

**COMMITTEE OF THE WHOLE
CITY HALL, THIRD FLOOR
TUESDAY, MAY 26, 2020
8:30 A.M.**

PRESENT: Committee members, Jonathan Beal, Joe Gibbons, Ike Perkins, David Stevens and Ben Willis.

STAFF PRESENT: City Manager Scott Hildebran and City Clerk Shirley Cannon.

ABSENT: Councilmember Ralph Prestwood and Joshua Harris Public Information Officer.

VIA TELECONFERENCE:

Mayor Pro-Tem Crissy Thomas presided over the meeting via teleconference. Others participating via teleconference were Councilmember Todd Perdue, Fire Chief Ken Hair, Finance Director Donna Bean, Police Chief Brent Phelps, Recreation Director Kenny Story, Main Street Director Kaylynn Horn, Planning Director Jenny Wheelock, Public Utilities Director Radford Thomas, and Public Works Director Jared Wright. Rick Oxford, Plan Administrator, Western Piedmont Council of Governments, also participated via teleconference.

I. CALL TO ORDER

A. Mayor Pro-Tem Thomas welcomed everyone and called the meeting to order.

II. ITEMS OF DECISION

1. Public Hearing; Melview Place: A public hearing was held to consider a Rezoning Request for a vacant lot located at the end of Melview Place, NCPIN#2738693845, to change to zoning from I-1 (Light Industrial) to R-R (Rural Residential) in order for the applicant to build a single family residence. Staff recommended approval based on the following Consistency Statement: The proposed zoning map amendment is consistent with the adopted Comprehensive Plan because it facilitates low-density residential construction in the ETJ, consistent with the policy concepts found in the plan. Note: The public hearing was held on Tuesday, May 19 and action was deferred until the May 26 Committee of the Whole meeting per remote meeting statutes.

MOTION

Upon a motion by Councilmember Willis, Council voted 6 to 0 to approve the Rezoning Request based on the Consistency Statement for property located at the end of Melview Place, NCPIN#2738693845, as described above and as recommended by City Staff. **Note:** Mayor Gibbons took a roll call of the votes due to Mayor Pro-Tem Thomas and Councilmember Perdue participating via teleconference.

2. FY2020 Action Plan and FY2020-2024 Unifour Consortium HOME Plan: Approval of the FY2020 Action Plan for the City of Lenoir Consolidated Plan and approval of the FY2020-2024 Unifour Consortium HOME Program Plan as submitted by Rick Oxford, Plan

Administrator, Western Piedmont Council of Governments. Note: This public hearing was deferred from the May 19 City Council meeting per remote statues.

MOTION

Upon a motion by Councilmember Willis, Council voted 6 to 0 to approve the FY2020 Action Plan for the City of Lenoir Consolidated Plan and approval of the FY2020-2024 Unifour Consortium HOME Program Plan as recommended by Rick Oxford, Plan Administrator. **Note:** Mayor Gibbons took a roll call of the votes due to Mayor Pro-Tem Thomas and Councilmember Perdue participating via teleconference.

3. Capital Project Budget Ordinance; 2020 Unifour Consortium HOME Program: Approval of a Capital Project Budget Ordinance in the amount of \$1,495,874.00 for the 2020 Unifour Consortium HOME Program as submitted by Rick Oxford, Plan Administrator. Note: This public was deferred from the May 19 City Council Meeting per remote meeting statues.

A copy of the Capital Project Budget Ordinance is hereby incorporated into these minutes by reference. (Refer to pages 9 & 10).

MOTION

Upon a motion by Councilmember Beal, Council voted 6 to 0 to approve the Capital Project Budget Ordinance in the amount of \$1,495,874.09 as recommended by Rick Oxford, Plan Administrator. **Note:** Mayor Gibbons took a roll call of the votes due to Mayor Pro-Tem Thomas and Councilmember Perdue participating via teleconference.

4. Capital Project Budget Ordinance; 2020 Community Development Block Grant: Approval of a Capital Project Budget Ordinance in the amount of \$146,288.00 for the 2020 Community Development Block Grant as submitted by Rick Oxford, Plan Administrator, Western Piedmont Council of Governments. Note: This public was deferred from the May 19 City Council Meeting per remote meeting statues.

A copy of the Capital Project Budget Ordinance is hereby incorporated into these minutes by reference. (Refer to pages 11 & 12).

MOTION

Upon a motion by Councilmember Stevens, Council voted 6 to 0 to approve the Capital Project Budget Ordinance in the amount of \$146,288.00 as recommended by Rick Oxford, Plan Administrator. **Note:** Mayor Gibbons took a roll call of the votes due to Mayor Pro-Tem Thomas and Councilmember Perdue participating via teleconference.

5. Resolution of Support; NCDOT: N.C.G.S. §136-11.1 requires the North Carolina Department of Transportation (NCDOT) to notify cities and counties when project funding exceeds \$250,000 and to obtain a Resolution of Support from said local government. NCDOT must have the aforementioned resolution of support before authorization of expenditures can be approved.

Staff recommends approval of a Resolution of Support as requested by the North Carolina Department of Transportation (NCDOT) for the Drainage Repair Project along US Hwy 321

between Clover Drive SW and Dove Street SW at Bumgarner Camping Center. The estimated cost of the project is \$500,000.

City Manager Hildebran explained that a sinkhole has occurred at Bumgarner Camping and stated Senator Warren Daniel may be able to assist with funding from the Project Fund to improve drainage from US Hwy 321. Mr. Hildebran commented that Bumgarner Camping is required to fix its own property.

A copy of the Resolution of Support is hereby incorporated into these minutes by reference. (Refer to page 13).

Motion

Upon a motion by Councilmember Willis, Council voted 6 to 0 to adopt the Resolution of Support as requested by (NCDOT) for the Drainage Repair Project along US Hwy 321 between Clover Drive SW and Dove Street SW at Bumgarner Camping Center at an estimated cost of \$500,000 and as recommended by City Staff. **Note:** Mayor Gibbons took a roll call of the votes due to Mayor Pro-Tem Thomas and Councilmember Perdue participating via teleconference.

6. Discussion; COVID-19 & Annual Fireworks Display: City Manager Hildebran led a discussion regarding the status of the COVID-19 virus. Mr. Hildebran informed Council that city facilities including the outdoor pool will remain closed through June 26 and recommended that Council also consider cancelling the Fourth of July fireworks display. Brent Phelps, Chief of Police, also shared Recreation Director Kenny Story and he contacted many surrounding municipalities and learned their plans are to cancel fireworks displays due as well to the large number of people expected to be in attendance. Chief Phelps pointed out how Staff could not adequately maintain social distancing within larger crowds as outlined in the Safer at Home Phase 2 Guidelines implemented by Governor Roy Cooper.

In addition, City Manager Hildebran reported that shield guards have been installed for Staff on first floor of City Hall and stated the City may incur additional expense while maintaining the protocols currently in place.

Motion

Upon a motion by Councilmember Beal, Council voted 6 to 0 to cancel the City of Lenoir's annual Fourth of July Fireworks display as recommended by City Manager Hildebran and City Staff as per the Safer at Home Phase 2 Guidelines implemented by Governor Roy Cooper. **Note:** Mayor Gibbons took a roll call of the votes due to Mayor Pro-Tem Thomas and Councilmember Perdue participating via teleconference.

II. CITIZEN COMMENT PERIOD

III. COMMITTEE ITEMS

A. Public Utilities/Public Works

1. Update; Public Utilities: Director Radford Thomas presented the following Departmental report:
 - A. Biosolids Facility Construction – The construction project has continued to progress during the past month under the current operating conditions. The new belt press has been installed, the building enclosure is almost complete, the temporary sludge conveyor system is in place and numerous other aspects of the project are underway. We expect to have the new dryer delivered in the latter part of June.
 - B. Metering Project – There have been over 1,000 new meters installed to this point. The AMI network was reporting over 99% communications efficiency with the new meters. The project is moving forward with large meter installations as well as the residential size meters. The back room functions for meter reading, billing and collections and software interface with our financial software is continuing and is coming along well. We hope to ramp up the installation rate in the next month.
 - C. Crossroads Sewer Replacement Project – Field work is still underway for this project including surveying for the sewer line location, easement maps and engineering. We are looking at a fall time frame for bidding and the beginning of construction. The line replacement will extend from the golf course to the manhole behind the current Yokefellow location.
 - D. Water Treatment Plant Project #2 – The last part of this project is the removal of the sludge from the holding pond that is located near the lake below the water plant. We expect the contractor to begin any time now however the recent rains have caused some delays for the start of this part of the project.
 - E. AWIA Risk and Resiliency Study – Freese and Nichols has started this analysis of the risk and resiliency of our water treatment and distribution system. Data gathering, process analysis, policy review and cyber security are all aspects of this review. New state and federal regulations require that water systems perform this analysis and report/certify to the state and federal governments that the analysis has been conducted according to the regulation guidelines.
 - F. Brownfield Assessment Project – Mid Atlantic has started the application process to obtain a Brownfield Agreement for the old Broyhill site at the corner of Virginia Street and College Avenue. We have also identified several properties that we will begin our next round of Phase 1 assessments on. The grant program is on track and EPA is pleased with the success we have achieved at this point of the grant program.
2. Update; Public Works: Director Jared Wright presented the following information:
 - a) Sanitation Conversion Update; Carts: Director Wright shared Staff has been working over two weeks delivering the new garbage carts to residents. He stated around 200 customers did not receive a cart due to not having a current utility account or not paying stormwater fees. Staff is currently working through the list of customers to make sure everyone's billing information is correct and addressing additional questions from the general public that are being posted on the City's website. Director Wright reported there has been some overlapping of old and new routes, but the Department is phasing in the routes for the new sanitation trucks.

In addition, Director Wright mentioned several issues have occurred due to residents leaving large loads of yard waste for Staff to pick up. He stated the Department may have to make some changes in the future and clarified a list of Frequently Asked Questions (FAQs) concerning the new changes about sanitation schedules and garbage carts is available online at www.cityoflenoir.com. Also, he mentioned that Staff is working on a form to leave with the customer explaining how to place the cart for pickup, etc.

- b) Paving Contract: Director Wright stated it is time to re-bid the City's two-year paving contract due to the price of asphalt currently being low. He reported this price reduction may result in the City being able to pave additional streets. Director Wright stated this process requires the City receive three (3) bids.

IV. COMMUNITY DEVELOPMENT

- A. The Lenoir Tourism Development Authority (LTDA): The LTDA did not meet in April. A teleconference meeting is currently scheduled for Thursday, June 18 at 4:00 p.m.
- B. The Lenoir Business Advisory Board (LBAB): The LBAB did not meet in April. Kaylynn Horn, Economic Development Director, shared a teleconference meeting is scheduled for Thursday, June 18 at 6:00 p.m. Director Horn reported the Summer Musical Madness concerts would all be virtual concerts and stated that Kyle Case has been working with these bands to get these events scheduled.

Next, Director Horn stated she met with Seth Nagy, Caldwell County Extension Agency, and reported the first annual Farmer's Market would be held on Saturday, June 6 in the parking lot behind the Caldwell County office building this year. Director Horn shared they also discussed the protocols to address for COVID-19 during the event.

New Businesses

Director Horn shared that three new restaurants will be opening in downtown Lenoir. They include the Flour Shoppe Bakery, the MoonJoy Meadery and the Magic Café on Main. In addition, she reported discussion is still ongoing pertaining to the sale of property located at 819 Harper Avenue which was the old Democrat Headquarters.

Outside Dining Request

Director Horn led a discussion pertaining to several businesses recently inquiring about outside dining. City Manager Hildebran reminded Council the City already has a permit in place for this purpose. However, he pointed there is not much room available for people on the sidewalks due to the outdoor planters. He stated people will also need to be protected from the amount of traffic that flows through the City.

Public Works Director Wright reported he has checked the measurements of the streets and the City has to provide five-feet for the public in order to remain ADA compliant. He remarked that space will be limited for carryout service. Several restaurants already have cones places in parking spaces to allow for takeout service.

Director Horn stated she has reviewed the City's ordinance for liability issues, etc. City Manager Hildebran also suggested they come up with a plan for dining on the square

instead of the streets. Restaurants could strategically place tables to comply with social distancing mandates.

- C. **Planning Board:** The Planning Board did not meet in May due to not having any agenda items. Planning Director Jenny Wheelock presented the following information:
1. Code Enforcement: Director Wheelock reported Staff is currently receiving some complaints regarding temporary signage. She stated Staff is not currently enforcing this issue due to restaurants having signs out for takeout service because of the COVID-19 situation. However, she stated if the signage was in the right-of-way, Staff would remove them.
 2. Updates: Director Wheelock stated Staff was currently working on long-term projects, and working with Public Works Staff to update the Right-of-Way listing while telecommuting from home. Also, she shared there are several buyers interested in purchasing some of the city owned foreclosure properties.

Next, much discussion was held regarding overgrown grass. City Manager Hildebran stated that Rick Oxford, WPCOG, is working to try and have the grass mowed at the property located at 304 Lower Creek Drive that is across from the apartment complex. Police Chief Phelps reported that Thai Lee is their Department's only employee that handles code enforcement and he is working on a limited basis to address any issues. Chief Phelps explained, should one or two officers be exposed to the virus, it could affect an entire department.

Director Wheelock suggested Zack Clark, Code Enforcement, and she meet with Chief Phelps to determine if Mr. Clark could do more to address code enforcement.

D. **Financial and Administration**

1. Donna Bean, Finance Director, asked Council if there were any additional questions regarding the April 2020 Financial Summary presented at the Budget Workshop on May 21. There was no additional information presented at this time.

- E. Parks & Recreation Advisory Board: The Parks & Recreation Advisory Board did not meet in May. Recreation Director Kenny Story presented the following information:
- The Caldwell Arts Council has cancelled the annual Sculpture Celebration held in September.
 - Staff continues to sanitize all facilities daily and has also been doing some cleanup work around the facilities.
 - Parks & Ground Staff is hard at work mowing and doing other projects that are scheduled this time of year.
 - Staff at the Aquatic & Fitness Center is still receiving a few calls from citizens asking if the outdoor pool will be reopened. Director Story also recommended keeping the parks, playgrounds, shelters and basketball court closed at this time. However he stated a few people were using the skate park and tennis courts and recommended they remain open due to Staff being able to monitor them.
 - Director Story further recommended keeping the recreational facilities closed through

June 26 when the City will re-evaluate whether to remain closed or prepare to re-open to the general public.

Food Distribution Request-Blue Ridge Community Action

Next, Director Story reported that Blue Ridge Community Action has requested permission to hand out food to parents at the Martin Luther King, Jr. Center. He stated the principal at Horizons Middle School also contacted Councilmember Perkins about doing this project. Director Story commented the City was not allowing people to take food into the J.E. Broyhill Park, and due to health and safety precautions along with possible liability issues, he turned down their request.

Fireworks Display

- Director Story, Fire Chief Ken Hair, and Police Chief Brent Phelps were in agreement to cancel the fireworks display this year due to Police Staff not being able to adequately maintain social distancing with the large number of people this event attracts. Director Story referred to a letter sent to City Manager Hildebran stating their main concerns deal with public safety, public health and the mass gathering portion of the standing executive order issued by Governor Roy Cooper.

Director Story stated he also contacted several Directors from surrounding municipalities who have either cancelled the event or are planning to cancel. He reported the Town of Blowing Rock, Hickory Crawdads Baseball Team and the Town of Valdese have already cancelled. Chief Phelps further reported he has spoken with several other Police Chiefs whose towns have cancelled their events as well.

Councilmember Perdue commented it was important for the City to inform the public that the City is following Governor Cooper's executive order regarding mass gatherings. Mayor Gibbons agreed that it was a tough decision, but emphasized the City needs to cancel for safety precautions. Information will be posted on the City's website and other social media to inform the public of the City's decision.

Motion

Following a brief discussion by City Council and upon a motion by Councilmember Beal, Council voted 6 to 0 accept Staff's recommendation to cancel the Annual Fireworks Display for July 2020. **Note:** Mayor Gibbons took a roll call of the votes due to Mayor Pro-Tem Thomas and Councilmember Perdue participating via teleconference.

- F. Update; Public Communications: The April 2020 Communications Report was presented to Council as information. (A copy of the April 2020 Communications Report is attached to these minutes as information 14-19).

As information, during the month of April, there were 3 news releases, 3 videos, 145 social posts, 17 notify me requests, 24 questions & answers and 1 e-sign up. The website experienced 31,407 views and reached 50,840 people via Facebook and Twitter.

V. PUBLIC SAFETY

A. Police Department

1. Update: Police Chief Brent Phelps reported on the following items:

- The Department is currently conducting K-9 Certifications.
- A Cruise-In was held recently behind the Dari-Queen behind Belks which created a few minor issues. The City is currently not allowing these events due to COVID-19. Chief Phelps explained a group of 20 to 25 individuals also came downtown on the square to gather and eat. Police Department Staff responded to remind them of the outdoor meeting guidelines.
- Reported the Department continues to respond to complaints from citizens regarding speeding, traffic and dogs loose in neighborhoods.

B. Fire Department

1. Update: Fire Chief Ken Hair reported Staff has been working with children and youth in neighborhoods to educate them about fire hydrants. He stated the Department has conducted a lot of community outreach recently. In addition, he stated the Department still has an adequate supply of Personal Protection Equipment (PPE).

VI. OTHER

- A. June Calendar: By consensus of the Council, the calendar for the month of June was approved listing various meetings and events.

VII. Adjourn:

There being no further business; the meeting was adjourned at 10.08 a.m.

Attachments

Capital Project Budget Ordinance (HOME) Program
Capital Project Budget Ordinance (CDBG)
Resolution of Support
April 2020 Communications Report

CITY OF LENOIR
 2020 UNIFOUR CONSORTIUM HOME PROGRAM
 CAPITAL PROJECT BUDGET ORDINANCE

Be it ordained by the City Council of the City of Lenoir that, pursuant to Section 13.2 of Chapter 159 of the General Statutes of North Carolina, the following grant project ordinance is hereby adopted.

Section 1. The project authorized is the HOME project described in the work statement contained in the Grant Agreement (#M20-DC370208) between this unit and the United States Department of Housing and Urban Development. This project is more familiarly known as the FY-2020 Unifour Consortium HOME Program (City of Lenoir, is the lead entity).

Section 2. The officers of this unit are hereby directed to proceed with the grant project within the terms of the grant document(s), the rules and regulations of the DHUD and the budget contained herein.

Section 3. The following revenues are anticipated to be available to complete the project:

Revenue from HOME Grant	\$1,145,874
Anticipated Program Income	<u>350,000</u>
Total Revenues	\$1,495,874

Section 4. The following amounts are appropriated for the project:

Down Payment Assistance	\$425,812
HOME CHDO	171,881
Multi-Family Housing	384,300
New Construction City Morganton	307,000
Program Income Admin	35,000
General Program Administration	<u>171,881</u>
Total Expenditures	\$1,495,874

Section 5. The Finance Officer is hereby directed to maintain within the Grant Project Fund sufficient specific detailed accounting records to provide the accounting to the grantor agency required by the grant agreement(s) and Federal and State

regulations.

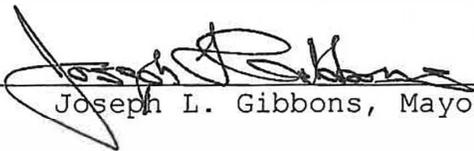
Section 6. Funds may be advanced from the General Funds for the purpose of making payments as due. Reimbursement requests should be made to the grantor agency in an orderly and timely manner.

Section 7. The Finance Officer is directed to report quarterly on the financial status of each project element in Section 4 and on the total grant revenues received or claimed.

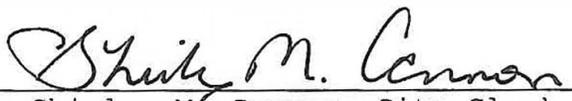
Section 8. The Budget Officer is directed to include a detailed analysis of past and future cost and revenues on this grant project in every budget submission made to this Board.

Section 9. Copies of this grant project ordinance shall be made available to the Budget Officer and the Finance Officer for direction in carrying out this project.

Adopted this the 26th day of May, 2020.



Joseph L. Gibbons, Mayor



Shirley M. Cannon, City Clerk

CITY OF LENOIR
 2020 COMMUNITY DEVELOPMENT BLOCK GRANT
 CAPITAL PROJECT BUDGET ORDINANCE

Be it ordained by the City Council of the City of Lenoir that, pursuant to Section 13.2 of Chapter 159 of the General Statutes of North Carolina, the following grant project ordinance is hereby adopted.

Section 1. The project authorized is the Community Development Project described in the work statement contained in the Grant Agreement (#B-20-MC-37-0022) between this unit and the United States Department of Housing and Urban Development. This project is more familiarly known as the FY-2020 CDBG Entitlement Program.

Section 2. The officers of this unit are hereby directed to proceed with the grant project within the terms of the grant document(s), the rules and regulations of the DHUD and the budget contained herein.

Section 3. The following revenues are anticipated to be available to complete the project:

Revenues

Community Development Block Grant	<u>\$146,288</u>
Total Revenues	\$146,288

Section 4. The following amounts are appropriated for the project:

Expenditures

Pubic Facilities (Lenoir High School)	\$117,031
Program Administration	<u>29,257</u>
Total Expenditures	\$146,288

Section 5. The Finance Officer is hereby directed to maintain within the Grant Project Fund sufficient specific detailed accounting records to provide the accounting to the grantor agency required by the grant agreement(s) and Federal and State regulations.

Section 6. Funds may be advanced from the General Funds for the purpose of making payments as due. Reimbursement requests should be made to the grantor agency in an orderly and timely manner.

Section 7. The Finance Officer is directed to report quarterly on the financial status of each project element in Section 4 and on the total grant revenues received or claimed.

Section 8. The Budget Officer is directed to include a detailed analysis of past and future cost and revenues on this grant project in every budget submission made to this Board.

Section 9. Copies of this grant project ordinance shall be made available to the Budget Officer and the Finance Officer for direction in carrying out this project.

Adopted this the 26th day of May, 2020.



Joseph L. Gibbons, Mayor



Shirley M. Cannon, City Clerk



CITY MANAGER
SCOTT E. HILDEBRAN

CITY OF LENOIR
NORTH CAROLINA

MAYOR
JOSEPH L. GIBBONS

CITY COUNCIL
J. T. BEAL
T. H. PERDUE
J. I. PERKINS
R. S. PRESTWOOD
D. F. STEVENS
C. D. THOMAS
B. K. WILLIS

CITY OF LENOIR

**RESOLUTION OF SUPPORT
BUMGARNER CAMPING CENTER**

WHEREAS, the City of Lenoir owns and maintains streets for use by the motoring public; and

WHEREAS, the North Carolina Department of Transportation (NCDOT) also owns and maintains roads and highways for the motoring public within the City limits of the City of Lenoir; and

WHEREAS, NCDOT is requesting funding for the Drainage Repair Project along US Hwy 321 between Clover Drive SW and Dove Street SW at Campfire Properties, LLC, d.b.a Bumgarner Camping Center with an estimated construction cost of \$500,000; and

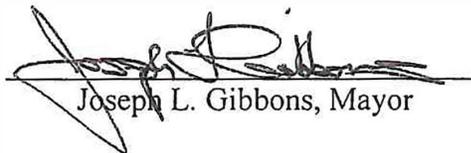
WHEREAS, pursuant to N.C.G.S. §136-11.1, NCDOT is required to notify cities and counties when project funding exceeds \$250,000 and to obtain a resolution of support from said local government; and

WHEREAS, NCDOT must have the aforementioned resolution of support before authorization of expenditures can be approved.

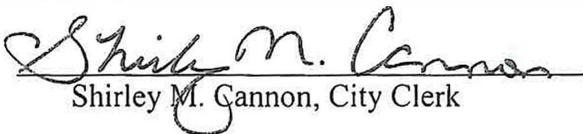
NOW, THEREFORE BE IT RESOLVED, by the City of Lenoir that by resolution of the City Council does hereby support the Drainage Repair Project along US Hwy 321 between Clover Drive SW and Dove Street SW at Bumgarner Camping Center with an estimated construction cost of \$500,000.00.

Adopted this the 26th day of May 2020.

SEAL


Joseph L. Gibbons, Mayor

ATTEST:


Shirley M. Cannon, City Clerk

April 2020 Communication Report

By Joshua Harris, Director, Communication & Public Information 5/20/2020



LENOIR
NORTH CAROLINA

CONTENT CREATION

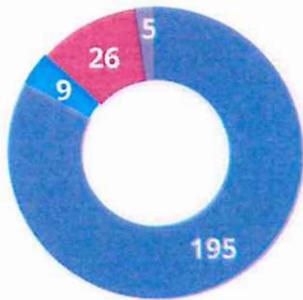
News Releases	Photos	Videos	Radio Spots	Social Posts	Notify Me	Q&A	eSign
3		3		145	17	24	1

PUBLIC ENGAGEMENT

Minutes-Committee of the Whole Meeting
Tuesday, May 26, 2020

New Followers

235



Facebook Instagram Twitter City Alerts

Social Reach

50,840

Facebook	25,273
Twitter	508

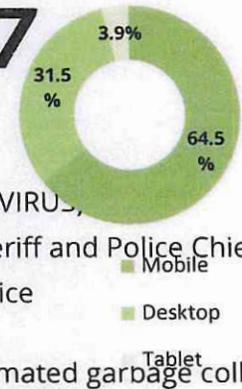
Video Views

3,881

Facebook	3,847
YouTube	34

Website Views

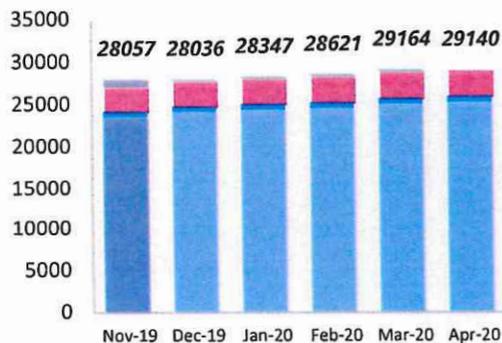
31,407



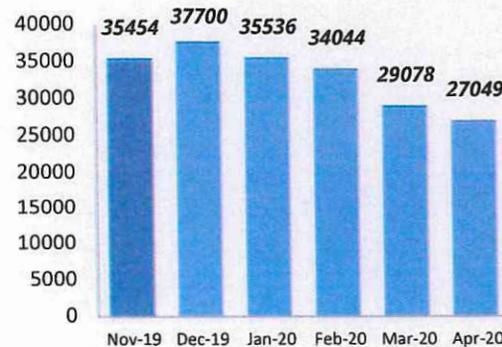
Top Pages

- 1 Payment Options
- 2 COVID-19 (CORONAVIRUS)
- 3 Caldwell County Sheriff and Police Chief:
- 4 Water & Sewer Service
- 5 Jobs
- 6 City moving to automated garbage collection
- 7 Garbage Collection

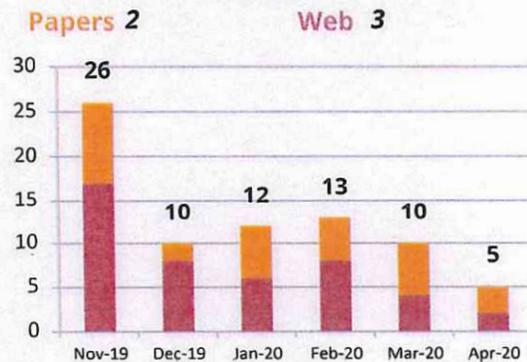
Total Followers



Social Engagement



Media Coverage





Top Facebook

Reach: The number of people who saw the post on their feed

Engagements: Reactions, comments, shares, photo/video views, and clicks

Total Facebook Followers

25,273

Last Month 25,078

Gain **195**

Minutes-Committee of the Whole Meeting
Tuesday, May 26, 2020

Christopher Fuller

6
5

Savanna Stites

5

Salvador Hayes

6
5

Meady Harris

5

**Press Release
4/27/2020**

**Lenoir
Police Dept
Lenoir NC**

Jenny Mote

5

8,582 People Reached

2,872 Engagements

29 Comments, 29 Shares

	Paid	Organic	Rate
Reach		8,582	
Engagements		2,872	33%
> Comments		38	
> Shares		39	

Downtown Lenoir was live

Published by Andrew Neumann-Lubin · April 16

For a full list of Downtown Lenoir Businesses check out DowntownLenoirNC.com

8,682 People Reached

2,777 Engagements

220 Comments, 46 Shares, 3.6k Views

	Paid	Organic	Rate
Reach		5,682	
Engagements		2,777	49%
> Comments		220	
> Shares		46	

City of Lenoir Fire Department is with Miranda Harper and 5 others

Published by Andrew Neumann-Lubin · April 29 at 4:10 AM

Lenoir Station 2 welcomed its new Dining Table today that was custom built by its very own firefighters!

5,649 People Reached

1,180 Engagements

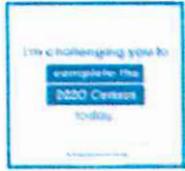
29 Comments, 17 Shares

	Paid	Organic	Rate
Reach		5,049	
Engagements		1,180	23%
> Comments		29	
> Shares		17	

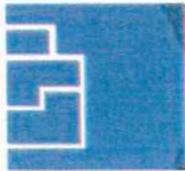


Top Tweets

Impressions: Times people saw this Tweet on Twitter
Engagements: Times people interacted with this Tweet



City of Lenoir, NC @CityofLenoir
 Today is Census Day! Have you completed the Census? @uscensusbureau
pic.twitter.com/vyuG17lhxz



City of Lenoir, NC @CityofLenoir
 New job opening! Laborer, Sanitation Division
<http://dtyr.it/RT6IZ> Click for more info.
pic.twitter.com/Zw7PBYG7Jb

Downtown Lenoir, NC @DowntownLenoir
 Join us virtually in Downtown Lenoir this Saturday, April 18 from 7:00pm-9:00pm for a fun evening of live music, downtown trivia, and prizes!
 Enjoy live virtual performances by Patrick & Kay Crouch, Joshua Marsh <https://www.instagram.com/p/B--I-S-CF9I1/?igshid=1fa08a8uem1d0>

Impressions	737
Total engagements	4
Media engagements	3
Likes	1

Impressions	685
Total engagements	3
Media engagements	1
Link clicks	1
Detail expands	1

Impressions	179
Total engagements	4
Detail expands	2
Retweets	1
Likes	1

Total Twitter Followers

713

Last Month 704 Gain 9

Minutes-Committee of the Whole Meeting
 Tuesday, May 26, 2020



Top Instagram

Likes: The number of people who liked the post on their feed

Total Instagram Followers

3,154

Last Month 3,128 Gain **26**

Minutes-Committee of the Whole Meeting
Tuesday, May 26, 2020



downtowndenior • Following
Lendin Downtown historic District

downtowndenior We just want to take a moment to say how proud we are to be members of this community. The last couple weeks haven't been easy on anyone - especially our small businesses - but it is so inspiring to see people coming together to support each other during this time. Thank you to everyone for continuing to support Downtown Lendin and thank you to whoever drew this sidewalk art.

s&t at life 🙌❤️👍

Liked by **beckygibbons85** and 55 others

Likes **56**
Comments **1**



cityoflendinc

cityoflendinc "We want to thank all of the linemen who work at the power companies that serve the City of Lendin." Mayor Joe Gibbons said, "We appreciate everything you do to keep power on during all kinds of weather and conditions. Thank you for everything."

Liked by **kickst03.3** and 37 others

Likes **38**
Comments **2**



Social Comparison

The chart below compares Lenoir's social accounts with surrounding organizations.

