

Feb. 18, 2015

2014 Keep Surfside Beach Beautiful Year-End Report

- During the year KSBB committee members contributed a total of 695 volunteer hours in the following projects. Additionally, 256 hours were contributed by members and other community volunteers in our Adopt-A-Beach program.
- Participated in the Spring and Fall Beach sweeps.
- As part of the DHEC Ocean and Coastal Resource Management program, Adopt – A – Beach volunteers cleaned 32 crossovers and the pier parking lot eight times each during the year and collected a total of 475 pounds of garbage.
- Completed the 26 Hanging Basket project for beautification of the business districts.
- Initiated a cooperative effort with the Myrtle Beach State Park rangers to provide tourists with information about beach litter and sea turtles. This project is currently moving towards using colorful refrigerator magnets in beach rental units.
- Cleaned out and planted the parking lot border boxes with seasonal flowers and recommended appropriate replacement greenery. Weeded the planter boxes as needed. Watered throughout the summer when needed.
- Coordinated with Planning, Building and Zoning employees and volunteered assessment and follow-up activities in support of code compliance and property maintenance issues.
- Supplied written recommendations for Business 17 landscaping by our Clemson Certified Master Gardener at no cost to the town. These were posted on the town website.
- Continued to support "branding" of our town through use of standardized materials developed in our cooperative project with HGTC the previous 2years.

- Researched the use of public service announcements to change littering behavior on the beach. It appears it will increase awareness but not change behavior.
- Awarded yard of the month to nine residences and one business.
- Recruited a world-class retired Nursery-man for our committee, and another Certified Master Gardener as volunteer consultant and hands on worker.
- Requested funding for refurbishment of S SB welcome signs located on Business 17 North and South. This was denied after being coupled with way-finding sign proposals. The price estimate of \$50,000 presented to Council far exceeded actual quotes of less than \$7,500, obtained by Dir. of Public Works, for New Welcome Signs in the Town's Chosen Driftwood Design. The committee cleaned the area surrounding the old signs and planted foliage and flowers as a temporary solution. These were changed seasonally.
- The KSBB committee is looking forward to another year of helping our town put its best foot forward!

Nancy Jo Weber, Chairman
Keep Surfside Beach Beautiful
2/18/15