



# MEMORANDUM

To: Board of Trustees  
From: Michele Martin, Town Clerk  
Date: March 19, 2013  
Re: Clerk's Report

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As everyone is aware, it has been one full month since the previous Clerk's departure. I had stepped in that same day to take over the Clerk's responsibilities, as well as my own full-time Deputy Clerk responsibilities. So, the Clerk's office has been busy. A lot of time has been spent trying to figure out where things were left off and to carry-on with projects. Updates during the last month include:

- Processed two liquor license renewals and worked with Town Treasurer to amend the approved fee schedule to help clarify fees for renewals.
- Worked with organizer to finish the new Facilities Agreement for Frozen Dead Guy Days.
- Reached out to the organizers of NedFest, Mike Horgan Hill Climb, and Buffalo Bicycle Classic to begin scheduling and permitting their events.
- The NEDWeb program is still very popular. Participation has greatly increased since we started the program in January. The increase is due in part to more people hearing about the program through word of mouth and advertisement. It is also a result of expanding the program to include all of Nederland's Library District. We have received positive feedback from the local businesses.

44 participants claimed vouchers by redeeming January receipts. This left 22 vouchers to be rolled over into February. These 22 vouchers plus the original 66 were claimed in February. March seems to be going fast. We expect the 66 vouchers to be given out before the end of the month.

- The planning season is getting underway, with new applicants already appearing at Town Hall to begin processes for rezoning, variance, and other land use proposals.
- Processed new building permits, one for new single family residential.
- Fielded numerous sign permit, zoning, building, and property file questions.

- Social media update:
  - a. We currently have 638 Facebook “likes” (up 33 from the last report).
  - b. We have 825 Twitter “followers” (up 37 from the last report).
  - c. Web statistics for the period from February 10 to March 12 along with an arrow indicator showing whether this is an increase or decrease from the last report (website traffic, unlike our social media traffic, is highly seasonal):
    - 7,831 visits; ↑36
    - 18,977 page views (individual pages on the website); ↑2,771
    - 2.42 pages per visit on average; ↑0.01
    - 44.58% bounce rate (this indicates visitors who landed on our page and immediately left; our rate is fairly low and decreases in our “off-season” as fewer people are bouncing to our page when searching for other related topics); ↓3.14%
    - 2:54 minutes spent on the website on average; ↑0.01 seconds
    - 67.11% of visits are new visits; ↑0.88%