



# MEMORANDUM

To: Board of Trustees  
From: Teresa Myers, Town Clerk  
Date: October 16, 2012  
Re: Clerk's Report

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

1. At Alisha's request, I have been working on a new process to determining staff year-end bonuses. This year, we'll be trying a performance-based approach that will allow employees to nominate other staff members for recognition. A small committee of one local resident, one Trustee, and me, will consider the nominations and determine allocations for the small bonus pool. The bonuses will be distributed in December.
2. I have been investigating possible means of streaming Board meetings live to our residents. We have talked about doing so in the past, but bandwidth and budget concerns have always thwarted our efforts in that direction. Current technology seems to offer some new possibilities. I hope to have something to present to you shortly.
3. Michele updated the application and process for excavation permits. These updates will help streamline the process for staff and be more informative to applicants.
4. Social media update: We currently have 515 Facebook "likes" (up 34 from September) and 697 Twitter "followers" (up 34 from September). The Facebook page posting with the broadest reach was the September 20<sup>th</sup> announcement of the Gateway Park Concept Plan's release and solicitation of feedback, (198 people), followed by the September 26<sup>th</sup> notice that CDOT would be closing portions of US36 in Boulder (180 people). The post with the most virality (meaning the post receiving the most prolonged attention or being spread or shared by viewers) was the also the post about the release of the Gateway Park Concept Plan.
5. Web statistics for the period from September 10<sup>th</sup> to October 10<sup>th</sup>, along with an arrow indicator showing whether this is an increase or decrease my last report (you may notice that our website traffic, unlike our social media traffic, is highly seasonal):

- 8,200 visits; ↓700
- 19,318 page views (individual pages on the website); ↓983
- 2.36 pages per visit on average; ↑0.08
- 45.61% 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); ↑.84%
- 3.06 minutes spent on the website on average; ↓0.03seconds
- 66.39% of visits are new visits; ↓1.57%

Monday, September 24<sup>th</sup> was the busiest day for our website during this period, with approximately 725 hits. On that day, I posted a notice the water system upgrades causing disruptions potentially town-wide.