



# MEMORANDUM

To: Board of Trustees  
From: Michele Martin, Town Clerk  
Date: April 16, 2013  
Re: Clerk's Report

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Update on the Clerk's Office during the last month:

## **Deputy Clerk Vacancy**

You'll be seeing a new face in Town Hall starting April 15 – Cynthia Bakke has taken our offer to join us as the new Deputy Clerk. We had received 21 applications and called 6 applicants in for an interview, and Cynthia's experience and background was overwhelmingly a match.

## **Licenses and Permits**

The Clerk's office has had many liquor license renewals and special event permits to catch up on. I've met with a few organizers of some of the events to review the requirements of permitting. To get up to speed on Liquor Licensing, I attended the Department of Revenue, Liquor Enforcement Division Liquor Awareness Training in Englewood on March 28 and the Colorado Municipal League Basic Liquor Licensing training in Sterling on April 12.

## **Elections**

An Initiative Petition concerning a regulation of marijuana ordinance had been submitted to my office, and I was able to approve and certify the summary language. It is now out for signature collection by the applicant.

## **NedWEB**

The NedWEB program has been increasing in popularity.

- 134 people have participated over the past 3 ½ months.
- 66<sup>th</sup> voucher for March was given out on March 29.
- 28 first time participants in March.

- 14 businesses have redeemed vouchers.
- 43% of the vouchers redeemed were spent at B&F.

### **Building**

The Building Department has been quite busy lately between processing new permits, answering questions for contractors, and working with property owners on various projects. On April 2, I was able to submit the Town's application to the Solar Friendly Community to qualify for bronze level status.

### **Social Media**

- We currently have 652 Facebook "likes" (up 14 from the last report).
- We have 840 Twitter "followers" (up 15 from the last report).
- Web statistics for the period from March 11 to April 10 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):
  - 6,731 visits; ↓1,100
  - 16,430 page views (individual pages on the website); ↓2,547
  - 2.44 pages per visit on average; ↑0.02
  - 46.84% 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); ↑2.26%
  - 2:53 minutes spent on the website on average; ↓0.01 seconds
  - 65.52% of visits are new visits; ↓1.59%