



December 2025 Managers Report

covers the period November 1, 2025 through November 30, 2025

Financial Report- Attached.

You still have a vacancy on the **Board of BRMSD** since Deb Khouri's resignation two summers ago.

Events: Turkey Pedal, Chuck Fondeaux cycling,

Volunteer Appreciation Party:

Lifetime membership: Josh Gibson has earned his lifetime membership in the NC Rural Water Association for 25 years of membership.

Paving Seminar: Paul Jordan, Lou Ostendorff, and Charlie Overcash will attend a paving forum in New Bern this week.

Finance seminar: Lisa and Diane will attend the NCCMT annual seminar in New Bern this week.

Whittaker Creek Dredge is almost complete!

Spirit of Christmas this weekend- lots of choices! The Mayor and Board will greet people at the Boat House at Town Dock 2 Saturday the 13th 3-5PM- music, goodies, hot chocolate.

You have draft Chapter E and Chapter M rewrites to consider. You also have rules of procedure to choose from (attached City of New Bern)

We have an offer for a service that scours other municipal social media and offers boiler plates to address current circumstances and standard issues. (\$25/Month)

Manager will be out of place December 15-22, Dec 28-30. Please contact Finance Officer Lisa Millington with issues.

GENERAL FUND	Budgeted 25-26	YTD 25-26	% of Budget	YTD 24-25
REVENUES				
Property Tax	\$550,678.00	\$210,125.42	38%	\$204,927.05
Sales Tax	\$258,148.00	\$71,551.04	28%	\$67,804.29
State-Shared Revenues	\$77,985.00	\$19,125.35	25%	\$7,548.85
Solid Waste Fees	\$172,600.00	\$76,695.55	44%	\$74,216.10
Development Permitt Fees	\$8,500.00	\$5,050.00	59%	\$3,200.00
DMV Tax	\$29,129.00	\$14,051.01	48%	\$13,690.58
Grant Revenues	\$72,469.00	\$72,469.25	100%	\$2,299.04
Other Revenues	\$131,086.00	\$38,561.28	45%	\$47,793.47
GF Interest Earnings	\$25,500.00	\$7,724.40	30%	\$7,334.30
Appropriated Fund Balance	\$16,966.00	\$0.00	0%	\$0.00
TOTAL G/F REVENUES	\$1,343,061.00	\$535,353.30	40%	\$428,813.68
EXPENDITURES				
Legal	\$13,500.00	\$6,776.00	50%	\$5,120.00
Administration	\$471,307.54	\$213,881.98	45%	\$201,548.66
Police	\$157,942.00	\$57,475.29	36%	\$68,715.45
Public Works	\$371,360.00	\$97,536.66	26%	\$80,403.78
Sanitation	\$198,562.00	\$73,264.92	37%	\$70,283.46
TOTAL EXPENDITURES	\$1,230,641.00	\$448,934.85	36%	\$426,071.35
Revenues Over Expenses		\$86,418.45		\$2,742.33
WATER FUND				
WATER REVENUES				
Water Collections	\$379,610.00	\$163,169.29	43%	\$162,108.65
All Other Water Revenue	\$59,100.00	\$54,797.02	93%	\$31,626.77
TOTAL REVENUES	\$438,710.00	\$217,966.31	50%	\$193,735.42
EXPENDITURES				
Administration	\$217,525.00	\$77,629.75	36%	\$74,412.54
Operating	\$221,185.00	\$90,846.13	41%	\$102,305.48
TOTAL EXPENDITURES	\$438,710.00	\$168,475.88	38%	\$176,718.02
Revenues Over Expenses		\$49,490.43		\$17,017.40
Current Month Summary of Cash Accounts				
	24-25 FYE	Last Month	Current Month	
GENERAL FUND Reg checking	\$98,891.03	\$360,682.56	\$358,087.56	
Fund Balance G/F	\$832,039.96	\$1,232,340.73	\$1,232,340.73	
NCCMT GF	\$472,884.60	\$478,520.39	\$478,520.39	
WATER FUND Reg Checking	\$263,216.69	\$301,870.80	\$319,656.69	
Water-NCCMT	\$57,407.50	\$58,217.87	\$58,217.87	
Water Fund Balance	\$49,602.12	\$34,878.07	\$34,878.07	
Water Retained Earnings		\$2,466,510.42	\$2,481,701.31	
OTHER FUNDS (Capital and Special Revenue)				
	24-25 FYE	Current Month		YTD 2025 OCC
Oce Tax- Waterfront Enhancement	\$149,224.00	\$162,195.64		\$11,392.80
Oce Tax - Parks and Recreation	\$10,766.00	\$16,423.97		\$4,961.40
Oce Tax - Tourism	\$70,918.96	\$78,680.68		\$7,009.25
				\$23,363.45
POWELL FUNDS				YTD 2026 OCC
Powell in First Citizens	\$29,648.82	\$29,648.82		\$12,214.14
NCCMT Powell	\$121,194.00	\$123,769.25		\$4,885.53
Total Powell	\$150,842.82	\$153,418.07		\$7,328.59
				\$24,428.26

* not from investments

revenues.gov

tree maint included ^contracted serv
 svc dig and gr waste tipping^

Revenues over expenditures

PFAS

sal-5k, lap+7k, test++6k,
 no contracted ORC

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
Cleveland County	38	9.2
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:

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

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

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