



## STAFF REPORT

DATE: January 11, 2023  
TO: City Council  
FROM: Communications/HR Department  
RE: End of Year and January Update

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### 2022 Agenda/Package Overview

The City Clerk manages and distributes all City meeting notifications, agendas, and packets. As you all know, most of this is mandated by state laws. Here is the overview of the agenda, packets, and meeting notifications created for 2022:

- City Council Meetings, Special Meetings, and Workshops – 41 agendas and packets
- Land Bank – 11 agendas and packets
- Planning Commission – 15 agendas and packets
- Tree Board – 9 agendas
- Utility Advisory Committee – 9 agendas

2022 TOTAL = 85

For 2023, Aurora Park Gravel Roads Task Force will be included in this list. The City Clerk provided documents at their first meeting on January 19<sup>th</sup> to assist them with fulfilling the necessary requirements related to agenda, minutes, and meeting notifications.

### Business Licenses

Businesses are required to renew their business license annually each calendar year. This year, businesses had the capability to update their information and pay online, which was a great improvement to the process. There was a total of 54 businesses (home and general) licensed in 2022. As of January 10<sup>th</sup>, here are the licensing numbers for 2023:

- 2 businesses informed us that they have closed or moved
- 2 new businesses have been licensed
- 34 businesses have renewed their licenses (32 of which were renewed through the online payment portal)

Early next week “Late Notices” will be mailed to all businesses who have not yet renewed their licenses. Businesses that have moved or closed will be asked to contact the City Clerk so that their information can be updated or removed from the mailing list.

### Human Resources

Two equipment operator positions have been open since the middle of September. We are happy to share that we have extended an offer to an applicant for the Equipment Operator I position. We look forward to having a new employee join the team soon.

## City Websites

The City has three websites: Main, Sunflower Commerce Park, Better on the Edge. Below is a brief overview of the 2022 traffic and top pages.

Main Website Traffic – [www.belaireks.gov](http://www.belaireks.gov) (Launched in 2016 with CivicPlus)

2022	Jan-March	April-June	July-Sept	Oct-Dec
Pageviews	33,756	44,972	36,654	30,360

Top Pages (2022):

1. Utilities
2. Recreation
3. Water Department
4. Youth Sports
5. Swimming Pool
6. Police
7. Trash & Recycling
8. Document Center
9. Payment Options

Business Website Traffic – [www.sunflowercommercepark.net](http://www.sunflowercommercepark.net) (Launched November 1, 2012)

2022	Jan-March	April-June	July-Sept	Oct-Dec
Page Visits	161	265	247	143
Pageviews	337	310	358	161

Top Pages (2022):

1. Lot Information and Pricing
2. Incentives and Specials
3. Businesses in SCP

Marketing Website Traffic – [www.betterontheedge.org](http://www.betterontheedge.org) (Launched May 17, 2019)

2022	Jan-March	April-June	July-Sept	Oct-Dec
Page Visits	185	167	97	119
Pageviews	233	211	187	185

Top Pages (2022):

1. The Edge Explained
2. The Existing Edge
3. Contact Us

Page visit is a single browsing session by the same visitor. Pageviews track how many actual pages are seen.