



MEMORANDUM

To: Board of Trustees
From: Teresa Myers, Town Clerk
Date: January 15, 2013
Re: Clerk's Report

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

1. We submitted our final report for the 2012 Boulder County Economic Development Grant. I have attached it to this report for your information.
2. This is a busy time of year for liquor license renewals. Unfortunately, because the Department of Revenue is seriously over-extended with medical marijuana licensing and enforcement and now the development of retail marijuana licensing and enforcement regulations, the liquor licensing and enforcement division is severely under-staffed. As a result, liquor licensees are failing to receive the state renewal forms in a timely manner, which creates additional paperwork for both the licensee and my office. Also, this is delaying issuance of licensees' State and Town renewals. So far no business that I know of has been detrimentally affected by the state of affairs at the D.O.R. beyond the annoyance of the additional paperwork and confusion about fee changes, but I am hearing from other clerks that some distributors are refusing to deliver to licensees with expired but still legitimate licenses. I hope this will not be the case in our town, but wanted to alert you to the possibility should it arise. I am working with our licensees to do everything we can to insure that the shortages at D.O.R. do not adversely impact their businesses in any way.
3. In light of the passage of Amendment 64, I have been working with CIRSA on reviewing and considering amendments to our employee drug-testing policy. We will be bringing something forward for your consideration based on Department of Transportation rules and CIRSA advice shortly.
4. I am working with Carmen on a new Facilities Contract for Special Events similar to one that the Town of Lyons uses for its large events. The contract will detail responsibilities of both the Town and the organizers more clearly and will be legally-enforceable by both signers. We hope that this will eliminate some of the last-

minute confusion and requests that typically result in frustration for Town staff and the event organizers.

5. I am beginning to coordinate our next codification effort. Roughly every two years, the Nederland clerks have re-codified the Municipal Code. This is the practice of incorporating all ordinances approved since the last printing of the Municipal Code into a new edition of the Code. I expect the codification to happen during the late spring or early summer. Between codifications, any person interested in reviewing the laws of the Town must consult both the existing Code *and* the published ordinances. This can be confusing for residents and sometimes for staff, as well. This year's codification effort will be particularly important as our publisher is making some upgrades to its services to reflect more environmentally-friendly approaches, including double-sided printed pages and the primary use of electronic publishing. I am exploring the possibility of being able to update our electronic code, published online, on a continuous basis, thereby providing our residents with access to an updated code and avoiding some of the between-codification confusion. If this alternative is not available to us at a reasonable rate, my current plan is to re-codify more frequently.
6. While Michele's primary functions are in the land use arena, she has been spending a considerable amount of time on her clerk duties, too. Michele has contacted all 4th quarter business licensees, and we have seen a steady stream of renewals coming in. This response is enormously encouraging and we are hopeful that by this time next year, business owners will be accustomed to this process. We also created a streamlined process for renewal, which allows businesses to simply sign off that nothing has changed on their existing application and then pay the renewal fee, rather than completing an entirely new application.
7. Michele's efforts on the record retention program took a big leap forward when our vertical map file arrived and she was able to sort and organize most of the maps and plans, which had previously been stored, rolled up, in trash cans. With a few more maps to go, we are close to finally having an organized and accessible map and plan recording system.
8. Michele has also been updating our building permits with the County Assessor's office, which had not been done in quite some time. We are now up-to-date.
9. Social media update: We currently have 576 Facebook "likes" (up 22 from my last report). The Facebook postings with the broadest reach were two posts featuring photos of Nederland's famous black fox (12/17, seen by 774 people, and 12/19, seen by 507 people). Of our more serious postings, the one with the broadest reach was a December 19th posting about accidents in the canyon and subsequent closures (245). The posts with the most virality (meaning the post receiving the most prolonged attention or being spread or shared by viewers) were also the black fox posts,

followed by the January 8th post announcing single stream recycling at the transfer station.

We have 755 Twitter “followers” (up 21 from my last report). In the past month, we were mentioned in 8 tweets, and we were re-tweeted 11 times.

10. Web statistics for the period from December 11th to January 10th, 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):

- 6,217 visits; ↑340
- 14,170 page views (individual pages on the website); ↑113
- 2.28 pages per visit on average; ↓0.11
- 47.27% 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); ↓.04%
- 3.22 minutes spent on the website on average; ↑0.68seconds
- 64.93% of visits are new visits; ↓.63%

Thursday, January 3rd was the busiest day for our website during this period, with just over 600 hits. This spike was due to the January 2nd announcement of the NedWEB page.

Website traffic picked up this month after several months of decline. This is typical, as it will peak just prior to Frozen Dead Guy Days and then decline again slightly until late May.