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Department: Communications\Events\Grants

REPORT DATE: AUGUST 31, 2021

PREPARED FOR: TOWN MANAGER

I. WEBSITE UPDATES

a. The following articles were posted this month. An email note with a listing of hyperlinked titles was emailed to 1,478 property owners, tax payer, and citizens.

AUG 31, 2021

[8/31/21 COVID-19 UPDATE](#)

[PRESERVING LAKE LURE FOR FUTURE GENERATIONS](#)

AUG 30, 2021

[STORM PREPARATION – PROACTIVELY ADJUSTING LAKE LEVELS](#)

AUG 27, 2021

[NOTICE OF PUBLIC HEARING - SUBAQUEOUS SANITARY SEWER REPLACEMENT ENGINEERING REPORT/ENVIRONMENTAL INFORMATION DOCUMENT](#)

AUG 26, 2021

[THANK YOU LINDA WARD! WE WILL MISS YOU!](#)

AUG 25, 2021

[EMPLOYMENT OPPORTUNITY - POLICE OFFICER](#)

AUG 24, 2021

[8/23/21 COVID-19 UPDATE](#)

[LAKE LURE TRAIL CLEANUP FOLLOWING THE STORM](#)

[LAKE CLEAN UP FOLLOWING STORM DAMAGE](#)

AUG 23, 2021

[NOTICE - INTERMITTENT DELAYS FOR HOUSE MOVE 8/24/21](#)

[SUMMER CASH CARDS](#)

AUG 22, 2021

[WELCOME NEW ASSISTANT FINANCE DIRECTOR STEVE FORD](#)

AUG 21, 2021

[LAKE LURE ARTS AND CRAFTS FESTIVAL](#)

[REMINDER - REGULAR TOWN COUNCIL MEETING TUESDAY, 8/10/21 @ 5:00 PM](#)

AUG 19, 2021

[LAKE LURE LAKE LEVELS](#)

Aug 18, 2021

[Storm Cleanup](#)

[Traffic Updates](#)

[Duke Energy Update](#)

Aug 17, 2021

[TEMPORARY ROAD CLOSURE/POWER OUTAGE:](#)

[ACTIVE TORNADO WARNING - RUTHERFORD COUNTY 4:30 PM WARNING - FLASH FLOOD](#)

[Temporary Road Closure/Power Outage](#)

[TORNADO WATCH 8/17/21 UNTIL 7PM](#)

Aug 16, 2021

[Boat House Address Sign Application](#)

[Register Now for Everbridge - Emergency Notification System](#)

Aug 15, 2021

[Proactive Lake Lowering in Preparation for Forecasted Storms](#)

Aug 11, 2021

[8/11/21 COVID-19 Update](#)

[Upcoming COVID Vaccine Clinics](#)

[Important Lake Construction Timeline Update](#)

[Nationwide Emergency Alert Test on August 11, 2021](#)

[Infrastructure Updates](#)

[Share Your Feedback About Our Website](#)

Aug 09, 2021

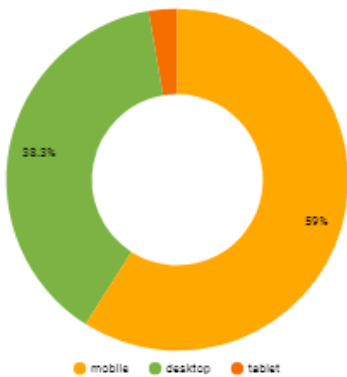
[WHAT TO DO IF YOU ENCOUNTER A BLACK BEAR](#)

Aug 06, 2021

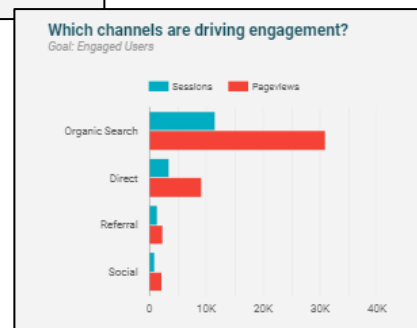
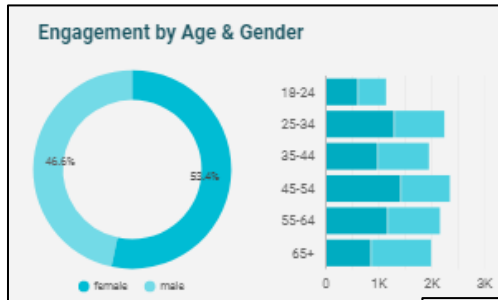
[8/6/21 COVID-19 Update](#)

B. Website Analytics:

What device are people using?



Device	Users	New Users
1. mobile	8,445	8,280
2. desktop	5,480	5,218
3. tablet	386	267



II. FACEBOOK UPDATES

1. Facebook analytics

- a. **Likes** (when someone “likes” a page, they're showing support for the page and indicating they want to see content from the page): **we had a 4% increase this month over this same time last year with 16,472 followers as of 8/31/21**, compared to 15,835 on 8/31/20.
- b. **Followers** (people who have opted-in to “follow” our profile or page, meaning that they will receive our updates in their timeline): **we had a 14% increase this month over this same time last year with 17,351 followers as of 8/31/21**, compared to 16,155 on 8/31/20.
- c. **Facebook (FB)Comments:** The Town Manager (TM) requested an assessment of advantages and disadvantages of allowing the public to offer comments via Facebook. He [requested staff weigh the advantages and disadvantages of allowing public comments via FB](#). The TM, some directors and key staff have raised issues, one of which is [the burden of maintaining FB comments as public records in perpetuity though](#) research demonstrates that Town’s Facebook posts and comments are readily available online. This issue is being researched further through the NC League of Municipalities. They have a Facebook page and offer the option for readers to provide comment, as does Rutherford County, Forest City, Rutherford, Spindale, Ruth, Hendersonville, Asheville and every municipal Facebook page Visited a a part of this research. From a communications stand point, Facebook comments have been extremely beneficial during emergencies as readers provide valuable community updates, ask pertinent questions and help inform citizens in a generally positive way during such circumstances. A report is being compiled with additional information, to include guidance from the NC League of Municipalities.

III. COMMUNICATION UPDATES

1. **Communications Plan:** Developed comprehensive Communication Plan based on recent budget and infrastructure developments. Numerous stakeholders for input which has been incorporated and shared with Town Council for their review and further input.
Update 8/31/21: Await input regarding Town Council recommendations.
2. **Infrastructure Summary:** Maintained a current summary of the major infrastructure projects and shared this document online originally in July 2021 with input from contract engineers. A link to this document has been shared with the 1,400+ mail group of property owners, tax payers and citizens of Lake Lure. This document is posted on the website under Transparency in Government at: <https://www.townoflakelure.com/towncouncil/page/preserving-lake-lure-future-generations>. In 8/21, the following revision/addition was included with input from Community Development: Conducting inspections of lake structures while they are accessible from dry ground (including docks, piers, boathouses, floating platforms and seawalls). Identifying lake structures requiring modifications necessary for the Phase I Sewer System project. **NOTE:** The Lake is owned by the Town and by Town Ordinance, lake structure property owners are responsible for maintaining their structures in good repair and without hazardous conditions.
3. **Lake Drawdown Schedule/Project Overview:** The lake drawdown schedule and related project summary has been updated this month to include a revision/addition of the information noted above for plans for inspection of lake structures. This summary has been posted several times under Town News since the drawdown schedule was announced in May 2021 and has been shared via the email message referenced above. The summary is also posted under Lake Levels on the website at the following link: <https://www.townoflakelure.com/parksreclak/page/lake-levels-drawdown-schedule-and-planned-projects>
4. **Everbridge:** Increased Everbridge registrants by **112 this month** with 1,006 (8/31/21) Everbridge registrants + 1122 Nixel registrants) as of 8/31/21. Everbridge registrants consist of Lake Lure property owners, tax payers, citizens, as well as those who live downstream who have a vested interest in knowing about changes in lake levels. There were four emergency notifications this month: 1) Proactive lake lowering on 8/15/21, 2) Tornado watch on 8/17/21, 3) Flash flood warnings on 8/17/21, 4) Proactive lake lowering/storm preparation on 8/30/21.
5. **Everything Rutherford:** I am working with The Daily Courier to publish an article on Lake Lure for their Everything Rutherford, their annual publication that details updates and information throughout the county. A draft has been forwarded to leadership for review.

6. NC Governor's Advisory Council on Film, Television, and Digital Streaming: Working with the producer and local leaders to highlight all the ways that the entertainment industry contributes to the State's (and Lake Lure's) economy and culture as a whole.

7. Signage:

a. Town Hall: Obtained bids for a two sided electronic sign for the Town. Started with the company that provided the signage for the Public Library, Stewart Signs. The first quote is for \$17,228 for a one color sign shown below on the left. One concern about the one color is that the writing is in red. In order to get multi colors, the cost is \$18,427, a small difference for the visual impact shown below on the right. I am awaiting a second quote from a second company. The second company is a distributor in Asheville and would be obtaining the sign through a company like Stewart signs. The third company is a local company that made the sign for Bat Cave Fire Department and would not meet the town standards for such a sign.

Recommendation: After further discussion with the Finance Director, it is recommended that this purchase would need to be through a sole source, Stewart Signs from Florida. They have made all of the local signs of this type with the exception of Bat Cave Fire Department.

Update 7/31/21: Discussed with Town Manager who recommended the Community Development Director assess the other existing illuminated signs nearby and make a recommendation regarding any impact with visibility as well as existing ordinances. I did this and it sounds like there were no visibility issues that could be identified.



Update 8/31/21: Awaiting further guidance regarding whether or not to proceed with ordering the signage. The funds have been budgeted if the sign is recommended/approved.

a. Morse Park Signage: I am working with the Parks, Recreation and Lakes Department to develop replacement signage for Morse Park that would focus on the lake on one side and fishing on the other side. We are working to determine if we can reuse the old structure to reduce the cost of the signage and I am in discussion with the sign company about this and we are creating a new map of the local parks and trails.

Update 7/31/21: Worked with Signage Company to develop a new map with Lake Lure Parks and Trails. This is under development. **Update 8/31/21:** Reviewing map.

8. Communications meeting with Realtors: Following the June Town Council meeting and meetings with congressional representatives, a decision was made by the Town Manager, Mayor Pritchett and Commissioner DiOrio to hold a meeting for Realtors in the area to ensure they had the correct and most current information regarding infrastructure projects. Doug Kelly was identified as a good point of contact to schedule the meeting. The infrastructure summary was forwarded to him for review and input which he provided. His feedback was incorporated into the document which has been placed on the website.

Update 8/31/21: I remain in contact with Mr. Kelly to schedule the Realtor Meeting.

9. Mountain Breeze: Assisted the Mayor in developing her article for the Mountain Breeze to update the public on key information in Lake Lure. Worked with Administrative Support Specialist to select and share a comic for the paper.

10. Sewer System (SS) Renovation Replacement and Renovation Project: Worked with the UAB, contractors and key staff to develop a strategic communication plan including an introductory letter, detailed overview and update, property owner survey, and Cove Captain meeting outline with the SS team. We worked to develop a list of frequently asked questions and answers to be utilized as needed as we proceed with Phase 1 of the project. A key part of this effort involved an analysis of the related policies and recommendations by UAB. The following summarizes the status of the communication products related to this project:

a) Mailer/Letter: On hold awaiting approval of the related policies.

b) Frequently Asked Questions: On hold awaiting completion of the policy approvals.

c) Community Outreach Schedule Updates/Adjustments: On hold awaiting completion of the policy analysis and approval of the Engineering Report by NCDEQ DoW.

Update 8/31/21: A Public Hearing has been scheduled for 9/14/21 at 5:00 PM. The Engineering Report was posted on 8/27/21 with a notification of this Public Hearing under Town News at:

<https://www.townoflakelure.com/community/page/notice-public-hearing-subaqueous-sanitary-sewer-replacement-engineering> . The notice was also shared via the large email group.

11. **New Website Orientation Guide:** Working to develop an orientation video to help new users with the Use of the new website.

IV. GRANT UPDATES

1. **FEMA High Hazard Potential Dam (HHPD) Grants:**

- a. **2020 FEMA HHPD Grant:** The 2020 Grant application was approved and the Town was officially awarded \$121,000 for this project. The total project cost is **\$185,710**. The Town must contribute 35% (**\$64,998.50**) to support completion of this project. The FEMA HHPD grant contract was reviewed and approved by the Town attorney and signed and forwarded to NC DENR for their signature.
Update 8/31/21: Submitted quarterly report to the NC DEQ Dam Safety Office 8/30/21.
- b. **Second 2020 FEMA HHPD Grant:** Completed a proposal for a **conceptual design of a replacement for the Lake Lure Dam. The total cost of this project is \$58,568**. This grant opportunity requires a 35% match. The Town must contribute **\$20,498.80** to support completion of this project, if awarded the remaining 65% (**\$38,070.20**).
Update 8/31/21: Submitted multiple inquiries to NC DSO who in turn requested updates from FEMA. The application is still under review at the national level.
- c. **FY2021 FEMA HHPD Grant:** The grant application for this year was submitted 6/11/21. I worked closely with Schnabel Engineering to submit this application for the Field Investigation to support the Dam Reconstruction of the Replacement Dam. The cost was estimated at 1.3 million. FEMA Grants Awards in NC are expected to be in the \$100 – 120,000 range for this opportunity per NC DEQ DSO.
Update 8/31/21: In following up on this grant application I have been told that we may hear the outcome of the awards by September 2021.

2. **Asset Inventory and Assessment Grant Program:** The purpose of this grant is to support developing asset inventories, condition assessment of critical assets, and other components of a comprehensive asset management programs. LaBella Associates will take the lead in applying for this grant in 2021.

3. **Transportation and Infrastructure Committee Funding - Representative Cawthorn:** Worked with Commissioner DiOrio and the Town Manager to submit an application for funding through Representative Cawthorn's office for the Transportation and Infrastructure Committee, based on the State Transportation Improvement Program (STIP) and Transportation Improvement Program (TIP). Obtained letters of support from Senator Burr's Office, the Isothermal RPO, Rutherford County and the Mayor of Lake Lure.
Update 8/31/21: Lake Lure's project remains on the listing for \$8,000,000. Followed up with Rep. Cawthorn's office to obtain a status update and received a reply that there is no new information at this time.

V. EVENTS

Please see the meeting/event calendar for the next month. Note that another successive Olympiad took place this year, bringing hundreds of people to the area, without incident.

September 2021

« Prev Next »

Departments		Boards and Commissions									
- Any -		- Any -		Apply		Reset					
Sun	Mon	Tue	Wed	Thu	Fri	Sat					
29	30	31	1	2	3	4					
				Parks and Recreation Board Regular Meeting 1:30pm							
5	6	7	8	9	10	11					
12	13	14	15	16	17	18					
	Lake Advisory Board Regular Meeting 3:30pm	Marine Commission Regular Meeting 4:00pm Town Council Regular Meeting 5:00pm									
19	20	21	22	23	24	25					
			Paws for the Cause Fundraiser 5:00pm		Time of Your Life at Mountain Brook Vineyards! 5:00pm	Time of Your Life at Mountain Brook Vineyards! 5:00pm					
26	27	28	29	30	1	2					