



MEMORANDUM

To: Board of Trustees
From: Michele Martin, Town Clerk
Date: May 21, 2013
Re: Clerk's Report

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

Licenses and Permits

The Clerk's office continues to process liquor license renewals and special event permits. Special Event Liquor License notices were posted for two upcoming events. With the addition of our new Deputy Clerk, business license renewals are now up-to-date, with only one outstanding.

Elections

The ballot initiative petition that I signed on March 22 came back into my office with revisions. I reviewed, approved, and signed a new certification on May 2. The proponents are now planning to collect signatures. I attended elections training in Sterling on April 26.

NedWEB

The NedWEB program will finish this month. It has been a very popular program and has brought in some folks who have never been to Town Hall before. This program has certainly been a boost for PR. Everyone that has come in for a voucher has been extremely pleased with the program, and the businesses have been very supportive. A Post-Program Survey will be sent to businesses and residents by June 3, and a Progress Report is due to Boulder County by July 1.

- 319 vouchers have been distributed to-date, out of the 330 available for the whole program.
- 87 distributed vouchers still need to be redeemed; they are good for 60 days.
- 92 vouchers have been redeemed at B&F; 38 at the Co-op.

Misc.

Reappointments are coming up and there have been a few vacancies on advisory boards, so I put together an advertisement to include them all. I have received in quite a few applications so far, one of which is before the Board tonight for SAB.

I have also assisted on the Town clean-up flyer to obtain organization supporters logos, create a volunteer schedule, and post.

I have created a new group email list for the Visitor Center to receive business nominations for monthly drawings to use the local highlighted business spot.

Building

The Building Department has been very busy lately in between snowstorms. We have issued two new residential home permits just in the last two weeks, and know of two more getting ready to be submitted, for a total of five so far this year. Compared to the two issued in 2009, two in 2010, one in 2011, and two in 2012, this is a significant jump and a sign that the economy is improving.

We have answered many calls on the building permit process, various fee questions, code enforcement complaints, and zoning and setback inquiries. We have researched utility plans for two major subdivisions in town to answer questions for realtors and property owners on sewer and water main locations.

The Town has been awarded 710 points for Bronze Level Solar Friendly Community certification. They will be present at the Board's June 4 meeting to present a commemorative plaque and road sign.

Planning & Zoning

We have received a lot line dissolution application in for the Planning Commission. I have assisted in the research and clean-up of the Zoning Map for the Comprehensive Plan update. I have been in contact with two applicants who had received SRU approvals last year from the Board to ensure their compliance with the approved conditions.

Social Media

- We currently have 675 Facebook "likes" (up 23 from the last report).
- We have 856 Twitter "followers" (up 16 from the last report).
- Web statistics for the period from April 15 to May 15 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):
 - 7,095 visits; ↑364
 - 17,667 page views (individual pages on the website); ↑1,237
 - 2.49 pages per visit on average; ↑0.05
 - 45% 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); ↓1.84%

- 4:06 minutes spent on the website on average; ↑1:13 minutes
- 62.93% of visits are new visits; ↓2.59%