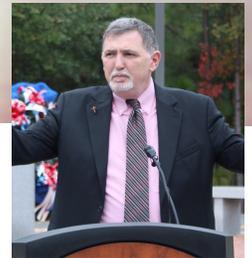


# For the Record



## The Gift that Keeps on Giving



**Around the Corner...** A monthly update and perspective from the Town Manager...page 5

The holidays are upon us. It's the time of year when, even though the days are shorter, everything seems a little brighter. Maybe it's all the lights and decorations. Maybe it's the fact that even the ones that seem to give the "bah humbug" vibe soften just a tad. Or maybe it's the warm glow of a million cell phones glowing in the night. Whatever it is, it sure does make the season vivid and seem to come alive. In the midst of this dazzling

array of holiday cheer, one will inevitably find themselves on some sort of quest for a gift. The gift may be generic, specific, expensive, cheap, for the young, the old or for a stranger. More likely than not, this gift is a one time gift. It is given with purpose and pride; with love and intension. There is some sort of meaning wrapped up in the gift be it big or small, actual or gift card. The recipient of the gift will be appreciative be it

for a moment or a lifetime. The purpose of any gift is merely to give. At the moment the gift was thought of, the recipient was who was important. It wasn't about the gift giver. This year, the Town has a gift for everyone. The "I Love Spring Lake, NC" app. Throughout this edition you'll read about it. You'll come to see it was designed with you in mind. We hope you take this gift and use it and know its the gift that keeps on giving.

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- A Hero's Tribute..... pg 2
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# The Tradition Continues

In 2001, the United States experienced the most horrific terrorist attack in the history of this nation. Since then, our brave men and women have been deployed around the world fighting the war on terror. Mayor Clark wanted Spring Lake to be an inspiration for those families here and for our community to show everyone who came thru how much we support our military. Since yellow lights and ribbons were symbolic with a family member being gone and those waiting for their return, the Town's Christmas tree was adorned with yellow

lights and yellow ribbons. As the war on terror has evolved and taken paths no one could have foreseen, we have chosen to renew our commitment we made thirteen years ago. We chose to continue the tradition and remain the beacon throughout the Christmas season. Our Christmas tree located at Veteran's Park fell ill and was not able to battle the elements. We were determined not to let this dampen our pledge of support. This year, we proudly hold our tree lighting ceremony at the tree next to Town Hall. It will be lit with red,

white and blue lights clearly showing our love of country and our troops. Our ceremony will be brief at the tree as we move indoors where our special guest from the North Pole will be waiting to spread holiday cheer to all. Instead of yellow ribbons, gold dog tags will be available for anyone to write a special message in honor of their hero or just a message to our troops. (Read more below.) It is also the evening of the app launch party. Make plans now to join us as we light up the night with tradition, heroes and hope.



## A Hero's Tribute

Hundreds gathered as we paid tribute to our nation's greatest asset - our veterans. Standing at Veteran's Park, there was no doubt that our true heroes wear dog tags.

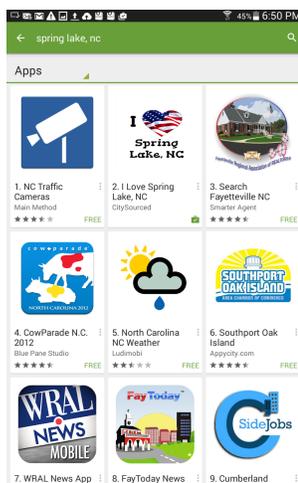
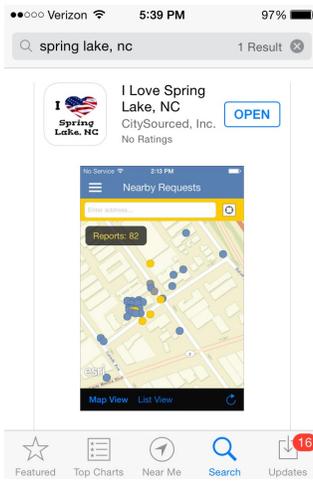
On that day, it did not matter what branch of the military you had served in or serve in. Duty, honor and sacrifice was clearly understood and respected.

From the Opening Remarks made by Mayor Chris Rey to the keynote address delivered by MG Jimmie Jay Wells, Chief of Staff of the US Armed Forces Command to the benediction delivered by the Spring Lake Fire Department, the message was clear. Our Veterans, past and present, earn and deserve our respect, loyalty and support.

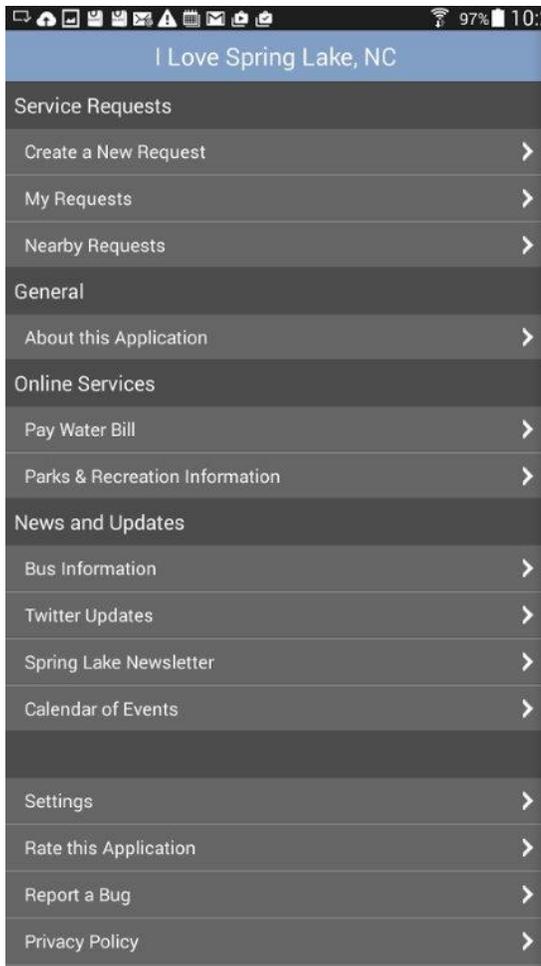
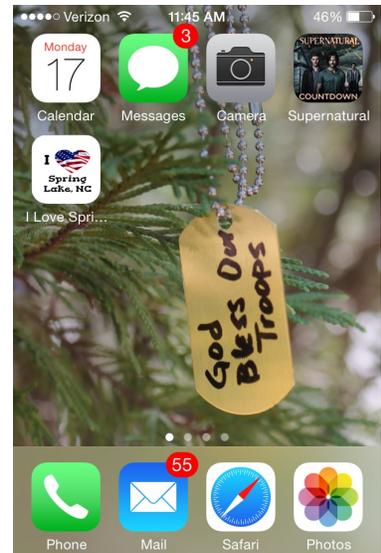
We also learned that day, that in this Town, we do deployments. We do support. We do dog tags. We do real. We do care packages. We do missed occasions and long distance with those who need it. We do patriotic. We support sleeping by the phone and we hold hands. We do integrity, honor and dedication. We love each other. We are military strong. We do sacrifice. And we love Spring Lake.

# The Spring Lake App

**Name:** I Love Spring Lake, NC  
**Platforms:** Android, iOS, Blackberry, Windows  
**Cost:** free  
**Search in app stores:** spring lake, nc

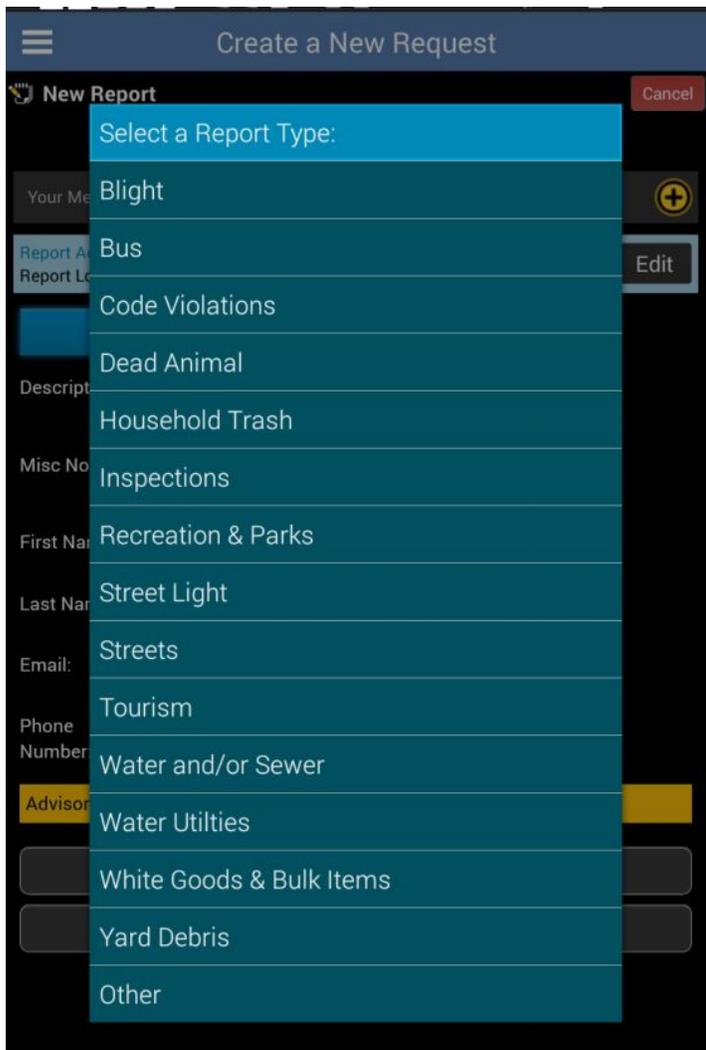


I Love Spring Lake, NC, is a real time mobile civic engagement platform that provides a free, simple intuitive way to empower you to stay connected with the Town. Stay in the know about what matters most of all at your fingertips. The I Love Spring Lake, NC, app delivers real time solutions for real people in our Town. Download it today!



The app is robust in the information and services it provides:

- Enter a request (issue)
- View all issues you have entered and their status
- View all issues entered around your general location
- About this application is a description of the app
- Pay water bill is portal for you to pay your water bill
- Parks and Recreation information is an ever evolving link to information about our Recreation Department. Eventually you'll be able to register for sports online
- Bus information is a link to bus schedules, stops and times as well as the number to the buss hotline
- Twitter updates serve as the newsfeed from the Town. Most of the facebook posts are fed automatically to twitter. Communications uses this as a way to communicate need to know information. It is updated constantly.
- Spring Lake Newsletter is a link to the most current newsletter released by the Town. You can open it on any devise and stay in the know on what is happening
- Calendar of events opens the Towns official calendar. All scheduled events, happenings, meetings and notices are placed in the calendar and available at a glance.
- Settings allow you to adjust any custom settings for the app
- Rate this app allows you to tell the world how awesome it is
- Report a bug allows you to tell us if you find a glitch
- Privacy explains we don't sell or use your personal info



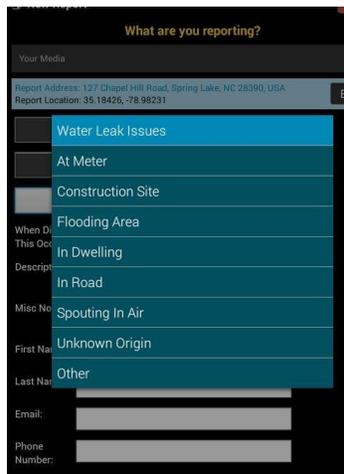
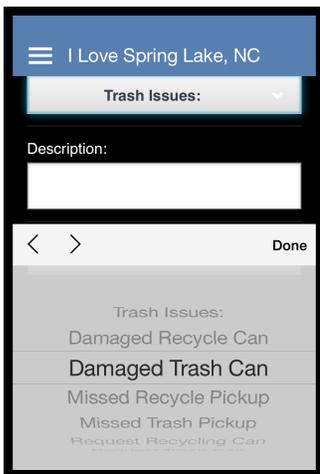
The list to the left shows the pre-defined categories of issues programmed into the app. Based on months of research, the Town found the vast majority of issues reported by citizens could be grouped into one of the categories.

As shown by the screen shots below, each of these categories have sub-categories. For instance, if you select bus, you will then further be asked if it damages shelter, damaged sign, missing schedule, missing sign or other.

Some requests may require a little more detail and those requests will prompt you for any information needed. For instance, if you are reporting Recreation & Parks - broken equipment, the app will ask you to provide the park name and the equipment you are referring to.

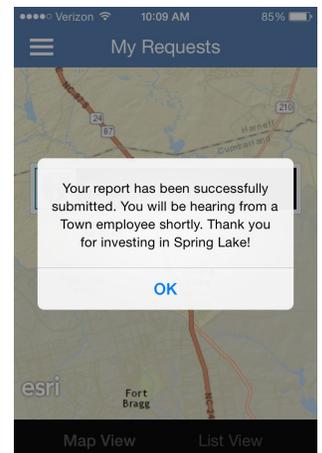
There is space in all requests to provide "misc notes." This is where you can provide any information you feel maybe helpful to the town in addressing the issue or information the town may need to know.

All requests require name, and phone number as we do not allow anonymous reporting. The reason for this is our dedication to customer service. If you enter a request, the request will be assigned to a town employee. You will receive status reports on your request and you will hear from a town employee regarding your request. We cannot contact you unless we have this information.



Once you have submitted your issue, you will receive a message indicating your report was successfully submitted.

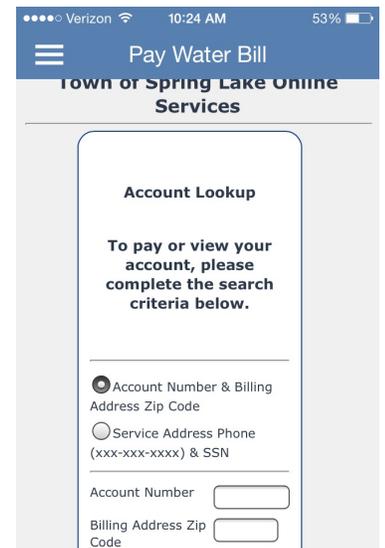
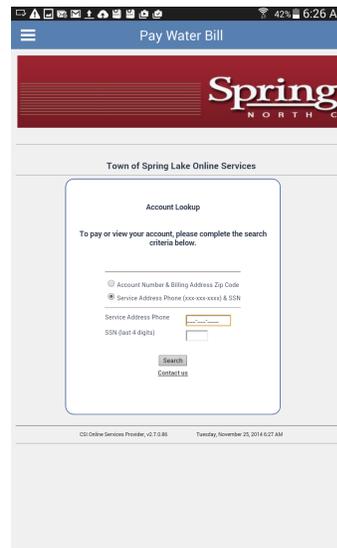
You may then go to my requests and view your report. You will find your request is assigned a unique id number. You can open your requests and see the progress of your request, add any comments or information as well as see any comments or information that may have been added.



One convenient feature of the app is the ability to pay your water bill. Paying your water bill via the app is the same as paying your bill via the website.

Chose the option to pay water bill. The screen will appear asking you to enter your information. You will have the option to access your account either using your account number & zip code OR service address phone number & SSN. (Please make sure your account information is updated and accurate.)

You will then have the ability to view account information and payment method.



## Around the Corner...

*A monthly update and perspective by  
Town Manager Ken Metcalf*

It's the holiday season. It means different things to different people. For me, it is time to take pause for all the things I am thankful for in my life.

I am thankful for all the blessings God has so abundantly poured upon me. I am thankful for my family - my wife and my daughter. I am thankful for my friends, the ones who stand beside me thru good times and bad. I am thankful for the Mayor and the Board - the support they have given me and the trust they put in me. I am thankful for my Department Heads - for getting done what needs to be done and working with me not against me. I am thankful for the employees and the job they do each and every day.

I am thankful for this Town. Yes, I love Spring Lake. I love the people and the community. I love the closeness of those who have been here for many years and the bonds that can't be broken. I love the can do attitude.

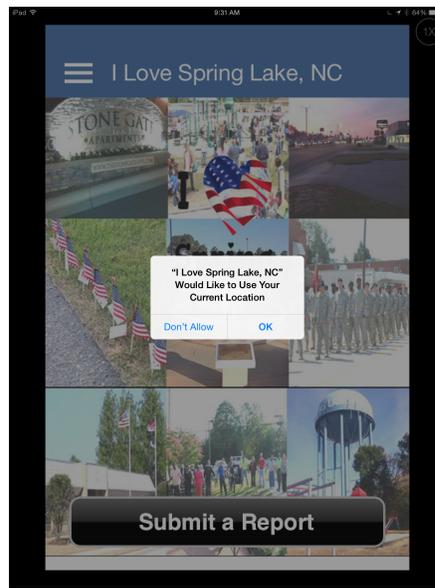
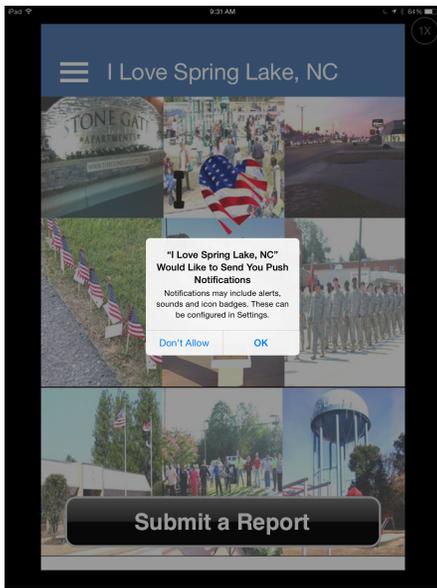
Looking back over the last year, we have made a lot of progress in a lot of areas. Some is easy to see. Some is not so easy to see. Some is clearly finished and some is still ongoing. The main point is we are moving forward. Each and every day, we take another step in the right direction. There is no going backwards for our Town.

Our app has taken several months to develop and implement. We wanted to be sure we got it right. We are proud of the product we are putting out and the ways in

which it will be used. This is just another step in bettering the communication and accessibility of the Town to our residents. We look forward to it being downloaded and used by everyone. It is just part of our plans to embrace technology and improve communications.

As we continue our commitment to customer service, I encourage all of you to make plans now to attend the Water Utility/ Customer Service Forum: Governing the Tap scheduled for January 15, 2015.

Thank you for your support as I serve you as Town Manager. It is our goal as a Town to provide the best service possible. Let me know how we're doing. Call me at (910) 578-7317 and let's chat about the town!



When you initially download the app, it is important to say "ok" to the two messages you get regarding push notifications and using your current location. The reason for this is simple. Push notifications allow the Town to send you critical, emergency messages via the app. Using your current location turns on GIS mapping and enables your smart device to pick up your address automatically based on where you are. You can override this but it gives you a great starting place in the mapping feature. Don't miss out on critical alerts and messages. This will help in instances there is a water main break and you wake to water or severe weather that affects the operation of the Town.



### A FEW REMINDERS...

There are a few things happening you may want to know about:

- Of course there is the Tree Lighting Ceremony and the App Launch Party on Dec. 2. Festivities start at 6:00 pm
- On Dec. 11 at 12:00 pm, the Senior Center will host their annual Christmas Luncheon. It will be held in the gym at the Rec Center.
- On Dec. 18 from 12-1:30, the Town will be closed as it recognizes it's employees at its annual Employee Appreciation Luncheon.
- On Dec. 20 at 7:00 pm, Chris Farley will present a Christmas Concert at the Rec Center. Limited free tickets are available. Drop in and get yours while supplies last.
- On Dec. 30, the Senior Center will host their annual New Year's Eve Celebration. Call them for more details.
- Basketball draft is scheduled for Dec. 6th and practice begins on Dec. 8th. Be sure you are registered by the deadline which is NOV. 29th.

# Holiday schedules

The holiday season brings about many things. One of those items is days off.

The Town of Spring Lake observes the following dates during the holidays by closing it's offices:

- Thursday, Nov. 27 & Friday, Nov. 28 for Thanksgiving
- Wednesday, Dec. 24 &

Thursday, Dec. 25 for Christmas.



- Thursday, Dec. 25 (Christmas Day)

Instead, trash and recycling service will be one day later. In essence, if your service normally falls on either of these days (which both happen to be on a Thursday) your service, **that week only**, will be Friday (one day later.) if your normal day is scheduled for Thursday, Nov. 27, your service day will be Friday, Nov. 28. If your normal service day is Thursday, Dec. 25, your service day will be Friday, Dec. 26.

## YARD DEBRIS AND WHITE GOODS

White goods and yard debris pick up is a service provided by the Town. As such, there will be **no service** on Town observed holidays.

Instead, the week's route will be absorbed during the week prior to the holiday and will resume normal schedule at the beginning of the next calendar week.

Please be mindful that Waste Industries will not pick up extra trash by the cans or stacked boxes. In light of the holidays, please make sure all of your piles at the curb are stacked, not mixed, starting the

week of December 29th.



## BUS

In observance of the holidays, the Spring Lake bus will not operate on:

- Thursday, Nov. 27 (Thanksgiving)
  - Thursday, Dec. 25 (Christmas)
- Otherwise, it will maintain its normal routes, Monday-Friday.

## NEED TO KNOW INFORMATION

We are here to serve you, no matter what day of the year it is. If you need to report a matter needing immediate assistance, call (910) 497-3390. Listen to the prompts and you will be connected to on-call support. If it is a true medical, life or fire emergency, please call 911.

Now, it's even easier to report an issue with the "I Love Spring Lake, NC" app. Remember, the app also has up to the minute feeds that keep you informed of information you need to know and if you opt in, push notifications of critical information sent directly to your mobile device. As always, the town's website is packed with information as is our facebook page.

These closures include all Town Departments. Police and Fire will maintain operational



shifts as normal but will not operate administrative staff.

## HOUSEHOLD TRASH & RECYCLING

During the holidays, household trash and recycling (trash placed in the gray and blue cans picked up by Waste Industries) will **not** be picked up on:

- Thursday, Nov. 27 (Thanksgiving Day)





## Governing the Tap: Water Utility and Customer Service Forum

There have been great changes and monumental improvements made to the Revenue Billing, Revenue Collections and Water Operations Departments over the past six months. Great strides have been taken to ensure customer service is at the forefront and residents understand the process from start to finish.

On January 15, 2015, The Finance team along with Utilities will host "Governing the Tap" a water utility and customer service forum open to the public. This information packed information session is another tool for residents to connect with staff and see the positive changes transpiring, learn more about the services they are receiving, ask question, provide feedback and meet the staff serving them. Look for more details in the next month and mark your calendars now.



## Keep the Feedback Coming

Next time you are in Town Hall, be sure to fill out a customer service feedback card and tell us what you think. Our goal is great customer service! Send us your photos of creative but safe ways you have displayed and shared the "I Love Spring Lake, NC" message. We will showcase them on Facebook and in our newsletter. Send your photos to [webmaster@spring-lake.org](mailto:webmaster@spring-lake.org). Keep the feedback coming. We want to hear from you. What are things you want to read about in the newsletter? What great things are going on in your part of the Lake? Share your feedback. Share your love for Spring Lake, NC with us!



## WHAT WILL YOUR DOG TAG SAY?

As mentioned in the article above about this year's tree lighting ceremony, instead of yellow ribbons, our tree will be adorned with gold dog tags. After opening remarks, there will be a time for all in attendance to take a dog tag and customize it. What will yours say? Will it be adorned with the name of a loved one who has passed? Will it be a beacon for one who is deployed? Will it represent a friend who is serving? Will it be a prayer for all our troops here and abroad? Will be well wishes? Pride in our country's finest? Whatever your

message, we know it will be heartfelt and sincere. The dog tags will be available throughout the evening. If you are unable to make the tree lighting portion, don't worry. They will be available during the app launch. The communications department will place them on the tree. After the evening is over, they will be available until supplies run out. When the holidays are over, the dog tags will be removed and placed on a display and there will be opportunities to add to this display throughout the upcoming year.



## Mark Your Calendar For These Noteworthy Upcoming Dates:

- November 27 & 28: Town Holidays
- November 29: Basketball Registration ends
- December 2: Annual Tree Lighting Ceremony, 6:00 pm
- December 2: Launch Party for App
- December 8: Board of Aldermen regular meeting, 7:00 pm
- December 9: Appearance Commission meeting: 6:00 pm
- December 11: Senior Center Christmas Luncheon, 12:00 pm
- December 20: Chris Farley Christmas Concert, 7:00 pm
- December 24 & 25: Town Holidays
- December 30: Senior's New Years Eve Celebration



## Town of Spring Lake

Chris V. Rey, Mayor.  
James O'Garra, Mayor Pro Tem.  
James Christian, Alderman.  
Richard Higgins, Alderman.  
Densie Lucas, Alderwoman.  
Fredricka Sutherland, Alderwoman.  
Ken Metcalf, Town Manager

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