

# MEMORANDUM

**Date:** December 1, 2018  
**To:** Mayor Pugh and Board of Trustees  
**From:** Bryan Healy, Secretary to the Village Manager  
**RE:** Quarterly Report – Manager's Office

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For the second quarter period of FY 2018-19, the Manager's Office has been continuing to grow its online repository of records and forms, as well as the Village's social media presence.

As of November 30, the following were received during the second quarter via SeamlessDocs:

- Freedom of Information Law: 13 submissions
- Block Party Request: 1 submission
- Community Event Form: 32 submissions
- Alarm Permit Application: 2 submissions
- Banner Application: 3 submissions
- Vendor Use of Parks Application: 14 submissions
- Employment Application: 40 submissions
- Dog License Renewal Form: 7 submissions
- Seasonal Parking Permit Registration: 10 submissions
- Coastal Assessment Form: 1 submission
- Fall 2018 Recreation Registration Form: 100 submissions
- Tenant Information Form: 1 submission
- New Owner Information Form: 10 submissions
- Change of Address Form: 7 submissions

All total, the Village received a total of 241 online submissions via SeamlessDocs in the second quarter of 2018-2019, a 39% increase over the first quarter of the year. During the second quarter, the Village added the Seasonal Parking Permit application, the Coastal Assessment Form and the requests for Police and DPW overtime services to SeamlessDocs. In the upcoming quarter, the Village will be looking to add some internal forms to SeamlessDocs for greater efficiency.

On our social media and communication front, the Village continues to post gains. The following were our statistics at the beginning and end of the quarter:

	Users as of 9/1/18	Users as of 11/30/18	% Change
Facebook Likes	1302	1405	7.3%
Facebook Follows	1371	1477	7.2%
Twitter	101	158	36.1%

On October 16, the new village website launched with increased capability and additional email lists. There are currently a total of ten email subscriptions available to residents, including:

- Field Closings
- Village Newsletter
- Village News & Announcements
- Recreation News & Announcements
- Seniors News & Announcements
- Board of Trustees Agenda
- Planning Board Agenda
- Water Control Commission Agenda
- Waterfront Advisory Committee Agenda
- Zoning Board of Appeals Agenda

The total subscribers for each of these subscriptions is as follows:

	Users as of 11/30/18
Field Closings	846
Village Newsletter	1516
Village News & Announcements	1445
Recreation News & Announcements	426
Seniors News & Announcements	56
Board of Trustees Agenda	607
Planning Board Agenda	597
Water Control Commission Agenda	53
Waterfront Advisory Committee Agenda	59
Zoning Board of Appeals Agenda	593

The Village sent out a total of 58 emails on the village news, 16 emails on the agenda lists, 2 emails on the recreation list, 1 email on the seniors list and 3 newsletter emails during the period between September and November 2018. This averages out to less than one email a day, which is part of our goal to not overcrowd subscriber's email inboxes.

On social media, our biggest day on Facebook was September 5, when a total of 4,349 people had a post from our page enter their screen. This was the post regarding the first bear sighting in the Village. That post also received 154 reactions, 80 comments and 60 shares. Safe to say, it was a big news item around the Village!

The Village Manager's office also compiled three newsletters during this period, which went out in September, October and November. A fine-tuning of the mailing list earlier in the fall resulted in a subscription base of 3075 homes and 193 businesses. We are continuing to research the future of the newsletter and are happy to report that the number of individuals signing up to receive electronic copies of the newsletter continues to grow.

During the first quarter of the fiscal year, the Village Board held a total of six regular meetings and four work sessions. A total of 58 resolutions were adopted by the board.

If there any questions regarding the information compiled in this report, or if you have a suggestion as to what other information can be included, please do not hesitate to ask. Thank you.