



Beaufort County Keep Beaufort County Beautiful
Board Meeting Minutes
100 Ribaut Rd, Beaufort, SC 29902
February 13, 2025



Attendees:

Christopher Campbell, Chairman, District 1
Pamela Floyd, Council District 3
Hope Cunningham, District 4
Carol Murphy, Vice Chair, Council District 5
Eugene Zapfel, District 7
Ford Bartholow, Council District 9
Diane Voge, District 10
Jean Fruh – District 11
Councilwoman Paula Brown, District 8

Absentees:

Vacant, Council District 6
Jessica Reitz, District 2
Carol Murphy, Vice Chair, Council District 5
Brenda McFee, Council District 8

Staff:

Matt Riccobene, BCSO
Victoria Hoffman, SW&R Program Manager
Jesus Rodriguez, SW&R Litter Control Supervisor
Sally McLeod, SW&R St. Administrative Assistant

Guest:

Lolita Huckaby Watson – LW Votes!

1. **Call to Order:** Christopher Campbell – 1:00 PM
 2. **Approval of Agenda:** Motion to approve and seconded; approved.
 3. **Approval of Minutes – February 13, 2025:** Edit needed – Change the name of the person who stated that there was no Education report to Carol Murphy; motion and second made to approve minutes with edit; approved.
 4. **Introductions** – Completed
 5. **Sub Committee Updates**
Highlights only. For more detailed information please watch the meeting OnDemand offered by BCTV.
A few members have not signed up for sub-committees. All members need to pick at least one but preferably two sub committees to serve on. Chris Campbell stated that all sub-committees should be formalized with a Point of Contact for each subcommittee identified and provided by the Board at the next meeting. Mr. Campbell stated he would provide this information.
 - a. **Education and Litter Enforcement** – No report
 - b. **Legislative** – No report to give except for a re-cap from the Keep America Beautiful Conference held in Washington, DC attended by Chris Campbell and Gene Zapfel.
- ✓ **Washington Recap:** Attendees were given the opportunity to meet with State Representatives or representatives from the office of Graham, Scott, Mace and Wilson. The biggest conversation at the conference was that of litter and litter control. The theme of the conference was “The Greatest American Cleanup”. KAB is asking that people take a pledge to pick up 250 pieces of litter over the next 18 months to observe the 250th birthday of our Country. South Carolina was one of the most attended states.

- ✓ **Earth Day Cleanup:** Victoria Hoffman shared with the Board that the county is currently planning the BC County Employee Earth Day event. This is registered as an annual Great American Cleanup which is one of the requirements for the KAB Checklist.
 - Hope Cunningham asked that the checklist be shared with the Board; Ms. Hoffman stated she would share the checklist on the Board's SharePoint Hub as soon as she secured the login and password from Chloe who is on maternity leave. Ms. Hoffman also explained that the KAB liaison contact information has already been shared.
 - Gene Zapfel requested access to the KAB hub as well as the checklist. Ms. Hoffman stated she would supply access to the hub and stated that the board was welcome to take over all the administration of the hub. Mr. Zapfel stated that they would like to initially be able to share the hub information only.
 - Mr. Zapfel asked what the annual membership fee amount is. Ms. Hoffman stated she believed it was \$475.00 and that this has been requested from Palmetto Pride for payment in the past. Palmetto Pride has covered these fees.
 - Pam Floyd asked the date of the BC County Employees Earth Day event. Ms. Hoffman stated the date was April 25.
 - Mr. Zapfel asked why Earth Day was limited only to Beaufort County Employees to participate. Ms. Hoffman explained that this limitation is due to liability issues but is hopeful to open this up to the public next year. The event is also open to Partners, of which KBCB may be involved in as Mr. Campbell has a group involved every year. Valentina will send out a partnership letter and information about setting up a booth for Earth Day.
 - Jean Fruh stated that several initiatives are being held countywide during this specific week.
 - Mr. Zapfel opened the discussion regarding KBCB branding for these events. Discussion ensued with ideas of how to brand for events such as adding information to business cards with KBCG logo, QR codes, etc.
 - Ms. Floyd asked when the Farmer's Market at Port Royal would be having their Earth Day Celebration. Hope Cunningham stated the date would be April 19.
- ✓ **Plastic Bag Ban:** Ms. Hoffman stated that since Ms. McFee was not in attendance, she would attempt to recap the status of this project. The survey has been sent to both businesses and residents obtaining information on how best to take steps to all needs. Ms. Hoffman stated that this would be a local initiative, but statewide mandates would have to come from Columbia. She suggested petitions would be a useful effort. Other methods for being heard would be persistence via emails and phones calls. Paula Brown also suggested that members come to County Council meetings and speak during Public Comment sections of the meeting. Ms. Voge requested information on the feedback of the survey; Ms. Hoffman stated that the meeting providing this feedback would be held February 21 at 1:00 at 11 Harrington Street, Beaufort, SC. All are welcome to attend. More than one person per household/family can participate in the survey as one survey per registered email address has been sent.

c. Beautification

- ✓ **Traffic Circles:** Mr. Campbell stated that a plan has been submitted to the DOT last week and is waiting to follow up. No bids have been obtained so the Greenery will be doing the work once approval has been given; Ms. Hoffman stated that wildflower seeds were purchased with Palmetto Pride grant money last calendar year. General Support will be preparing the area around Garden's Corner to plant the seeds; more supplies and seeds may be needed; we will work with Communications to get the word out that this initiative has begun; we are also hoping to get a small yard sign with the KBCB logo to be placed in the planted area. Ms. Hoffman will provide a map to the Board on where the planting will be performed.

d. Finance:

- ✓ Ms. Hoffman stated that the Board will not have to formally go to Committee and request funds this year; however, the Board must submit the budget request. All application for the budget request is due on April 9.
- ✓ Mr. Campbell stated that the Finance sub-committee will work on this and ask for another meeting to present to Ms. Hoffman.
- ✓ Hope Cunningham asked if the entire board would have to vote on the budget; Mr. Campbell affirmed that the board would have to vote but the sub-committee would have to prepare the budget
- ✓ Mr. Zapfel asked what the balance of the budget was at this time. Ms. Hoffman stated she did not have that information at this time. Ms. Hoffman stated she would provide that information to the Sub-committee. Ms. Hoffman also stated that money for this FY needed to be spent by June 30. Ms. Hoffman also explained that her office is only responsible for tracking the spending of KBCB and not managing the budget for the board and providing monthly reporting. A request was made by Mr. Zapfel to have the budget placed on SharePoint.
- ✓ Ms. Hoffman reminded the board that all sub-committees are expected to meet in off-meeting months to discuss plans of actions. The meeting month is expected to be a re-cap of actions taken outside of the meeting time.
- ✓ Mr. Zapfel stated that the board has identified seven (7) areas to spend money.
 - Garden's Corner and Frazier Circle - \$5,500 (funding for Gardner's Corner is mostly covered)
 - Wildflowers along Major Highways - \$7,500 (an initial motion and second was made to reduce to \$5,000 however a vote was not taken; Hope Cunningham made a motion which was seconded to keep the amount at \$7,500 which was voted on and approved)
 - Billboards - \$3,000
 - Signs – This project has been tabled for this year (with a commitment to focus on this matter earlier in the FY26); motioned, seconded and voted on in the affirmative with one dissenting vote that being Gene Zapfel.
 - Additional Litter Control on Major Roadways – Mr. Zapfel requested this be delayed, was motioned and seconded; voted for unanimously.
 - Administrative – the rest of the budget, \$25,500, will remain in administrative costs until the sub-committees can determine what the board would like to do.
 - Adopt A Highway - \$3,000
 - Improvement to Landscaped Areas - \$5,500

Ms. Hoffman stated that the subcommittee for Finance needs to be prepared to come to the office so you can discuss quotes to get the ball rolling on these projects. Mr. Campbell affirmed this request.

Mr. Zapfel stated that after the meeting, whoever is the lead for each of the different committees, shall sign up for full responsibility for each one of the line items. Mr. Campbell agreed.

A recap was performed for all Sub-Committee members:

Education – Ms. McFee, Ms. Reitz, Ms. Murphy, Ms. Voge

Legislation – Ms. Cunningham, Ms. McFee, Ms. Reitz, Ms. Voge

Beautification – Mr. Campbell, Ms. Floyd, Ms. Cunningham, Mr. Zapfel

Finance – Mr. Campbell, Mr. Zapfel, Mr. Bartholow, Ms. McFee and Ms. Floyd

Mr. Campbell to find out what Ms. Murphy and Jean Fruh would like to serve.

6. NEW BUSINESS:

- ✓ Mr. Zapfel asked about the possibility of having a shared calendar that things can be placed on for the Board. Ms. Hoffman stated that the calendar is on SharePoint.
- ✓ Mr. Campbell stated that he would like to purchase T-shirts. Ms. Voge asked what the purpose would be. Mr. Campbell stated that it would provide good name and brand recognition; Ms. Voge stated that she would like to have a quote and quantity discussion prior to having this go up for a vote.
- a. Appointment of Chair – Mr. Bartholow nominated Christopher Campbell; no other nominations were made; the motion was seconded by Mr. Zapfel; vote was unanimous.
- b. Appointment of Co-Chair – Ms. Voge nominated Gene Zapfel; no other nominations were made; the motion was seconded by Ms. Floyd; vote was unanimous.
- c. Staff Update:
 - Litter Supervisor – Ms. Hoffman stated Jesus Rodriguez was present but due to length of meeting needed to leave. He provided a handout to all Board members. Adopt a Highway event will be held next Friday to include annual safety training, award ceremony and lunch.
 - Environmental Educator – Ms. Hoffman stated that Valentina was unable to attend meeting but has a lot of great things on going in education and outreach. More information is available on request.
- d. 12 Facility Tours – all board members have received an email invitation for this event.

Additional Comments:

- ✓ Budget request applications are due to April 9. We will be meeting with the finance sub-committee, and we will review

- ✓ Please look at the Board roster sheet by check in list to make sure we have all your information, and that the information is correct

7. Public Comments: None

8. Adjournment: Christopher Campbell - 2:59 PM