

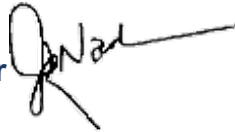
## MEMORANDUM

**To:** Jeff Sanborn, Village Manager [jsanborn@vopnc.org](mailto:jsanborn@vopnc.org)  
**CC:** Mayor John C. Strickland [jstrickland@vopnc.org](mailto:jstrickland@vopnc.org)  
Mayor Pro Tem Patrick Pizzella [ppizzella@vopnc.org](mailto:ppizzella@vopnc.org)  
Treasurer Lydia Boesch [lboesch@vopnc.org](mailto:lboesch@vopnc.org)  
Councilmember Jeff Morgan [jmorgan@vopnc.org](mailto:jmorgan@vopnc.org)  
Councilmember Jane Hogeman [jhogeman@vopnc.org](mailto:jhogeman@vopnc.org)

**Date:** 10/03/22

**From:** Jim Nash, Village Retailer

**Re:** VOP Business Survey



On Saturday October 1, 2022 at 10:30 AM I received the text message copied herein. The delivery channel and content seemed to be less than legitimate, so I investigated further before clicking the link.

Although, clicking through the provided [smsu.io/Pzpi6](https://smsu.io/Pzpi6) link does take one to <https://2022pinehurstbusinesssurvey.org/> which appears to be a legitimate Business Survey from VOP. The message at the link states "The survey data will be collected and analyzed by ETC Institute"

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The survey data will be collected and analyzed by ETC Institute, one of the nation's leading governmental research firms, and Village staff. Results will be presented to the Pinehurst Village Council at a public meeting in October. Please join us to hear the results!

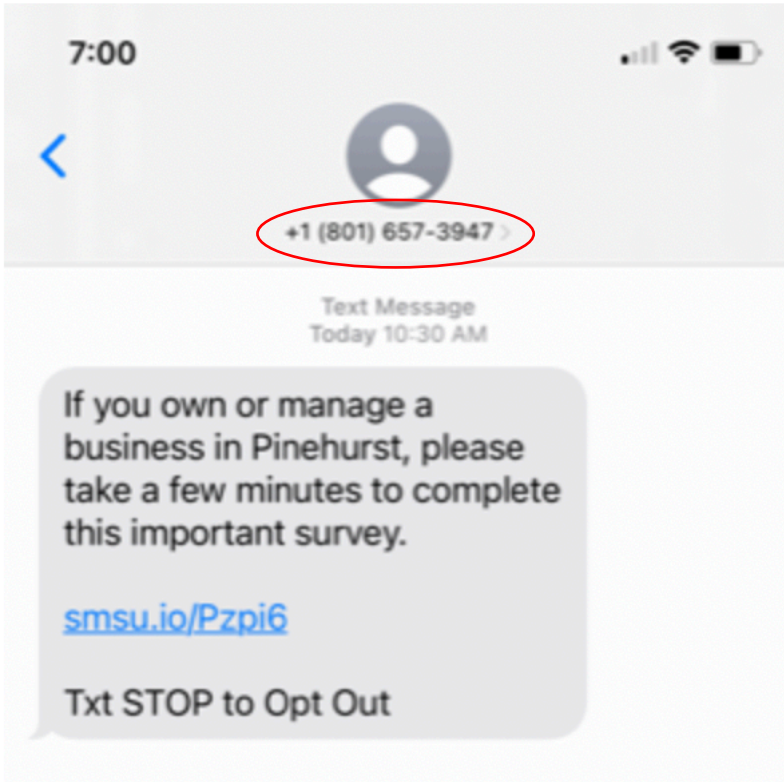
If you have any questions about the survey, please contact Jeffrey M. Sanborn at 295-1900, ext. 1101.

***Thank you for participating in the 2022 Business Survey!***



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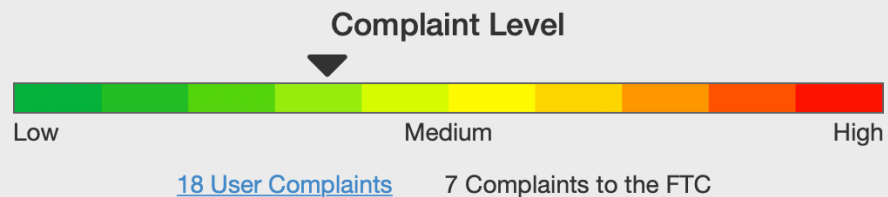
However, tracing the (801) 657-3947 phone number that sent this text message resulted in the results below, which does not appear to be affiliated with ETC Institute. The text message and the search results follow:



# 801-657-3947

Caller Name: [Free Lookup](#)

Caller ID: [Salt Lake C, Ut](#)



## PHONE NUMBER: 8016573947

(801) 657-3947 is a landline number operated by CELLCO PARTNERSHIP DBA VERIZON WIRELESS - UT located near Salt Lake City, Utah.

The overall assessment of this telephone number is **Negative**.

There have been 60 searches and 1 [comment](#) identifying with this number.

The summary of the keywords detected in the reports is as follows: **scam** (1 time), **survey** (1 time)

blocked without opening link.

- Anonymous

 Ohio

Was this comment helpful? [Yes](#) [No](#) 4

[\[Reply\]](#) November 20, 2021



801-657-3947



SMS TEXT MESSAGE claiming to be from city of Fort Worth TX.

**Quote:**

*Please help the City of Fort Worth serve you better by completing this important survey.*

<https://fortworthcommunity.org/>

*Txt STOP to opt out*

Edit to add the website DOES NOT REGISTER AS BELONGING TO CITY OF FORT WORTH TX.


Website was registered 84 days ago and has been modified many times and moved to different web hosting providers since then.

<https://whois.domaintools.com/fortworthcommunity.org>

Caller: SMS SCAM City of Fort Worth TX

Call type: Scam suspicion

🏠 801-657-3947 🔍

 **lbb**  
16 Mar 2022 🗨️ 0 👍

Got text message to complete a Huron Metro Park survey (MI). Appears to be a scam.  
*Caller: 801-657-3947*  
*Call type: Text message*

🏠 801-657-3947 🔍

SMS TEXT MESSAGE claiming to be from city of Fort Worth TX.

**Quote:**  
*Please help the City of Fort Worth serve you better by completing this important survey.*

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*Txt STOP to opt out*

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*Caller: SMS SCAM City of Fort Worth TX*  
*Call type: Scam suspicion*

Any thinking person is not going to just click through a text message they don't recognize the sender and take a Survey! If one investigates where its coming from, they quickly get the opinion it's a scam or highly suspicious at best. Authentic Surveys are mailed or emailed by legitimate recognizable sources! It's my opinion, the results of this VOP Business Survey will never be statically valid, as the credibility of the facilitators is highly suspect, and many will just ignore the text message.

VOP Administration issues these Annual Surveys which are not only questionable in the selection of facilitators (as evidenced herein) but have possibly slanted questions which provide the response VOP desires or leads the person taking the survey into providing soft answers that make the results look overly favorable for VOP Administration. Many in the business

community of Pinehurst have complained for years as to the way questions are asked. A number of businesses do not participate in the process any longer (have grown apathetic), further skewing the factual results, which are now only provided by certain sectors of the business community. As an example, Realtors are less affected by poor administration/council decisions or inaction in areas like the Downtown Central District. Prior survey respondents indicate a higher percent of one sector, like Realtors vs an evenly diversified response by all business sectors. Additionally, the Business Survey is sent as a random sampling to the business community – Pinehurst small business community is not that large so the survey should be sent to the entire business community for the most accurate results. The additional cost is not prohibitive!

It's things like this, and other matters that some in the business community have addressed adnauseam that will become hot topics in the next election cycle and drive "by then well enlightened" electorate to make sure we have the right governance in place moving forward.

We deserve better decision making in Pinehurst!