



**Name:** Laura Krejci

**Department:** Communications\Events\Grants

**REPORT DATE:** NOVEMBER 31, 2021

**PREPARED FOR:** TOWN MANAGER

## I. WEBSITE UPDATES

- a. The following articles were posted this month. A listing of these titles with hyperlinks was emailed to 1,482 citizens, along with a link to the Town Calendar.

[Notice Of Special Town Council Meeting - 12/1/21 at 8:30 a.m.](#)

[12/1/21 Lighting Up Lake Lure at the Flowering Bridge - Festival of Trees at 5:30 PM](#)

[Fairfield Mountains Chapel Nativity Exhibit and Christmas Tea](#)

[Employment Opportunity - Firefighter](#)

[11/24/21 COVID-19 Update](#)

[Happy Thanksgiving from the Town of Lake Lure](#)

[Lake Levels - Drawdown Schedule and Planned Projects - Updated 11/15/21](#)

[Lake Lure Police Department Protecting and Providing for Lake Lure Classical Academy Raptors](#)

[Employment Opportunity - Town Manager for the Town of Lake Lure, NC](#)

[Employment Opportunity - Police Officer](#)

[Town Council Meeting Reminder - Tuesday, 11/9/21 at 5:00 PM](#)

[Lake Lure Artists Annual Art Show](#)

[Veterans Day Program 11/11/21 at 9:00 am](#)

[11/4/21 COVID-19 Update](#)

[Lake Lure Election Results](#)

[Temporary Water Shut Off 11/3/21 12:30PM](#)

[Dittmer-Watts Nature Trail Workday](#)

[Weedpatch Mountain Trail Work Day](#)

[Election Information](#)

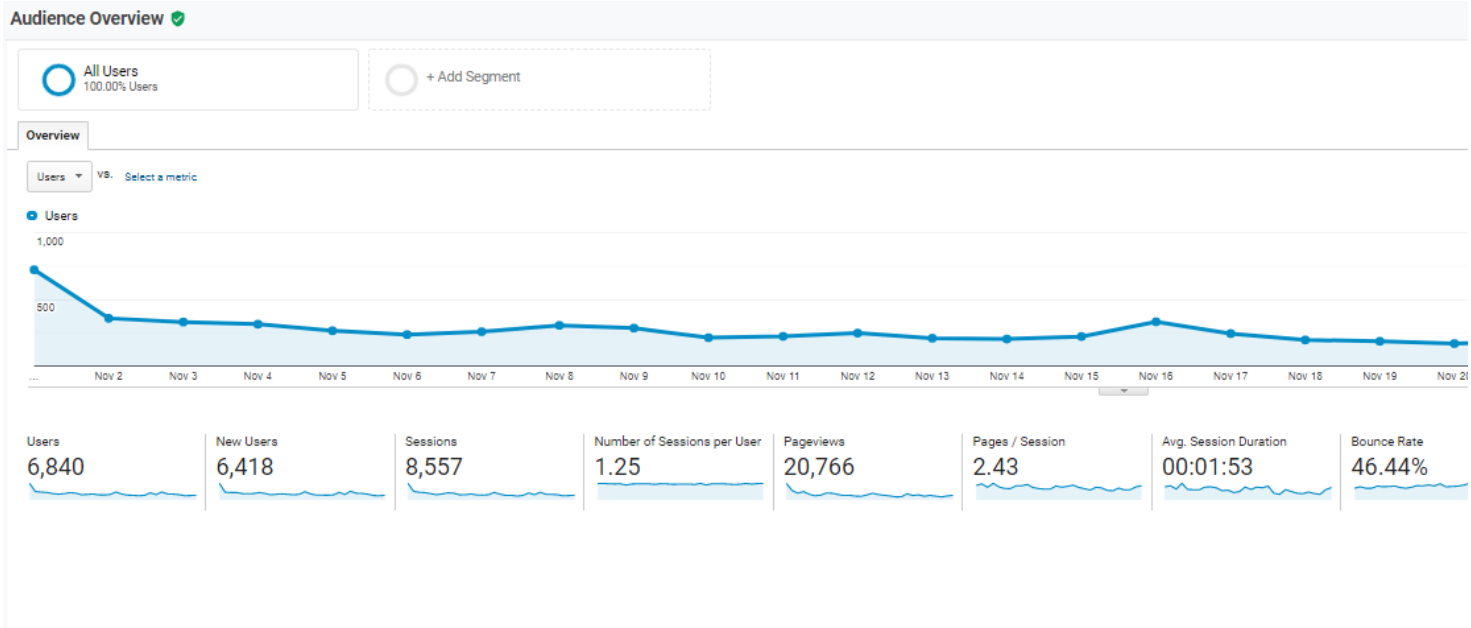
[Boosters for All Vaccines Available Now](#)

# I. WEBSITE UPDATES

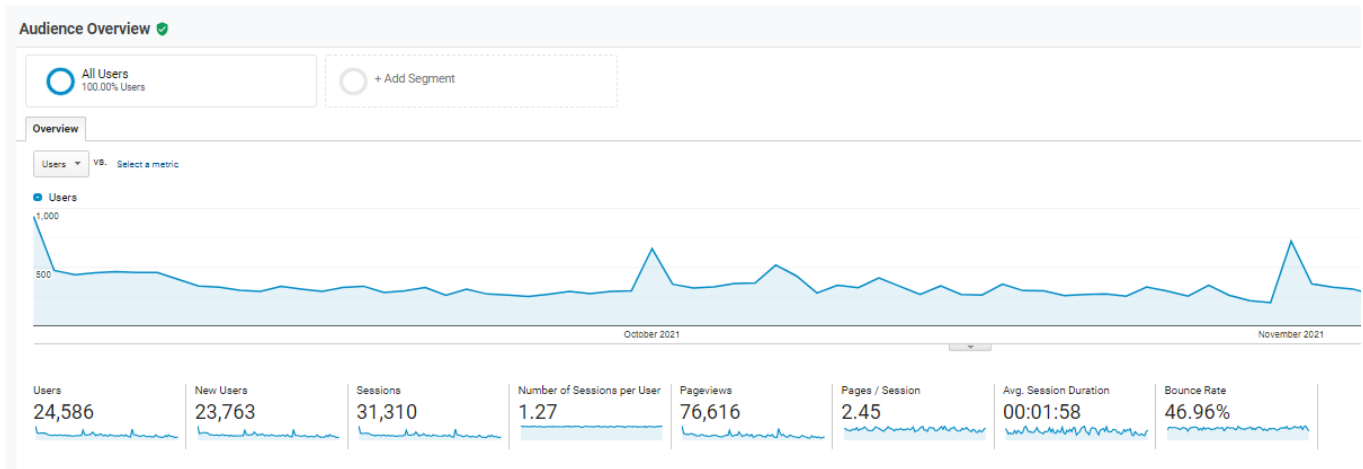
## b. Website Analytics:

1) Website Inquiries: Responded timeline to 14 website inquiries, 2 online work orders and 9 online facility reservations.

## 2) Monthly Statistics:



















## 3) Quarterly Statistics:



## II. FACEBOOK UPDATES

- Followers:** as of 11/30/21, the Town has 17,276 followers, a 6% increase over 11/30/20.
- The following posts were made in November 2021:**

	Lighting Up Lake Lure at the Flowering Bridge - Festival of Trees Mon, Nov 29	Post Reach 1493	Engagement 37		Update on Lake Levels: The Town of Lake Lure initially planned to lower the lake by 12 feet below... Tue, Nov 16	Post Reach 4443	Engagement 300
	11/24/21 COVID-19 Update: There have been (278) Total Positive COVID-19 Cases in the Lake Lure... Wed, Nov 24	Post Reach 1721	Engagement 107		Reminder - Lake Lure Veterans Day Program: Please join us in thanking Veterans for their servi... Thu, Nov 11	Post Reach 1008	Engagement 7
	Special Town Council Meeting Wed, Nov 24	Post Reach 531	Engagement 1		Town Council Meeting Reminder - Tuesday, 11/9/21 at 5:00 PM: Please join us for the monthly... Tue, Nov 9	Post Reach 843	Engagement 18
	Employment Opportunity - Police Officer: The Town of Lake Lure, NC Police Department is accepting... Wed, Nov 24	Post Reach 500	Engagement 9		11/4/21 COVID-19 Update: There have been (270) Total Positive COVID-19 Cases in the Lake Lure... Thu, Nov 4	Post Reach 1152	Engagement 51
	Employment Opportunity - Firefighter: The Town of Lake Lure, NC is accepting applications for ... Wed, Nov 24	Post Reach 3941	Engagement 358		Temporary Water Shut Off 11//3/21 12:30PM: Unfortunately, a water leak has occurred near To... Wed, Nov 3	Post Reach 1709	Engagement 33
	Lake Level Reminder: On Friday, 11/26/21, the Town of Lake Lure, NC will begin drawing the lake... Wed, Nov 24	Post Reach 741	Engagement 9		2021 Veterans Day Program 11/11/21 at 9:00 AM: Please join us in thanking Veterans for their... Tue, Nov 2	Post Reach 2158	Engagement 41
	Happy Thanksgiving from the Town of Lake Lure, NC! Wed, Nov 24	Post Reach 896	Engagement 54		Dittmer-Watts Nature Trail Workday Tue, Nov 2	Post Reach 302	Engagement 1
	Employment Opportunity - Town Manager for the Town of Lake Lure, NC: Located in western... Mon, Nov 22	Post Reach 3402	Engagement 268		Weedpatch Mountain Trail Work Day Tue, Nov 2	Post Reach 298	Engagement 1

## III. COMMUNICATIONS UPDATES

- Everbridge:** increased Everbridge registrants by 1 **this month** with 1,039 Everbridge registrants + 1129 Nixel registrants) as of 10/31/21. There was no need for notifications this month.
- Illuminated Signage:** THE ILLUMINATED SIGN HAS BEEN ORDERED. The company has advised that the sign will be shipped in 14 weeks. The new sign will require a cement foundation and electricity. Provided sign installation specifications to Finance and the Public Services Director to ensure this can be taken care of, once the sign arrives.

### III. COMMUNICATIONS UPDATES

2. **Everbridge:** increased Everbridge registrants by 1 **this month** with 1,039 Everbridge registrants + 1129 Nixel registrants) as of 10/31/21. There was no need for notifications this month.
3. **Lake drawdown schedule/project overview:** The lake drawdown schedule and related project summary has been updated again this month to include an update of the project timeline. 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 on page 1. The summary is posted under "Town News" and on the "Parks, Recreation and Lake" link under "Lake Levels/Drawdown" on the website at the following link: <https://www.townoflake lure.com/parksreclak/page/lake-levels-drawdown-schedule-and-planned-projects-updated-111521>
4. **Communications Plan:** developed a 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 11/30/21:** Await input regarding Town Council recommendations. May need to revise the Social Media Policy based on recommendations found through the recent research related to Facebook Comments.
6. **New Website Orientation Guide:** Working to develop an orientation video to help new users with the website.
7. **NC Governor's Advisory Council on Film, Television, and Digital Streaming:** Awaiting a copy of the footage for our own use.

### IV. Grants

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 11/30/21:** Milestone workplan updated 11/8/21.
  - 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 11/30/21:** The NC DSO advised that the National FEMA office approved this grant. Worked with the Finance Director to ensure Budget Amendment for \$58,568 was approved by Town Council. Mayor signed the work order so the project could begin.
  - 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 11/30/21:** We were advised by the NC DEQ DSO that we could expect a grant in the amount of \$150,000 for this project. Worked with the contractor to revise the proposal to include the first phase of this work. The new work order was drafted for \$231,000, based on a pending grant of \$150,000. Await final confirmation from NC DEQ DSO regarding the firm amount of the Award as they later advised that they were still calculating the amount of the awards
2. **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 RPP, Rutherford County and the Mayor of Lake Lure.  
**Update 11/30/21:** Although the bill passed, the earmarked projects were omitted.
3. **NC Safety Grant:** Working with the Police/Fire Chiefs to submit a grant for police/firefighter equipment.

### V. EVENTS/COMMUNITY OUTREACH

1. **Communications Meeting with Realtors:** Awaiting dates and points of contact from Doug Kelly to schedule the realtor's forum.
2. **Round Table:** Await confirmation from Town Council to plan and coordinate the next Round Tables sessions.
3. **Veterans Day:** Worked with Rumbling Bald to hold the next Veterans Day program. There were over 150 attendees. The Lion's Club helped support the program as well. We were pleased to have Gen John Longhouser providing special remarks and Lake Lure Classical Academy Elementary School Students participating as well.
4. **Lighting Up the Gorge** was hosted by the Chamber and was held 11/28/21 at 4:00 in Town Center.
5. **Lighting Up Lake Lure:** The Town of Lake Lure and the Flowering Bridge Board, in partnership with Lake Lure Classical Academy will ring in the holidays with the Lighting of the Flowering Bridge 12/1/21 at 5:30.