

# Tab 5



## February 2026 Managers Report

covers the period January 1, 2026 through January 31, 2026

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**Financial Report-** Attached ending 1/31/25

**TRC/Water Treatment Rehab** - Bid went out January 16, Feb 4- mandatory pre-bid conference, Feb 12, last day for questions, Feb 25 Bids due, March 5 open bids, March 10 Board awards. Feb 4 pre-bid meeting was postponed due to weather and made virtual for Feb 11.

**Events:** Polar Plunge Jan 31 at John Bond Beach was cancelled due to weather.

**CycleNC Planning:** The group will meet (HOPEFULLY) to consider logistics and look for additional parking- event April 24-26.

**Water Discharge Permit:** Our permit is in draft form and increases the copper limit from 1.85 micrograms to 37 micrograms! NCDWR has forwarded the draft permit for comment- our Consultant wrote the response in consultation with Daniel.

**Town Hall Generator:** is currently throwing an unsubstantiated error code- original installers will be out shortly to fix.

**Potential Chapter K changes:** Manager would like to offer an amendment to Chapter K at your next meeting that allows us to extend the period prior to cutoff and late fees if the Town's offices have been closed for an emergency event (not a scheduled closure) in the week prior to those due dates – the 25<sup>th</sup> of the month for late fees and the 5<sup>th</sup> of the month for cutoff fees. As substantial as these fees are, if residents and business owners are not able to get out and drop off to us, we believe they should not be further penalized.

**Substantial water loss** is still happening following the winter storm. Public Works is out looking for those leaks. It's hard to find a) swampy areas that indicate leaks b) hear any running/dripping water while snow is melting. We encourage all residents to take a 360 degree walk around their property.



# Cleveland County Social Media Benchmarking Report

Prepared by Public Square Analytics

October 2025

## Executive Summary

**Bottom Line: Cleveland County posts 9.2 times per week, which is above the median for NC counties (7 per week). You have strong coverage of public safety, health services, and infrastructure. To reach top-quartile performance, increase to 10-12 posts per week and add more parks, recreation, and library content.**

This report analyzes Facebook activity across all North Carolina county governments over the past 30 days. It shows how Cleveland County compares to your peers and provides specific recommendations to strengthen your social media presence.

## How You Compare: Posting Frequency

Benchmark Group	Posts per Month	Posts per Week
Top 10%	69	16.0
Top 25%	44	10.0
<b>Cleveland County</b>	<b>38</b>	<b>9.2</b>
Median (Middle 50%)	29	7.0
Bottom 25%	12	3.0

**Your Performance:** You are posting above the median and approaching top-quartile levels. Good work!

## How You Compare: Content Topics

Topic	Cleveland County	NC Average	Assessment
Public Safety	21%	24%	Good
Health and Human Services	21%	17%	Strong
Roads and Infrastructure	18%	12%	Strong
Events and Community	16%	11%	Strong
Parks and Recreation	3%	20%	Opportunity
Libraries and Education	0%	13%	Opportunity
Weather and Emergencies	8%	7%	Good

**Your Strengths:** Excellent coverage of essential county services including health, safety, and infrastructure.

**Growth Opportunity:** Add more content about parks, recreation, and library programs to match peer counties.

## Recommendations

### 1. Increase Posting Frequency

- **Target for regular weeks:** 10-12 posts per week
- **During emergencies or major projects:** 12-18 posts per week
- **Minimum threshold:** Never drop below 5 posts per week

### 2. Balance Your Content Mix

Aim for these monthly percentages:

- **40% or more:** Essential Services (Safety + Health + Roads)
- **30% or more:** Community Building (Parks + Libraries + Events)
- **10-15%:** Emergency and Civic Updates
- **Under 10%:** Administrative Posts

### 3. Fill Content Gaps

- **Parks and Recreation (currently 3%, should be 15-20%):** Post about programs, trail updates, facility improvements, seasonal activities
- **Libraries (currently 0%, should be 10-13%):** Promote storytimes, programs, new materials, digital resources

## Sample Weekly Posting Schedule

This template provides 10 posts per week with balanced topic coverage:

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<b>Monday</b>	Public safety tip or alert	Service reminder (permits, taxes, deadlines)
<b>Tuesday</b>	Parks or recreation program	Event promotion with registration link
<b>Wednesday</b>	Road closure or construction update	Department or staff spotlight
<b>Thursday</b>	Health clinic or wellness tip	Job posting or procurement notice
<b>Friday</b>	Weekend events roundup	Community success story
<b>Weekend</b>	Timely updates, weather alerts,	or evergreen content as needed

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**Note:** Adjust this schedule based on your team capacity and current priorities. The key is maintaining consistency and variety week over week.

## Best Practices Checklist

### Content Quality

- Use plain language, avoid jargon
- Include clear timelines and contact information
- Add maps for road closures
- Use before and after photos when possible
- Keep posts concise and scannable

### Engagement

- Respond to comments within 24 hours
- Pin important updates to top of page
- Use clear expectation language
- Close the loop on completed projects
- Thank community members for feedback

### Accessibility

- Add alt text descriptions to all images
- Include captions on videos
- Link to web pages instead of PDFs
- Use high-contrast, readable text
- Test readability on mobile devices

### Measurement

- Track posts per week
- Monitor topic coverage balance
- Review reach and engagement monthly
- Note which content types perform best
- Adjust strategy quarterly

### Your Action Plan

1. Increase posting frequency to 10-12 times per week
2. Add Parks and Recreation content at least once per week
3. Feature Library programs at least twice per month
4. Use the weekly posting template as your starting framework
5. Review your performance against these benchmarks periodically

## Getting Started This Week

### Immediate steps you can take:

1. Contact your Parks and Recreation department to get their program schedule
2. Reach out to the Library to set up a regular content pipeline
3. Review your content calendar and identify where you can add 1-2 posts per week
4. Save the weekly posting template and customize it for your needs

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**Methodology:** This analysis is based on Facebook posts from all North Carolina county government pages during a 30-day period in September 2025. Topics were classified using keyword analysis and manual review to ensure accuracy.

**Questions or need help?** Contact Bruce Desmarais at [bruce@publicsquareanalytics.com](mailto:bruce@publicsquareanalytics.com)

# Verification of Attendance



UNC  
SCHOOL OF GOVERNMENT

## Essentials of Municipal Government 2026 Ethics Training UNC School of Government

Please complete and sign this form as the official record of your attendance. Keep the top part of the form for your records and give the bottom part of the form to your board clerk. The clerk is responsible for maintaining a record verifying your completion of the training; you are responsible for providing the verification to your board clerk.

G.S. 160A-87 requires the members of the governing boards of all cities, counties, local boards of education, unified governments, sanitary districts, and consolidated city-counties in North Carolina to receive a minimum of 2 hours of ethics education within 12 months of being elected or appointed to the board, and within 12 months of each subsequent re-election or re-appointment.

Participant Name LOUIS F. OSTENDORFF  
(please print)

Jurisdiction COMMISSIONER, TOWN OF ORIENTAL, NC

I attended this course for 2 hour(s). (Maximum of 2 hours)

Participant Signature [Signature] Date: 1/23/2026

[Signature]  
Course Director, UNC School of Government

**Participant's Copy – Keep this part for your records.**

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Participant Name PAUL R. JORDAN  
(please print)

Jurisdiction TOWN OF ORIENTAL

I attended this course for 2 hour(s). (Maximum of 2 hours)

Participant Signature [Signature] Date: 1/23/26

[Signature]  
Course Director, UNC School of Government

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Participant Name  
(please print)

Donald J McGuire

Jurisdiction

Town of Oriental

I attended this course for 2 hour(s). (Maximum of 2 hours)

Participant Signature

*[Handwritten Signature]*

Date: 1/23/2026

Course Director, UNC School of Government

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Participant Name  
(please print)

Iris B. Cooper

Jurisdiction

Town of Oriental

I attended this course for 2 hour(s). (Maximum of 2 hours)

Participant Signature

*[Handwritten Signature]*

Date: 1-23-2026

Course Director, UNC School of Government

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Participant Name CHRIS E. MOFFAT  
(please print)

Jurisdiction TOWN OF ORIENTAL

I attended this course for 2 hour(s). (Maximum of 2 hours)

Chris E. Moffat Date: 1-23-2026  
Participant Signature

G. Staller  
Course Director, UNC School of Government

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Participant Name Diane Miller  
(please print)

Jurisdiction Town of Oriental

I attended this course for 2 hour(s). (Maximum of 2 hours)

D. Miller Date: 1-23-26  
Participant Signature

G. Staller  
Course Director, UNC School of Government

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