Our Mission: Horry County – Keep It Clean!

I. Call to Order
Chairperson April O’Leary

II. Approval of Minutes
   A. August 25, 2020 Litter Coordinators Meeting
   B. September 22, 2020 Strategic Planning Meeting

III. New Business
   A. Keep Horry County Beautiful 2021 Action Plan
   B. Grant Updates: Keep South Carolina Beautiful, Community Pride Grant, PalmettoPride Tree Grant

IV. Old Business
   A. Update: KHCB Appointments

V. Discussion
   A. Partner Updates and Announcements
   B. Litter Crew and Litter Adoption Appreciation
   C. Plastic Bags and Digital Marketing

VII. Announcements
   A. Michael Morris Graham Park - Community Tree Planting Event – November 6th, 9:00 am

XII. Adjourn

Next Meeting: Tuesday, November 24th, 2020 at 11:30am: Committee Meeting & Election of Officers
The following Committee members were present (*Virtual): Chairman April O’Leary, Devin Parks, Bo Ives, Laura Hunnicutt, Betty Gause, Kevin Mishoe, *Jack Galloway


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. Corrine Hellyer asked if the litter index results were affected by the inability to access several sites, specifically landings, to assess litter due to flooding. Staff addressed the concern of “if those sites are not given scores, does that change the actual numbers and averages.” Discussion followed about how to account for missing scores for past and future index years. Jody Nyers asked for staff clarification on what counts as an illegal sign. Ms. Moore provided information on illegal signs and where that information is provided in the Horry County Code of Ordinances.
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 Chair O’Leary requested for staff to contact Public Works and Stormwater Departments to extend an invitation to meetings. Staff explained several ways to coordinate with County Departments. 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. Chair O’Leary expressed her appreciation for staff and volunteers who participated in the Litter Index along with the Litter Crews and suggested the Board do something to celebrate and reward their hard work.

**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. Notable results included, 83% of respondents indicated support for the reduction of single-use plastics and 71% stated a preference for reusable bags. Approximately 16% of respondents do not recycle. Responses indicate the community would like to address the use of single use plastics. Ms. Gause commented that she is concerned 16% of respondents do not recycle. Ms. Nyers shared that some people do not believe recyclables are actually recycled so public education around recycling may help. Mr. Ives is concerned that with the current pandemic grocery stores do not allow shoppers to use reusable bags and there are free tours at the Solid Waste Authority where people can see new technology for waste management. Mr. Ives stated another reason for the survey is to help provide County Council with data to inform efforts to reduce single-use plastic bags. He stated there are ways to facilitate the reduction of waste and that he found this information very valuable.

Laura Hunnicutt commented about the need for county-wide changes to be made in order for people to change habits surrounding plastics. Ms. Gause stated there was a need to focus on rural areas and education on the opportunities and the importance of recycling and separating waste at the convenience centers. Ms. Nyers noted there are two issues: recycling and single-use plastics. Discussion then focused on the need for a county-wide solution to address recycling and a reduction of plastics through education of the community and Horry County Council. Ideas were presented in how to elevate this issue back to Council as a local ordinance addressing single-use plastic bags. 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. Mrs. O’Leary would like to engage with the business community regarding their practices and policies as they relate to single-use plastic bags. Devin Parks stated concern that 1500 responses were not enough to justify County Council action as Horry County has 350,000 residents. Several ideas for analyzing the data were suggested along with engaging with Council Members on a district level using the Litter Index and Survey results. Ms. Hunnicutt suggested gathering data from hotels and eco-friendly businesses which was supported by Mr. Parks as an idea to develop a survey for businesses. Mr. Ives expressed concern about getting more rural resident responses and Chair O’Leary stated interest in a campaign to reach the rural community using advertising budget and Facebook. This effort would be led by Chair O’Leary and the Marketing subcommittee members.

Further discussion will occur 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 #GrabABucket 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. A 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. There will be 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.

Chair O’Leary discussed the current issue with proper disposal of PPE and that the public needs more information on the importance of properly disposing of all waste items. She also mentioned that school programs are identified within the strategic plan and with hybrid and virtual situations, the Board should consider this and think about how the next year’s strategic plan will work with schools.

**Announcements**

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

**Adjourn** – With no further business, Mr. Ives made a motion to adjourn and the motion carried unanimously. The meeting adjourned at approximately 1:00 PM.
The following Committee members were present: Chair April O’Leary, Vice Chair Jeremy Monday, Devin Parks, Bo Ives, Betty Gause, Kevin Mishoe, Jack Galloway, and Chuck Rhome

Others Present: Kasey Harkins (MBACC)

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 – Chair April O’Leary called the meeting to order at approximately 11:30 AM.

Approval of Minutes – Chair O’Leary asked the committee members to review the minutes from the August 25, 2020 meeting. Board discussed a need to revise the minutes and therefore reconsidered the motion of approval. Chair O’Leary agreed to work with staff to revise the minutes and bring them to the October meeting for approval. Mr. Ives moved to defer the minutes to October, seconded by Chuck Rhome. The vote to defer carried unanimously.

Public Input
No Public was present.

New Business

Letter of Support for Dumpsters and Recycling
Chair O’Leary introduced the item and lead discussion on the goals of the amendment with the Board. Several questions were raised including the current regulations on dumpsters and recycling, the key points for this amendment, and its effect on commercial development. Ms. Moore shared the objective of this amendment as a crucial first step to introduce the concepts of thresholds and performance-based requirements on solid waste management.
Mr. Ives moved to approve the letter and for staff to provide the letter to Planning Commission, seconded by Mr. Mishoe. The motion was approved unanimously.

Facebook Ads and Social Media Marketing
Chair O’Leary introduced the item and shared background to include the recent community survey, that while it had almost 1500 responses, lacked significant responses from rural residents. Ms. Moore shared additional analysis that contributed to the recommended action to create a subcommittee for a Marketing Plan to include Facebook Ads to drive participation by specific residents based on zip code or other characteristic. Discussion occurred on the options
for partnerships with other groups such as CCU and SWA to better utilize social media in
addition to paying for Facebook Ads so a larger audience is reached by KHCB posts.
Mr. Ives moved to approve the establishment of subcommittee utilizing the existing Education
and Marketing members, seconded by Mr. Galloway. The motion was approved unanimously.

Environmentally-friendly Business Opportunities
Chair O’Leary introduced the item and invited Ms. Moore to provide overview of the
background and analysis leading to the staff recommendation of the action to form a
subcommittee to engage with the Chambers.
Litter from food packaging is prevalent, and often, areas close to restaurants and fast food are
more heavily littered. Questions were raised about how to partner with businesses to change the
behavior of customers. Ideas included working on a “point of sale” sign or understanding
effective placement of trash cans for drive-thru customers. There may be options for incentives
for businesses that could include awards or some sort of recognition by KHCB. Chair O’Leary
mentioned an option to partner with a new food truck called “No Forks Knives Spoons Given” to
bring attention to options for reducing single-use plastics.
Chair O’Leary made a motion to approve the establishment of a subcommittee to engage with
the business community through the Chambers of Commerce, seconded by Mr. Parks. The
motion was approved unanimously.

Strategic Planning Workshop
Ms. Moore gave an overview of the 2020 Action Plan and reviewed the status of the schedule,
goals, strategies, and actions that were included in the last Strategic Plan Update. A brief
discussion was held regarding a potential modification to the focus areas to align with the
interests of the Board members. Ms. Moore facilitated a discussion and exercise to determine
action items and focus areas for FY 2021. All of the actions proposed by the Board were
recorded for use to update the Strategic Plan and staff will provide the FY21 Action Plan to the
Board. The Action Plan may be revisited as needed based on changing conditions, interest of
Board members, and any identified opportunities for furthering the mission of KHCB.

Discussion

Litter Crew and CCP Sponsor Appreciation
Discussion was continued to a later date to allow for the subcommittees to gather and to see it
what options may be available in the coming months.

Board Member Appointments
Two Board seats will be vacant in January 2021 due to term limits Mr. Ives and Ms. Gause.
Board appointments are made by the Parks and Open Space Board which could occur at the
November 10, 2020 meeting. Chair O’Leary stated a preference to find someone to represent the
rural interests for the County and also to keep the connection to James Frazier and the Bucksport
Community. Mr. Ives and Ms. Gause were both willing to contact potential new Board members
and staff asked for any interested individuals to contact Ms. Moore and Ms. Cowen to receive the
application. Chair O’Leary asked if the information can be shared more widely and staff agreed
to use social media and County platforms to attract applicants.
Announcements

Community Cleanup in Bucksport hosted by The Distinguished Men of Bucksport in partnership with the Association for the Betterment of Bucksport is scheduled for Saturday, September 26, 2020 at 8am, meeting location is James Frazier on Bucksport Rd. Kevin Mishoe shared information about the event and the ongoing partnerships including Meals on Wheels. There is interest to install a community garden and improve the sidewalks within the Bucksport area. KHCB applied to receive the Palmetto Pride Tree Grant to include 70 trees for planting at public facilities within the County. The application included landscape plans for 2 landings and 2 parks. Staff is working on an event for October 30 at Green Sea Floyds and a larger event is being coordinated for November at Michael Morris Graham Park in Aynor.

Carolina Forest Civic Association announced the intention to continue regular meetings beginning in October. It may be possible to share information about KHCB with that Board.

Next meeting of Keep Horry County Beautiful is scheduled for October 27, 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 1:11 PM.
Keep Horry County Beautiful Committee  
Decision Memorandum  
Horry County, South Carolina

Date: October 27, 2020  
From: Planning Department  
Division: Infrastructure and Regulation  
Prepared By: Katie Moore, Senior Planner  
Cleared By: Leigh Kane, Principal Planner  
Regarding: Keep Horry County Beautiful 2021 Action Plan

**ISSUE:**

Should Keep Horry County Beautiful adopt the 2021 Action Plan?

**PROPOSED ACTION:**

Adopt the 2021 Action Plan.

**RECOMMENDATION:**

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 September 22, 2020 in Multipurpose Room B of the Government and Justice Center in Conway, South Carolina. In January 2020, four subcommittees were appointed to manage Board tasks within the following action areas. At the September 22 Strategic Planning Meeting, the subcommittees were modified to coincide with the Annual Work Plan. The KHCB Chair serves as a member on all subcommittees and staff is able to assist with coordination and implementation of actions. The FY2021 Action Plan is comprised of an Annual Work Plan broken into actions to complete for each subcommittee in addition to an annual work plan for staff.
# Annual Schedule 2020

<table>
<thead>
<tr>
<th>Month</th>
<th>Event (Meeting Dates, Cleanups, Staff Deadlines)</th>
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<tbody>
<tr>
<td>January</td>
<td>*January 28, 2020 – Committee Meeting</td>
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<tr>
<td>February</td>
<td>2020 Waccamaw Conference (LP)</td>
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<td></td>
<td>KSCB Conference (R)</td>
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<td></td>
<td>*February 25, 2020 – Litter Index (R)</td>
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<tr>
<td>March</td>
<td>Burgess Cleanup (Saturday)(LR)</td>
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<td></td>
<td>*March 24, 2020 – Litter Coordinators Meeting</td>
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<td></td>
<td>Annual Litter Index Report Deadline</td>
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<tr>
<td>April</td>
<td>Wednesday April 22, 2020 - Earth Day</td>
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<td></td>
<td>Friday April 24, 2020 – National Arbor Day</td>
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<td></td>
<td>*April 28, 2020 – Committee Meeting</td>
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<tr>
<td>May</td>
<td>*May 26, 2020 – Committee Meeting</td>
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<tr>
<td>June</td>
<td>June 8, 2020 – Cohost World Ocean Day Event</td>
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<td></td>
<td>*June 23, 2020 – Strategic Planning Workshop</td>
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<td></td>
<td>Mid-Year Grant Report</td>
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<tr>
<td>July</td>
<td>July 4/ July 5 – Cohost Beach Cleanup Event</td>
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<td>No Meeting</td>
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<tr>
<td>August</td>
<td>*August 25, 2020 – Litter Coordinators Meeting</td>
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<td>August, 2020 – Zero Waste Week Kick-Off @ CCU Home Football Game</td>
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<tr>
<td>September</td>
<td>September 1-7, 2020 – Zero Waste Week (LP)</td>
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<td></td>
<td>*September 22, 2020 – Committee Meeting</td>
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<td></td>
<td>Saturday, September 26, 2020 Bucksport Community Cleanup (LR)</td>
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<td>October</td>
<td>*October 27, 2020 – Committee Meeting</td>
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<td>Community Planting Event- Green Sea Floyds Ballfields (B)</td>
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<tr>
<td>November</td>
<td>November 7, 2020 – SwampFest @ Playcard (LP)</td>
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<td></td>
<td>Community Planting Event- Michael Morris Graham Park (B)</td>
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<td></td>
<td>*November 24, 2020 – Committee Meeting &amp; Election of Officers</td>
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<tr>
<td>December</td>
<td>December 4, 2020 – SC Arbor Day</td>
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<tr>
<td></td>
<td>No Meeting</td>
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<td></td>
<td>Community Pride Grant Deadline &amp; Report</td>
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# Annual Schedule 2021

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<tr>
<td>January</td>
<td>January 26, 2021 – Committee Meeting</td>
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<tr>
<td>February</td>
<td>February 16-18, 2021—KAB Virtual Conference</td>
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<td>February 23, 2021 – Annual Litter Index (R)</td>
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<td>March</td>
<td>March 20, 2021 – Great American Cleanup (R)</td>
<td>Report to County Council</td>
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<td>March 23, 2021 – Litter Coordinators Meeting</td>
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<td></td>
<td>TBA-Community Cleanup Day (LR)</td>
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<tr>
<td>April</td>
<td>April 22, 2021 - Earth Day</td>
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<td></td>
<td>Events: Earth Day at the Bay, Lakewood Elementary, Baby Animal Day, CCU Earth Fair, Road Races</td>
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<td>April 27, 2021 – Committee Meeting</td>
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<td></td>
<td>April 30, 2021 – National Arbor Day</td>
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<tr>
<td>May</td>
<td>May 25, 2021 – Committee Meeting</td>
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<tr>
<td>June</td>
<td>June 22, 2021 - Strategic Planning Retreat</td>
<td>Mid-Year Grant Report</td>
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<tr>
<td>July</td>
<td>ALTERNATE MEETING DATE/Community Event</td>
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<tr>
<td>August</td>
<td>August 24, 2021 – Litter Coordinators Meeting</td>
<td>KAB Reports Deadline (R)</td>
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<td>August/September 2021 – CCU Home Game – Kick off Zero Waste Week</td>
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<td>September</td>
<td>September 6-10, 2021 – Zero Waste Week</td>
<td>Tree Grant Deadline</td>
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<td>September 18, 2021- Beach/Riversweep (LR)</td>
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<td>September 28, 2021 – Committee Meeting</td>
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<td>Keep SC Beautiful Grant Deadline &amp; Report</td>
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<td>South Carolina Arbor Day</td>
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<td>ALTERNATE MEETING DATE/Community Event</td>
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Litter Prevention (LP)
Litter Reduction (LR)
Beautification (B)
Requirement for Good Standing with KAB (R)
In January 2020, four subcommittees were appointed to manage Board tasks within the following action areas. The KHCB Chair serves as a member on all subcommittees and staff is able to assist with coordination and implementation of actions.

KHCB is assigned a staff coordinator, a Horry County Government Planning & Zoning employee who works closely with the Board and serves as the Executive Director.

At the September 22, 2020 meeting, the subcommittees were modified to coincide with the strategic planning work plan.

1. Beautification and Events
2. School-based Programs
3. Public Awareness
4. Litter Control

**FY 2021 Annual Work Plan for Board by Subcommittee**

**B1 Beautification and Events**

B1.1 Establish a procedure for the maintenance of gardens and parks
B1.2 Identify locations in western Horry County for trail installation projects
B1.3 Host/Co-host an annual tree planting event with giveaway
B1.4 Host a beautification and tree planting event at Michael Morris Graham Park
B1.5 Coordinate with Parks and Open Space Board to complete the South Strand Recreation Center Discovery Trail
B1.6 Install signs to recognize projects completed by KHCB and partners
B1.7 Host a community recognition event for all volunteers, partners, and litter crews

**B2 School-based Programs**

B2.1 Develop a campaign for “What is recyclable at HC SWA?”
B2.2 Partner with SWA on “Talking Trash” effort
B2.3 Create litter education materials and presentations appropriate for different age groups (preschool/kindergarten, elementary, middle, high school)
B2.4 Offer programs for kids in non-traditional schools
B2.5 Create library and recreation center displays and consider installing displays at Horry County Schools
B2.6 Partner with SWA to create segments for Watch Out Wednesday
B2.7 Develop a campaign on composting and partner with SWA for any school installations being considered
B2.8 Partner with the Green Steps Program to serve as a mentor for local teachers and schools

B2.9 Develop school programs such as reading a book, leading a school grounds litter pickup, presenting material on litter and recycling, assist in installing gardens, interview students to understand knowledge on litter and recycling

B3 Public Awareness

B3.1 Co-host landfill and MRF tours with SWA

B3.2 Partner with SWA on outreach focused on daily operations

B3.3 Host a KHCB mission focused Trivia Night

B3.4 Develop a campaign focused on Litter as being 100% preventable
   Create Point of Sale signage at businesses generating commonly littered items

B3.5 Develop a local Green Business Program with the Chambers of Commerce
   Recognize the businesses helping to beautify Horry County
   Partner with the Chambers to gather information on the needs of the business community to reduce waste and litter within Horry County
   Create a quarterly update or newsletter to share with the business community

B3.6 Highlight KHCB programs, events, and adoptions through local media outlets and the Horry County Public Access Channel
   Notify billboard companies about upcoming events for PSA signs

B3.7 Develop an annual marketing plan based on the funds available to KHCB
   Offer training to Board members on engaging with the community and developing effective marketing and messaging

B3.8 Utilize the Litter Index as a tool to market KHCB and engage with Council on litter programs for prevention and reduction

B4 Litter Control

B4.1 Coordinate with the Police Department on the annual presentation to Council

B4.2 Work with Chirping Birds to develop a reference list of all the alternatives items that can be used instead of single use plastics and plastic bags

B4.3 Develop method to track and study the effectiveness of “Secure your Load”

B4.4 Partner with the Police Department to understand ways to strengthen litter enforcement

B4.5 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
B4.6 Invite County Police and Public Works to KHCB Board and Subcommittee meetings
B4.7 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
B4.8 Determine locations for Earth Month events based on the results of the litter index
B4.9 Consider options for analyzing litter conditions as related to distance from businesses such as restaurants, grocery stores, and gas stations

FY 2021 Annual Work Plan for Staff

S1 KHCB Promotion and Outreach
S1.1 Board member training on effective outreach
S1.2 Identify tasks for Horry County Government intern position
S.1.3 Post to social media accounts to implement Marketing Plan
S.1.4 Update the KHCB webpage with current program materials
S1.5 Develop quarterly updates for publication in The Horry Planner ENewsletter

S2 Community Cleanup Program
S2.1 Promote CCP adoption program and one-time events
S2.2 Provide supplies to CCP groups and report totals to KAB
S2.3 Share cleanup events to existing community calendars
S2.4 Engage with Parks & Rec, Public Works, and Police Depts to improve coordination and CCP activities
S2.5 Complete annual grant applications and budget requests to support the community cleanup program

S3 Support County Policy Development
S3.1 Support an ordinance addressing recycling and composting facilities in multi-family zoning districts
S3.2 Support an ordinance addressing the size of dumpsters, recycling facilities, and composting in commercial zoning districts
S3.3 Support and ordinance addressing single-use plastics

S4 Beautification Projects at County Facilities
S4.1 Coordinate with County departments on beautification projects
S4.2 Support beautification projects as requested with available resources
S4.3 Establish maintenance agreements for beautification projects
Keep Horry County Beautiful Committee
Briefing Memorandum
Horry County, South Carolina

Date: October 27, 2020
From: Planning
Division: Infrastructure and Regulation
Prepared By: John Danford, Deputy Director
Regarding: Grant Updates

ISSUE:

What is the status of the Keep Horry County Beautiful Grants?

CONCLUSION:

Keep Horry County Beautiful obtained three grants in FY2020 and one thus far in FY2021, with additional submitted grant application in FY2021.

BACKGROUND:

In FY2020, Keep Horry County Beautiful was awarded $9,000 through the Keep South Carolina Beautiful Affiliate Grant, $6,000 through the PalmettoPride Litter Prevention Grant, and awarded 59 trees through the PalmettoPride Tree Grant.

For FY2021, Keep Horry County Beautiful has been awarded 70 trees through the PalmettoPride Tree Grant and has applied for $10,000 through the Keep South Carolina Beautiful Affiliate Grant.

ANALYSIS:

FY2020 PalmettoPride Tree Grant: The Grant reporting has been completed and the grant has been closed. 59 trees were planted at Socastee Recreation Park and White Oak Park through a cooperation with the Parks and Recreation Department. Trees were not planted at Racepath Park as originally planned due to unforeseen circumstances.

FY2020 Litter Prevention Grant: Planning & Zoning and Parks & Recreation staff are coordinating on the final implementation and grant reporting for this grant.

FY2020 Keep South Carolina Beautiful Affiliate Grant: Installation of gardens and beautification at Michael Morris Graham Park as part of the Community Tree Planting Event will utilize funds marked in this grant for park improvements. Approximately $3,850 remains of this Grant.

FY2021 PalmettoPride Tree Grant: KHCB has been awarded 70 trees to be planted at Michael Morris Graham Park, Green Sea Floyds Ballfields, Reaves Ferry Landing, and Danny Knight Landing. Approximately 30 of these trees will be planted at Michael Morris Graham Park on November 6th, 2020 during a Community Tree Planting Event in cooperation between KHCB, Horry County Council, the
Parks & Recreation Department, the Parks and Open Space Board, PalmettoPride, Planning & Zoning, and the Horry County Public Information Office.

**FY2021 PalmettoPride Affiliate Grant:** KHCB has applied for $10,000 for the purpose of creating and maintaining successful litter prevention, waste reduction and beautification efforts in Horry County. The request includes $3,650 for litter prevention supplies, $3,000 in waste reduction outreach and marketing materials, $1,600 in beautification funds, and $1,750 in training and event funds.
## Litter Index Results

Litter Index Results = 133 sites evaluated (sites scored 1= best, 4= worst)

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<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
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<tbody>
<tr>
<td>Litter</td>
<td>2.08</td>
<td>2.07</td>
<td>2.14</td>
<td>1.93</td>
<td><strong>1.90</strong></td>
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<tr>
<td>Signs</td>
<td>1.44</td>
<td>1.48</td>
<td>1.2</td>
<td>1.44</td>
<td><strong>1.26</strong></td>
</tr>
</tbody>
</table>

## TY2020 Trash/Recycling Collection Results (July 1, 2019–June 30, 2020)

25,260 lbs collected

<table>
<thead>
<tr>
<th>FY2020 Trash/Recycling Collection Results</th>
<th>1260+ bags</th>
<th>1670+ service hours</th>
<th>300 miles of streets, hwys</th>
<th>4 acres of parks/public lands cleaned</th>
<th>50+ Events</th>
</tr>
</thead>
</table>

## Outreach & Adoptions

| Number of Contacts Gathered: 379 | New Adoption Groups: 6 | Total Adoption Groups with 2 year Agreements: 26 |
| Community Events Participated in: 16 | Pending Adoption Groups: 2 | Total One-Time Clean-ups: 2 |

## Social Media Outreach

| Total Likes: 879 | Like Growth: 141 | Total Followers: 878 | Follower Growth: 146 |
| Reach: 30,399 | Reactions: 708 | Comments: 122 | Shares: 295 |

Highest Post Reach: 4,284 (16 shares, 425 engagements)
Second Highest Reach: 2,447 (20 Shares, 124 engagements)
Third Highest Reach: 1617 (15 shares, 246 engagements)

## Recent Cleanup Events

| October 11, 2020 | Carolina Forest Rotary Club | 8 volunteers | 2.5 hours | 8 bags/50lbs | .07 miles |
| September 26, 2020 | The Distinguished Gentleman of Bucksport/Association for the Betterment of Bucksport | 20 volunteers | 4 hours | 125 bags/4 tires | 1.9 miles |
| Carolina Forest Democratic Party | Beautify Carolina Forest | | | |

## Upcoming Outreach and Cleanup Events

| November 6, 2020 | Community Tree Planting Event: Michael Morris Graham Park, Aynor | 9:00am | KHCB Volunteers Needed |
| November 15, 2020 | America Recycles Day: KAB Program | All Day | Social Media Outreach |
## FY 2021 Grant: Palmetto Pride Affiliate Grant

<table>
<thead>
<tr>
<th>Status</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>APPLIED</td>
<td>Application: $10,000</td>
</tr>
<tr>
<td></td>
<td>Training and Events: $1750 ; Beautification: $1600 ; Promo Items: $3000 ; Supplies: $3650</td>
</tr>
</tbody>
</table>

## FY 2021 Grant: PalmettoPride Tree Grant

<table>
<thead>
<tr>
<th>Status</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>IN PROGRESS</td>
<td>Award: 70 trees to be planted at Michael Morris Graham Park, Green Sea Floyds Ballfields, Reaves Ferry Landing, and Danny Knight Landing.</td>
</tr>
<tr>
<td></td>
<td>Grant Report Due: September, 2021 (before/after photos, media documentation, all related documents)</td>
</tr>
</tbody>
</table>

## 2020 Grant:  Keep South Carolina Beautiful (KAB Affiliate) distributed by Palmetto Pride

<table>
<thead>
<tr>
<th>Status</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>IN PROGRESS</td>
<td>Award: $9,000 Balance: $3,850 (approx.)</td>
</tr>
<tr>
<td></td>
<td>Planned expenses: garden installation/beautification ($1450), Litter Crew and Partner Appreciation ($250), Facebook – Social Media Ads (cost TBD)</td>
</tr>
</tbody>
</table>

## 2020 Grant:  Litter Prevention Grant distributed by Palmetto Pride

<table>
<thead>
<tr>
<th>Status</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINAL REPORTING</td>
<td>Award: $6,000 for Trash receptacles and concrete for installation at 5 boat landings (Pitts, Pitch, Punchbowl, Red Bluff, and Huggins) plus 4 additional landings as needed.</td>
</tr>
<tr>
<td></td>
<td>Approved funding expenses: 10 trash receptacles (ordered 9 due to increased prices), 4 rolls concrete Partnership with Parks and Recreation for installation</td>
</tr>
</tbody>
</table>

## 2020 Grant: PalmettoPride Tree Grant

<table>
<thead>
<tr>
<th>Status</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLOSED</td>
<td>Award: 59 Trees for Racepath Park, Socastee Recreation Park, and White Oak Park</td>
</tr>
<tr>
<td></td>
<td>Grant Report Due: September, 2020 (before/after photos, media documentation, all related documents)</td>
</tr>
</tbody>
</table>