



MEMORANDUM

To: Board of Trustees
From: Teresa Myers, Town Clerk
Date: February 19, 2013
Re: Clerk's Report

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

1. We received confirmation that the Boulder County Commissioners approved our grant proposal for the 2013 Boulder County Economic Development Grant. As you'll remember, this grant is funding the NedWEB program, which began January 1 and will continue through May. The last date for submission of receipts is June 15, and vouchers may be turned in by businesses up until August 15. Thus far, 40 participants have claimed vouchers by redeeming January receipts.
2. We also received notice that we were approved for a 2013 SIPA grant, which will be used to implement online streaming for BOT meetings, and potentially in the future for other board and community meetings.
3. As you're aware, I've been processing materials intended for a citizen's initiative concerning recreational marijuana for the November ballot. Unlike previous initiative discussions, this one has been far more time-consuming.
4. We had the second TRC for Frozen Dead Guy Days, and I issued permits for the event. The new Facilities Agreement for Special Events is before you this evening. I have discussed it with Amanda MacDonald, the FDGD organizer, and we worked out the details. I have also permitted the High Peaks Art Festival for 2013, and am working on the applications for the Buffalo Bicycle Classic and NedFest.
5. Michele has created a new tracking system for all land use agreements since 2011 and is doing the necessary research to fill in the information gaps. The system is intended to track the requirements of the agreements and provide a means to ensure that they are met.
6. While winter is typically a quiet time for land use, applications have not actually slowed much this season. Michele has processed five building permit applications and has answered many zoning related questions for several new residential homes being proposed. A complicated SRU application, as well as a rezoning application were received and deemed incomplete. In the midst of this, she proposed that the Town create a new, streamlined land use application to cover all types of applications (currently there are 8-10 various forms that a property owner might have to complete for a given project). She has completed the single application and is hopeful that it will improve consistency, processing times, and the overall experience for property owners.

7. Michele and I met with SAFEbuilt officials to consider their new module software that tracks business licensing, code enforcement, and general citizen complaints. We are currently reviewing all of the available automated options and examining the costs/benefits of each.
8. Social media update: We currently have 605 Facebook “likes” (up 29 from my last report). The Facebook posting with the broadest reach was about an accident in the Canyon on February 13th (seen by 391 people). The posts with the most virality (meaning the post receiving the most prolonged attention or being spread or shared by viewers) were once again posts about wildlife on January 23rd and February 12th.

We have 788 Twitter “followers” (up 33 from my last report). In the past month, we were mentioned in 4 tweets, and we were re-tweeted 7 times.

9. Web statistics for the period from January 11th to February 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):
 - 6,995 visits; ↑778
 - 16,206 page views (individual pages on the website); ↑2,036
 - 2.32 pages per visit on average; ↑0.04
 - 47.72% 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); ↓45%
 - 2:53 minutes spent on the website on average; ↓0.69 seconds
 - 66.23% of visits are new visits; ↑1.30%

Thursday, January 22nd was the busiest day for our website during this period, with just over 900 hits. This roughly coincides with a January 18th post concerning the re-opening of the West Magnolia public area.

As expected, website traffic has continued to increase this month. This is typical, as it will peak just prior to Frozen Dead Guy Days and then decline again slightly until late May.