of developing a framework that promotes behavior change as a model for achieving cleaner and greener communities. An ordinance intending to require the responsible management of solid waste including provisions for recycling is consistent with the stated goals and mission of KHCB.



**Keep Horry County Beautiful**  
1301 Second Avenue  
Conway, SC 29526  
Phone: 843-915-5340

September 22, 2020

RE: Letter of Support for a Zoning Ordinance Amendment addressing Dumpsters and Recycling

Dear Horry County Planning Commission,

Keep Horry County Beautiful, a subcommittee to the Horry County Parks and Open Space Board, and an affiliate of Keep America Beautiful, would like to express support for a local ordinance addressing dumpsters and recycling at commercial and multifamily developments.

Fundamental to the mission of the Committee is a goal of Litter Reduction and Enforcement of litter prevention programs. Keep Horry County Beautiful recognizes a role to support Horry County Council by providing input on updates to litter related laws and prevention programs. Each year Keep Horry County Beautiful conducts a workshop to identify goals, strategies, and actions that are then incorporated into a comprehensive update to the Committee's Strategic Plan. Therefore the Committee is submitting this letter of support for proposed amendment as it aligns with two action items within the Strategic Plan.

Additionally, the enactment of this ordinance supports the Horry County Strategic Plan goal to reduce the impacts of roadside litter (R-110-18 adopted October 16, 2018) while also serving to achieve an implementation strategy outlined in IMAGINE 2040 for the Environmental Sustainability goal presented within Chapter 12. Goals and Strategies (page 12.11).

Horry County residents and visitors will directly benefit from the enactment of these provisions as the ordinance is intended to reduce the impact of solid waste storage and collection on the community and allows for early planning for the facilities necessary to properly manage the waste stream from commercially reviewed developments including the need to accommodate recycling for our citizens who reside within multifamily communities.

Thank you for your consideration of the proposed amendment to the Zoning Ordinance. Please do not hesitate to contact our Staff Coordinator, Katie Moore, if you have any questions.

Sincerely,

April O'Leary  
Chair, Keep Horry County Beautiful

CC: Katie Moore, Staff Coordinator

# KEEP HORRY COUNTY BEAUTIFUL BOARD

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April O’Leary, Chair

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Jeremy Monday, Vice Chair

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Jack Galloway

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Betty Gause

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Laura Hunnicutt

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Bo Ives

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Kevin Mishoe

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Devin Parks

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Chuck Rhome

Attest:

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Katie Moore, Senior Planner  
Staff Coordinator to Keep Horry County Beautiful Board

## DRAFT FOR REVIEW ONLY

### Dumpsters, Roll-offs, and Compactors.

Property owners shall maintain screening, access, and safety for garbage and recycling dumpsters.

#### 1. Screening.

- (A) Dumpsters shall be screened on three (3) sides to a height of at least one (1) foot above the top of the dumpster. Screen material may be either an architectural wall or a privacy fence that forms an opaque enclosure.
- (B) Dumpsters cluster. Individual screening will not be required when several dumpsters are clustered at one location. Instead, the entire site will be enclosed to prevent dispersal of loose trash.
- (C) All dumpsters shall be stored on the property behind the front building line of the principle structure. Dumpsters must be fully contained within a gated enclosure if visible from a public right-of-way.

#### 2. Access and Safety.

- (A) Dumpsters shall not impede the lawful passage of vehicular or pedestrian traffic on public rights-of-way not impede authorized public or private parking or other lawful uses on those public rights-of-way adjacent to the site on which the dumpster is located.
- (B) No dumpster shall be placed so as to impede or prevent access to any public easement, or public utility installation.
- (C) No public street or highway shall be used except on an emergency or temporary basis for maneuvering of vehicles accessing or servicing dumpsters.
- (D) Dumpsters shall be placed on a concrete pad with bollards or similar device to protect enclosure and enclosure must be appropriately sized to accommodate storage of all dumpsters.

#### 3. Refuse and Garbage.

- (A) All owners or occupants must have a sufficient capacity of dumpsters to hold all solid waste accumulated between scheduled collections and shall not allow solid waste to be stored or to accumulate on their property in a manner deemed to be a public nuisance.
- (B) Commercial developments that meet or exceed the total square footage or unit count shown in the table must provide an enclosure of the minimum dimensions as specified below:

Minimum Enclosure Size by Commercial Use		
	Small (12'x 8')	Large (30'x 12')
Office/Professional	10,000 sqft	25,000 sqft
Trade Contractor	5,000 sqft	15,000 sqft
Retail	5,000 sqft	15,000 sqft
Restaurant/food service	1,000 sqft	5,000 sqft
Multi-Family Residential	10 dwelling units	30 dwelling units

#### 4. Recycling.

- (A) Multifamily Recycling. Multifamily projects and developments under common ownership proposing 25 or more units must include an enclosure to accommodate an 8 yard recycling dumpster or roll-off, in addition to any dumpster(s) for garbage. Minimum dimensions of enclosure shall be 22' x 8' as a single or multiple stall design.

## DRAFT FOR REVIEW ONLY

- (B) Enclosure or dumpster used for recycling shall be placarded with a list of the acceptable recyclable materials as determined by Horry County Solid Waste Authority.
- (C) It shall be unlawful for any person to deposit any material other than acceptable recyclable material in a dumpster which is designated for recycling.
- (D) In order to facilitate the establishment of recycling programs, and encourage full participation on the part of established businesses, it may be necessary to waive some requirements of this Code of Ordinances relating to siting and screening of dumpsters.

If there is insufficient area on the property to site the recycling dumpster(s) in full compliance with all of the provisions of this code, the Zoning Administrator shall be authorized to the minimum extent required, to waive the provisions in the following particulars:

1. Screening requirements may be waived or modified as necessary; provided that the dumpsters will not be visible from any public right-of-way.
  2. Required parking spaces may be reduced by up to two spaces to allow for the placement and access to recycling dumpsters.
5. Exemptions and Exceptions.
- (A) Collection Service. Dumpsters may be placed outside of the enclosure as required for service.
  - (B) Internal Storage. Projects proposing to design space within a building for the storage of all solid waste materials are exempt from the screening requirements.
  - (C) Temporary Construction. Dumpsters for the collection of construction materials at a permitted building site are exempt from these provisions.
  - (D) Existing Non-Conforming. All dumpsters must meet the requirements for screening, access, and safety within 24 months except for any dumpster that is granted an extension or variance by the Horry County Zoning Board of Appeals. Existing commercial uses may continue to operate without an enclosure unless a dumpster is necessary to comply with 3(A) of this provision.

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

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Date: September 22, 2020  
From: Planning  
Division: Infrastructure and Regulation  
Prepared By: Katie Moore, Senior Planner  
Cleared By: Leigh Kane, Principal Planner  
Regarding: Facebook Ads and Social Media Marketing

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**ISSUE:**

What social media options are available to increase engagement in rural areas of the community?

**PROPOSED ACTION:**

Develop a marketing plan for Keep Horry County Beautiful including social media marketing. Direct a subcommittee (Education and Marketing) to design and manage implementation of the plan.

**RECOMMENDATION:**

Staff recommends approval.

**BACKGROUND:**

Keep Horry County Beautiful relies on print media including flyers, rack cards, brochures, and various types of mailers to promote programs and events. Unfortunately, publicly distributed print media is one of the most readily littered items and it difficult to track the reach of a print media campaign.

KHCB maintains an online presence within the Horry County Government website and on an official Facebook page. Recently, KHCB began discussing the importance of reaching more community members within the rural areas of Horry County. To alleviate concerns about tracking and understanding the reach and success of distributed information, KHCB expressed interest in utilizing social media.

**ANALYSIS:**

Facebook ads are a marketing tool that is low-cost and builds upon the existing social media presence of KHCB. Campaigns using Facebook ads can be easily customized to a program, activity or event with the ability to last hours, days, weeks, or longer. An additional benefit is the ability to track success and revise the materials or strategy quickly without involving an outside party. Facebook Ads start at \$5 per day and Horry County Government has experience using ads with an average costs of \$50 per campaign. KHCB may be able to work with the Horry County Public Information Office to develop materials.

Staff contacted Hibu Social Media for information on a more robust social media marketing campaign. A marketing company builds a strategy of campaign materials that involves placement of ads on major websites used for social media and web searches. Offered as a subscription-type service, the minimum commitment period is 6 months with a startup cost of \$199 and a monthly cost range from \$250-700 depending on the strategy developed. Currently KHCB cannot support or fund this type of marketing.

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Date: September 22, 2020  
From: Planning  
Division: Infrastructure and Regulation  
Prepared By: Katie Moore, Senior Planner  
Cleared By: Leigh Kane, Principal Planner  
Regarding: Environmentally-friendly Business Opportunities

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**ISSUE:**

What opportunities exist for businesses to engage with KHCB on “environmentally-friendly” programs?

**PROPOSED ACTION:**

Direct a subcommittee (Education & Marketing/Litter Reduction) to engage with local Chambers.

**RECOMMENDATION:**

Staff recommends approval to delegate action to subcommittee.

**BACKGROUND:**

During the Strategic Planning workshops held annually, Keep Horry County Beautiful consistently identifies engagement with the business community as a known opportunity within Horry County. Many local businesses are members of the Chambers of Commerce either for Cities or the Myrtle Beach Area. The business community within Horry County is diverse due to variation activity throughout the county ranging from cropland to beachfront hotels.

KHCB benefits from the presence of strong and active Chambers within the Community Area. Currently, staff from the City of Conway Chamber of Commerce holds a seat with KHCB and provides a business perspective for the Committee. Recently, the Myrtle Beach Area Chamber of Commerce reached out to KHCB staff to discuss interest in promoting the Grand Strand as a clean, green, and beautiful place to live and visit. KHCB holds a complimentary membership in both Chambers that may be used by any member of KHCB to further engage with Chamber staff and local business leaders.

**ANALYSIS:**

The backbone of KHCB is the Community Cleanup Program (CCP). Expansion of the CCP has been discussed to include the installation and maintenance of trash cans, cigarette receptacles, dog waste stations, and recycling facilities. Pairing the Annual Litter Index results with interested business owners may present partnership opportunities for adoptions and events focused on litter prevention and waste reduction. KHCB expressed interest in partnering with the tourism industry on initiatives to promote recycling and to reduce single-use plastics as a program for waste reduction and litter prevention.