



# MEMORANDUM

To: Board of Trustees  
From: Teresa Myers, Town Clerk  
Date: September 18, 2012  
Re: Clerk's Report

---

In the last month, the Clerk's office has been busy with the following:

1. Michele has made considerable progress in developing our record retention and file review plan. The first step will be reviewing and cataloging documents for retention or disposal. Next, she will develop a filing system that will streamline and simplify our efforts to locate items. Finally (and this is probably a year or more in the future), she has been pricing and planning for converting our records to electronic format for safer and more durable storage.
2. I spent quite a bit of time this month developing our economic development proposal, in partnership with the Nederland Chamber of Commerce. I appreciate the Board's support and feedback and am very excited to continue working on the project.
3. We have made steady progress on business license enforcement efforts. By Wednesday, September 12<sup>th</sup>, we were down to only 8 identified businesses that were still non-compliant with business licensing ordinances. The first round of summons for code enforcement were delivered today by Chief Adler.
4. I have been working with CIRSA on our policy renewal for 2013. CIRSA's rates are going up significantly this year to account for lower-than-market increases in the past.
5. Michele has attended two clerks' trainings recently. One was about developing a record retention program, and the other was a "Nuts and Bolts" training for new clerks, which runs the gamut of clerking responsibilities.
6. Social media update: We currently have 481 Facebook "likes" (up 13 from August) and 663 Twitter "followers" (up 24 from August). Our Total Weekly Reach on our Facebook page was 1,405 people (up 101.87% since August). The Facebook page posting with the broadest reach was the August 21<sup>st</sup> announcement of the premier of the new Elephant Revival video at the Community Center, (229 people), followed by the August 20<sup>th</sup> reminder that U.S. Rep. Jared Polis would be holding a town hall

meeting that evening (201 people). The post with the most virality (meaning the post receiving the most prolonged attention or being spread or shared by viewers) was the September 11<sup>th</sup> post about the excellent first responders we have in our community and the benefit – Fight Fire with Beer – held in Boulder to benefit Colorado first responders.

7. Web statistics for the period from July 17<sup>th</sup> to August 16<sup>th</sup>, along with an arrow indicator showing whether this is an increase or decrease my last report:

- 8,900 visits; ↓1,728
- 20,301 page views (individual pages on the website); ↓4,202
- 2.28 pages per visit on average; ↓0.03
- 46.45% bounce rate (this indicates visitors who landed on our page and immediately left; our rate is fairly low); ↑1.74%
- 3.09 minutes spent on the website on average; ↑0.09seconds
- 67.96% of visits are new visits; ↓1.93%

August 27<sup>th</sup> was the busiest day for our website during this period, with nearly 900 hits. On that day, I posted a notice of a job opening on the website and on multiple job boards directed to the website.