



MEMORANDUM

To: Board of Trustees
From: Michele Martin, Town Clerk
Date: July 16, 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 on a monthly basis, with four this month, and now is processing a medical marijuana center license renewal. The Mike Horgan Hill Climb Bicycle Race, High Peaks Art Festival, Mountain Forum for Peace Yard Sale, 4th of July Celebration, and Staff Picnic Special Events have all occurred during the past month, with no concerns or issues noted. I have posted the Special Event Liquor License notice for the Octoberfest, with no protests being filed.

Elections

I have notified the Boulder County Elections Division to let them know that we may have a ballot issue and be participating in the 2013 Coordinated Election.

NedWEB

I have submitted the Town's Progress Report as per our Agreement for Services, dated February 19, 2013. The final one-half of the total compensation should be paid once the County's representative approves the report.

Misc.

Several new appointments and reappointments have taken place. Membership lists, email groups, and the website have all been updated.

CIRSA

The Town met with John Colvin, our CIRSA auditor, on June 12 to review our loss control standards. The Town's score did go down slightly due to various claims over the past fifteen months. We have been given some suggestions on how to improve our score within 30 days and have been working to implement as many as we can.

Building

The Building Department currently has seven building permits pulled for new residential homes. Considerable time has been spent researching historical PIFs and taps, working with Mark Weritz on drainage and grading plans, as well as working with the homeowners on their responsibilities regarding hillside development, wildfire zone construction, and other code compliance concerns.

There has been a high volume of daily calls and stop-in requests on building permits, code enforcement complaints, and zoning inquiries. We have the normal requests to assist Public Works in researching ROW and utility plans. We had to go out on-site to enforce a complaint on someone replacing a roof without a permit.

Planning & Zoning

A Special Review Use application has been submitted to the Planning Commission for their July 24 meeting.

Social Media

- We currently have 699 Facebook “likes” (up 12 from the last report).
- We have 890 Twitter “followers” (up 22 from the last report).
- Web statistics for the period from June 5 to July 5 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):
 - 8,247 visits; ↑4,623
 - 38,191 page views (individual pages on the website); ↑29,000
 - 4.63 pages per visit on average; ↑2.09
 - 1.81% 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); ↓43.02%
 - 2:22 minutes spent on the website on average; ↓2:29 seconds
 - 75.18% of visits are new visits; ↑10.36%

Compared to last year's report this time (see below), page views, pages per visit, bounce rates, and minutes spent are significantly different, perhaps due to the Solar Friendly recognition, fire ban, and 4th of July Celebration postings.

- 10,345 visits; ↑4,077
- 24,320 page views (individual pages on the website); ↑8,961
- 2.35 pages per visit on average; ↓0.10

- 44.54% bounce rate (this indicates visitors who landed on our page and immediately left; our rate is fairly low); ↓0.61%
- 2.25 minutes spent on the website on average; ↓0.15seconds
- 69.89% of visits are new visits; ↓7.64%