



**Beaufort County Keep Beaufort County Beautiful**  
**Board Meeting Minutes**  
Thursday August 14, 2025



**Attendees:**

Christopher Campbell, Chairman, District 1 via Zoom  
Pamela Floyd, Council District 3  
Eugene Zapfel, District 7  
Brenda McFee, Council District 8 via Zoom  
Jessica Reitz, District 2  
Jean Fruh – District 11  
Paula Brown – County Council Liaison

**Absentees:**

Ford Bartholow, Council District 9

**Staff:**

Victoria Hoffman, SW&R Program Manager  
Jesus Rodriguez, SW&R Litter Control Supervisor  
Sally McLeod, SW&R Sr. Administrative Specialist  
Valentina Palacio-Ruiz – SW&R Education and Outreach

**Guest:**

Matt Riccobiene – BCSO

1. **Call to Order:** Christopher Campbell – 1:00 PM
2. **Approval of Agenda** - Motion and seconded by Pamela Floyd and Jean Fruh; approved.
3. **Approval of Minutes – June 11, 2025;** Motion and seconded by Pamela Floyd and Gene Zapfel; approved.
4. **Introductions** – Completed
5. **Sub Committee Updates** – Please see addendum of recap from July 29, 2025, Initiatives Meeting held with Public Works Director Bradley Harriott, Victoria Hoffman, Sally McLeod and KBCB Chair Campbell and Co-Chair Zapfel as this meeting was referenced many times in the sub-committee updates.
  - a. **Education and Litter Enforcement:**
    - Mr. Zapfel stated he sent an updated email to this to the Board Members a week ago. Jessica Reitz stated that the Board had a booth at Water Festival, the straws were quite popular and were all given out. Water bottles, stickers and handheld fans were quite popular or wanted. These should finish out the FY25 purchase needs; these were last year's approvals with this year's dollars. Ms. Hoffman clarified that the Board had already voted on allocating funds for each of the purchased. Ms. Reitz stated that the T-shirt order is in the works and should be done soon.
    - Upcoming Events: Jean Fruh spoke on Sharkapalooza which is a welcome back for students to USCB. The Quench Buggy, which KBCB is a sponsor, will be at Sharkapalooza. This event will be held on August 22.
    - Jessica Reitz stated that she has a list of upcoming events for KBCB members to look over and participate in.

**b. Legislation –**

Just Zero – This is an organization that helps non-profits figure out how to reduce plastics; Julianna from the County is working on the Single Use Plastics Ordinance; Valentina, Gene and Kevin Boudris had a phone conference. Mr. Boudris sent a lot of information on studies regarding moving toward single use plastics in communities. KBCB will be a support arm for this initiative. Mr. Campbell and Ms. Floyd will be present at the next meeting on this ordinance.

**c. Beautification –**

Ms. Floyd worked with Victoria Hoffman to secure the bulb and planting material order. The items should be received in September. The committee will get together to determine locations; 1500 mixed bulbs were purchased and two (2) bags of fertilizer. Possible locations to have bulb placement – Joe Frazier Circle, Gardens Corner and Bluffton Parkway (partnering with Town of Bluffton)

Welcome to Beaufort County signs discussion is underway with Public Works Department. The board has been directed to reach out to zoning and planning for any permitting issues and have made attempts to reach out to Zoning and Planning, then to file an encroachment permit with SCDOT. Once the sign is designed and all paperwork is secured, the board will need to be placed on the Public Facilities Committee agenda for approval of the signs. Once the committee approves it, then it will go to County Council. Planning and Zoning will have to be done prior to going to any committee meetings. Plan is to have sign installed this fiscal year. Mr. Campbell has found a Landscape Architect to do the site plan for the 278-sign project. Her quote for services will be \$1,200 and will require a board vote.

Rice trunk signs may not pass safety requirements for DOT roadways, but we have some ideas going forward with some wonderful uses such as historical markers, etc.

USCB is extremely excited about working with the Board on many initiatives. The board has met with the university regarding the sign on Hwy 278. The school is interested in possibly having an art/sign design campaign amongst students and even staff. Victoria is looking into whether there can be prize money given should there be a contest for USCB art. Other participation initiatives were discussed regarding having students' partner (Environmental Club) with board members on projects, events, etc. Valentina and KBCB will be speaking with the university about future initiatives.

As per the letter that is attached as an addendum to these minutes, Mr. Campbell and Mr. Zapfel met with the Bradley Harriott and Victoria Hoffman at PW Department regarding upcoming projects. Public Works will be taking over the maintenance only of the Gardens Corners when the contract with The Greenery is completed. Mr. Campbell had stated that purchases of materials for enhancements will be made, and the Public Works department will plant the materials for enhancement of plantings that are already on site. No new plantings or changes can be made without the permission of the State.

**d. Finance -**

Mr. Zapfel presented the FY25 Spend Report to the Board, outlining areas where funds had been allotted, where they had been spent and where money had been left unspent.

All members agreed that no money would be left unspent this year to justify a larger budget in the following fiscal year.

Discussion was had with ideas on how to spend the \$50,000 this year instead of the budget that was requested as \$392,000. Gardens Corner - \$3,000 (beautification projects decided by the committee); Wildflower plantings \$5,300 (decided by the committee); Welcome to BC Signs - \$13,700; Marketing materials - \$16,000; Miscellaneous expenses \$2,000; Conference for Board Members - \$10,000 (5 attendees at \$2,000).

Rice trunks will more than likely be used at passive parks or a historical marker instead of Highway signs due to size and regulations.

Ms. McFee expressed concern about the amount of money being allocated to board members attending conferences, stating that a high percentage of the budget would be going to conference attendance instead of actual initiatives for the county. Ms. Brown stated that since this is the 250<sup>th</sup> year of our Country, and the Keep America Beautiful Conference was extremely involved in that celebration, she felt the value would be tremendous to Beaufort County to be involved. The two conferences at this time that are being looked at is one the Palmetto Pride conference in Myrtle Beach and the Keep America Beautiful Conference held at the beginning of the calendar year.

#### **Approving Procurements:**

A motion to allow 2 board members (Chris and another Board member. If no one volunteers, Gene will go) to attend the Palmetto Pride conference in Myrtle Beach was made. Motion and second by Ms. Floyd and Ms. Fruh; approved.

A motion was made to purchase of Fans – \$330 was made. Motion and second by Ms. Floyd and Ms. Fruh; approved.

A motion was made to approve the purchase of Kid Straws - \$650. Motion and second by Ms. Floyd and Ms. Fruh; approved.

A motion was made to approve Reusable Straws - \$1,850. Motion and second by Ms. Floyd and Ms. Fruh; approved.

A motion was made to authorize hiring the Landscape Architect in the amount of \$1,200. Motion and second by Ms. Floyd and Ms. Fruh; approved.

Ms. Hoffman reminded the board that if an item is over \$5,000 it will require a quote.

#### **6. New Business -**

- a. Staff Update: Ms. Hoffman stated that Chloe McGuigan will no longer be working with the County. Sally McLeod and Valentina Palacio-Ruiz will be picking up Chloe's responsibilities.

Jesus Rodriguez and Valentina Palacio-Ruiz have been doing incredible work with educational outreach as well as litter crew work and Adopt a Highway.

Sally McLeod reminded the Board that we are down several Board Members at this time. The Board only has seven (7) Board members active. Be very mindful when having sub-committee meetings or other meetings, that the attendees must be three people or less. We must keep numbers under the quorum, which would then require published agendas and meetings open to the public. Ms. Hoffman reminded the Board that Mr. Bartholow has missed two meetings in a row. If the Board Chair can reach out to him that would be good, because three consecutive absences will require Council to be notified for a possible removal.

Ms. Brown stated that Boards and Commissions could appoint people to the Board from other Districts if need be. Ms. McLeod stated that she felt people would be very willing to sit on this Board and that we probably would not need to cross Districts. Ms. Reitz stated that she may have two people interested in applying; Mr. Zapfel stated that staff members at USCB may also be interested in applying.

Mr. Zapfel stated that he, Mr. Campbell and the COO of Beaufort County Public School have been in conversations about implementing a recycling program in the school system. This initiative is in its infancy, and they will report back what partnership opportunities exist.

Sub-Committee assignments were reviewed to see if anyone needed revision. The Board was happy with the assignments at this time.

Ms. Reitz asked what the process to get social media posts approved. Ms. Hoffman stated that all posts should be sent to Sally McLeod, and she will have Communications approve. Valentina stated that there is a branding standard with Beaufort County (already posted on SharePoint). Valentina stated she would coordinate a meeting with Ms. Reitz and Communications.

Meeting was Adjourned by Mr. Campbell at 2:49 PM.

## **Addendum:**

### KBCB – PW Initiatives Meeting

7/29/2025

#### Topics Discussed at Meeting:

1. What does Beaufort County want from KBCB?
  - Participate in outreach events
  - Independently apply for grants
  - Make sure entrances to Beaufort County are clean, beautiful and uniform
  - FY27 Idea – Old railroad tracks – walking trail and educational signs and gate for security.
  - Historical Rice Trunk Signs – educational signs about what it is and its historical significance. Possible placements at passive parks and Garden's Corners.

#### FY26 Projects:

- Social Media and Public Outreach:
  - Victoria to provide a contact to Jessica from Communications Depart; also provide Jessica with Brand Standards and Guidelines.
- Funding? What is the status of their account? Victoria to ask Finance Dept.
- USCB and KBCB collation – student volunteers
  - KBCB to draft an Executive Summary and present a request for a waiver from Legal Department.
- Beaufort County signs:
  - Bradley Harriott to follow up with Jared on what the County involvement will be, if any on this initiative.
  - KBCB will create a design taking BC design standards for sign (visual and planning); Once designed KBCB will send the plans to Planning and Zoning. Victoria to provide a contact for Planning and Zoning.
  - Beaufort County to submit encroachment permit; KBCB to gather all needed documentation.
  - Depending on the outcome of Jared and Bradley's conversation, there will need to be coordination between County Administrator, Jared and Planning & Zoning on approval of design and placement of signs.
  - Looking to complete at least two signs this year.
- Can KBCB play a USCB student for sign creation? Planning to have a contest with a grand prize of \$200; Victoria to check with procurement.

- Bulbs have been ordered and will receive Fall 2025; Pam has an idea where these need to be planted.
- Gardens Corners:
  - Public works to take over the maintenance in September, replacing plants and keeping area fresh and maintained
  - Garden's Corners or KBCB will purchase plants, Public Works will help plant, DOT approval is needed; Chris will ask DOT for approval.
  - KBCB to set an appointment with Kinard Freeman; Kinard's contact information is: [kindard.freeman@bcgov.net](mailto:kindard.freeman@bcgov.net); 843-255-2782.
  - KBCB to get quote on materials they want to purchase and provide to Beaufort County to get purchase made.
  - Loop in Broadcasting and PIO for public relations – possibly Jessica will do this.
- Recycling Initiative with Beaufort County Department of Education. Prior to meeting with BOE, Beaufort County team and KBCB will have a meeting to plan out initiative and meeting outline for the future BOE meeting. Sally will send invitations out for an early September meeting.

#### FY27 Plans:

- Re-do Garden's Corners
- Expand County entrance sign project
- Expand Rice trunk project.