

# MEMORANDUM

**Date:** October 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 first 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 August 31, the following were received during the first quarter via SeamlessDocs:

- Freedom of Information Law: 10 online submissions
- Block Party Request: 1 submission
- Community Event Form: 13 submissions
- Alarm Permit Application: 1 submission
- Banner Application: 0 submissions
- Vendor Use of Parks Application: 2 submissions
- Employment Application: 26 submissions
- Dog License Renewal Form: 10 submissions
- Security Camera Registration: 5 submissions
- Senior Park Pass Renewal Form: 15 submissions
- Non-Senior Park Pass Renewal Form: 22 submissions
- Fall 2018 Recreation Registration Form: 17 submissions
- Tenant Information Form: 1 submission
- New Owner Information Form: 11 submissions
- Change of Address Form: 12 submissions

All total, the Village received a total of 146 online submissions via SeamlessDocs in the first quarter of 2018-2019.

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 6/1/18	Users as of 8/31/18	% Change
Facebook Likes	1169	1302	10.2%
Facebook Follows	1217	1371	11.2%
Twitter	68	101	32.7%
Village News E-List	1186	1310	9.5%
Village Agenda E-List	550	558	1.4%

The Village sent out a total of 74 emails to the news and agenda lists during the period between June and August 2018. This averages out to less than one email a day, which is part of our goal to not overcrowd subscriber's email inboxes. With the new website being implemented shortly, we will have additional email lists available to which residents can subscribe and will report on those in the future.

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On social media, our biggest day on Facebook was August 17, when a total of 1,688 people had a post from our page enter their screen. This was the post regarding the sewage leak in Crotonville. Our biggest day for reactions (such as a “like”) to one of our posts was on August 15, when 81 people did so. This was our “Selfie with City Hall” photo of the village staff.

The Village Manager’s office also compiled one newsletter during this period, which went out in July. The newsletter was mailed to approximately 3300 homes and business. Beginning in September, the newsletter was mailed monthly. We are looking at additional ways to fine-tune our mailing procedures, including increasing the number of residents who receive the newsletter electronically. Over 1300 individuals are subscribed to the Newsletter mailing list, which is exclusively used to send out the newsletter after each publication.

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.