

# MEMORANDUM

**Date:** December 1, 2019  
**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 2019-20, 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: 21 submissions
- Community Event Form: 51 submissions
- Block Party Request Form: 1 submission
- Employment Application: 1 submission
- Park Use Vendor Form: 1 submission
- Dog License Renewal Form: 3 submissions
- Alarm Permit Application: 5 submissions
- Fall 2019 Recreation Registration Form: 125 submissions
- 2019 Senior Park Pass Renewal Form: 1 submission
- Tenant Information Form: 3 submissions
- New Owner Information Form: 8 submissions
- Change of Address Form: 10 submissions
- Bill Email Form: 15 submissions
- Budget Transfer Form: 9 submissions
- Weekend Parking Permits: 13 submissions
- Village Tag Sale Registration Form: 32 submissions
- Recycling Bin Request Form: 31 submissions
- DPW Metal Pickup Form: 117 submissions
- Oktoberfest Registration Form: 5 submissions
- Seasonal Parking Application: 9 submissions
- Veteran Banner Application: 3 submissions
- Top Dog Entry Form: 45 submissions
- Film Permit Application: 1 submission

All total, the Village received a total of 510 online submissions via SeamlessDocs in the first quarter of 2019-2020, a 112% increase over the second quarter of 2018-2019. This significant increase can be attributed to the Village's increased use of the online platform for registration needs. One new form added during this quarter was the top dog contest entry form. Not included in the total reported above is the contest voting form, which received over 500 submissions by itself. During the new fiscal year, we will be looking to add more internal forms to SeamlessDocs, such as the leave request forms.

On our social media and communication front, the Village posted modest gains in reach on Facebook, but continued its sustained growth on Twitter. Additionally, in September,

the Village launched an official Instagram account to showcase pictures of village events and everyday life. The following were our statistics at the beginning and end of the quarter:

	Users as of 9/1/19	Users as of 11/30/19	% Change
Facebook Likes	2266	2424	6.5%
Facebook Follows	2401	2577	7.3%
Twitter	272	318	16.9%
Instagram	X	308	-

The Village currently has 11 email subscriptions available to residents to keep abreast of village news and information. The total subscribers for each of these subscriptions is as follows:

	Subscribers as of 11/30/19
Field Closings	1043
Village Newsletter	2621
Village News & Announcements	2435
Recreation News & Announcements	810
Seniors News & Announcements	296
Snow Alerts	578
Board of Trustees Agenda	746
Planning Board Agenda	721
Water Control Commission Agenda	186
Waterfront Advisory Committee Agenda	212
Zoning Board of Appeals Agenda	709

These increases can partially be ascribed to the Village's continuing efforts to subscribe residents, such as through flyers located at the counters of the Recreation Department, Engineering Department and the main office. The Manager's Office will be continuing its efforts to increase subscribers to the E-Alerts system throughout the year.

The Village sent out a total of 54 emails on the village news list, 22 emails on the agenda lists, 9 emails on the recreation list, 5 emails on the seniors list and 3 newsletter emails during the period between September and November 2019. This averages out to about one email a day, which is part of our goal to not overcrowd subscriber's inboxes.

The Village Manager's office also compiled two newsletters during this period, which went out in June and July. The newsletter is now being delivered to over 2600 individuals via email and about 550 via U.S. Mail. A limited supply of newsletters are printed and available at the office counter and library, as well.

During the first quarter of the fiscal year, the Village Board held a total of six regular meetings, four work sessions and two standalone executive sessions (not held at the beginning or conclusion of a regular meeting. A total of 31 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.