



MEMORANDUM

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

Happenings in the Clerk's office during the last month:

1. I have spent a considerable amount of time getting the NedWEB Buy Local Campaign materials together and speaking to businesses about how the program will work. Thus far, business owner response has been overwhelmingly positive. At the request of the Chamber, I spoke at a small luncheon of business owners and answered multiple questions, as well as receiving some very helpful advice and feedback. As a result of that meeting, we have decided to open the program to business-to-business commerce – in other words, a business can participate as a like an individual resident if it buys local from another business – and to expand participation to once per month, rather than once per program season. I hope these changes will generate additional cash flow through town and provide us with good information about buying habits. We have worked out a data-keeping system to track which businesses participate most in the program, as well as implementing several safeguards to protect against fraud and counterfeiting of vouchers. As we roll out the program in January, I anticipate answering many questions and having to do quite a bit of outreach in order to further educate residents and businesses as we increase participation.
2. At the end of November, I wrote a small grant proposal to the Colorado State Internet Portal Authority (SIPA) to fund a pilot project to test audio streaming of Board meetings during 2013. If funded, the project would allow me to use a web- and cloud-based technology to stream the live audio at Board meetings. Live audio streaming would be beneficial for our residents who are interested in tracking a subject, but unable to attend a Board meeting, perhaps due to weather, infirmity, or familial responsibilities. It would also allow summer residents, who want to remain “plugged in” to Town happenings, to do so from afar. I am uncertain how great of a reach we could obtain with this project, which is why I am approaching it as a pilot program. The software I have selected for the trial will allow me to track the numbers of listeners, post the audio to a cloud for all listeners to download freely,

and track the number of downloads. This information will help us understand the need or desire for this technology.

3. The Town's Safety Committee, staffed by employees responsible for risk management – me, Jason Morrison, Jake Adler, and Dawn Baumhover – met this month. We talked at length about CIRSA's annual Property Survey and Safety Audit, which was conducted in November. As part of this survey, our Loss Control Representative, John Colvin, visits Town facilities and inspects them head-to-toe for safety concerns, as well as reviews all training records and procedures. The Town's inspection received the fewest number of corrective actions in its history with CIRSA. Typically, most violations are under the oversight of Public Works, but this year, John's report specifically noted, "I am glad that your new Public Works Director is more systematic and consistent about giving and documenting training," as well as identifying areas of major safety improvement over last year's survey. Safety issues are important, not only to keep our residents and staff out of harm's way, but also to control our insurance premiums.
4. I attended the CML Policy Committee meeting on December 7th, where a wide range of issues were considered and voted upon. Please let me know if you'd like details of that meeting, and I will be happy to provide them.
5. On December 14th, I visited the second grade at Nederland Elementary School to talk about civics, government, and elections. The second-graders were an enthusiastic and energetic audience, and I think we all had a lot of fun.
6. Michele has been busy with many land use items, primarily lot line dissolution applications that are reflective of staff's on-going work to clear up non-conforming structures in town. This is an on-going effort.
7. Michele is also continuing with our large record retention project. Town Hall staff was delighted by the arrival of a much-anticipated map file that will enable us to organize and store large maps, plats, mylars, and other oversize documents to ensure retention and easy retrieval.
8. It's time for our end-of-the year round-up of Citizen Communications – the formal, written form that residents use to share concerns (and the occasional kudo) with Town Hall. Our statistics this year are much lower than in previous years because the Finance and Public Works Departments has implemented a new Work Order form and system, so requests for specific services were removed from this count.

Town Hall: 23

Public Works: 20

Police Dept: 8 (several of these were long-term neighbor disputes requiring weeks or months of attention and intervention)

9. Social media update: We currently have 554 Facebook “likes” (up 23 from my last report). The Facebook posting with the broadest reach was the November 15th reminder that EFFA would be distributing Thanksgiving Food Baskets (234), followed by the November 16th posting announcing free Carousel rides (204 people). The post with the most virality (meaning the post receiving the most prolonged attention or being spread or shared by viewers) was about an accident in the Canyon on November 26th, closely followed by the December 3rd post announcing the fire ban. We have 734 Twitter “followers” (up 21 from my last report). In the past month, we were mentioned in 4 tweets, and we were re-tweeted 9 times.
10. Web statistics for the period from November 15th to December 14th, along with an arrow indicator showing whether this is an increase or decrease from my last report (you may notice that our website traffic, unlike our social media traffic, is highly seasonal):
 - 5,877 visits; ↓1485
 - 14,057 page views (individual pages on the website); ↓2,581
 - 2.39 pages per visit on average; ↑0.13
 - 47.31% 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); ↓1.76%
 - 2.54 minutes spent on the website on average; ↓0.04seconds
 - 65.56% of visits are new visits; ↓3.59%

Thursday, November 29th was the busiest day for our website during this period, with just over 550 hits. On that day, I posted a notice about the closure of the Old Nederland Dumpsite informal shooting range and a notice that PROSAB had a vacancy.