



Quarterly Clerk Report
02-09-2026
Submitted on 02-04-2026
Submitted by: Liesl Barker

The past few months have been whirlwind here in the clerk's office. Over the last quarter I facilitated council member training, attending 14 hours of website training with civics plus, attended Alaska Association of Municipal Clerk Conference/Alaska Municipal Conference, prepped for the end of year and being away, and was out for about 5 weeks of medical leave. I would like to thank Morgan Park, Sally McLaughlin, and Ben Sadler for helping to cover my main duties while I was out of the office.

Website Update: Civics Plus has completed their portion of the new website. Over the course of the next month Morgan and I will be working on cleaning up the site, checking links, and overall making it look pretty. We will have a preview of the website for council at an upcoming meeting. Morgan and I will also provide staff training ahead of the launch. Then we will have a community launch party for the new website at the library to show it off. I am very excited about all the new features this website will have.

Clerk Development/Training – Thank you for your continued support and invest in me professionally!

- AAMC Conference Report
 - Due to our beautiful Alaskan weather, I missed the first two days of the conference. I was able to attend the last day of the main conference; “Elections lessons learned panel”, a session about IIMC and AAMC committees, AAMC business meeting, “AI Tools and Best Practices – A Clerk's Guide for Success (It's not here to replace you!)”, Division of Elections Update, and the “Wild and Wacky World of Clerks”.
 - Elections Panel: I had a few key takeaways from this session, one being the importance budgeting for elections as well as honoring the years of service for our election official volunteers, and to make sure I am training election officials in how to assist voters if needed and requested to meet ADA standards.
 - AI Tools - We talked a lot about the importance of cyber security training for employees and volunteers using city devices. This is an item I would like to have in the budget. There are companies/programs that run these trainings and have continuing education throughout the year. This would also be a great item to put in future IT Contracts. We also spoke about how to use it without disclosing confidential information and how to always human verify afterwards.
 - Division of elections update: I found out that I can apply to have access to VERMS which would aid in faster authentication of individuals being registered to vote. There is also a house bill that if passed would add an additional 10 days to early voting prior to elections. If this passes it may lead to necessary ordinance amendment for the city. I also learned that if a voter needs a new voters' card from division of elections, they need to call to request it. It also helps division of elections to receive back any pieces of mail that cannot be delivered or for a person who is no longer at the mailing address. It helps them be able to clean up the register, which is a long multiyear process.
 - I was able to attend the Athenian dialogue the next day. For Athenian dialogues participants must read the chosen book prior to attending them we have a facilitated discussion about leadership and lessons learned though the book. Some key themes (there were a lot) for this year were your own mistakes when you



make them, always try your best, learn from each attempt/experience, importance of teamwork, knowing when to lead and when to follow.

Learning = Competence = Confidence but competence without confidence is useless and confidence without competence is dangerous. We then take these themes and apply them to our work and home environments.

- For the 2025 conference I had served on the finance committee, banquette decorating committee, education committee, and the vendor committee. I also helped the fundraising committee a little as well.
 - This year the vendor committee (myself and 2 other two clerks) received the “Above and Beyond Award” for bringing in \$21,000+ above what the association had budgeted to receive.
- For this upcoming year I have been asked and accepted to be the Vendor Committee Chair, which also places me on the conference planning committee. I am also serving on the education committee, chairing the Athenian subcommittee, and serving on the finance committee, and fundraising committee. These committee roles do not significantly impact my day-to-day responsibilities to the city. They will contribute toward my Master Municipal Clerk (MMC) certification and allow me to build relationships with clerks throughout Alaska. Serving on these committees also creates opportunities for leadership, professional growth, and sharing best practices while positively representing our city and strengthening its reputation statewide.

- AML Conference Report

- I was able to attend 1.5 days of the AML Conference with sessions including “Navigating the Not So Perfect Storm: Preparing for the future of Emergency Management” and “Resilience”. The large takeaway from this session is the continuing theme of federal support is not a guarantee for emergency management. There are several organizations in the state that can help with planning several are for tribal primarily but then there are other overarching organizations such as Alaska Emergency Management Association (AKEMA). There is an AK emergency management conference each year in April. All the speakers recommended that all communities increase community education and networking with more local community partners in the private sector. They spoke about the importance of having MOU’s prior to the emergency, having back up methods of communication including land lines numbers was another highlighted item. I was able to connect with several folks including the AEMA president who can help connect us with other regional leaders and CERT training information.
- The other valuable session I attended was about Addressing and GSI. In this session I learned all about the first steps to take when working on creating an addressing system that is verifiable for a city. In overarching theme is this is not a one-time project, it is an ongoing forever item. Setting up addressing takes manpower, GSI mapping and other software needs. There are items we can start with, some of which the city has in place such as a requirement for roads. Otherwise, one would start with standardized rules for roads, a quality copy of DOT maps, community consensus on road names, and figuring out which of the three methods for addressing would be best. I was able to make connections with several of the presenters and have lots of very lengthy notes to help get us started. This



might be another item we would like to think about when working on the budget unless the city wants to do this initial phase as a project.

- I also went to session about revitalization. For this session they spoke about re-zoning and lessening rules which we really don't have so that didn't apply much for here. The largest take away was a group called Music Alaska that helps with tracking and such of the 92 music festivals in Alaska. They help local businesses and small venues with permitting, grant money, etc. They also have playlists of Alaska music for businesses and places like airports to play to help show off the local talent and for visitors to get the "feel of Alaska". They have found that music brings in a lot of money for local areas and is a great way to bring people to smaller towns/cities.

I am still working on the Public Information Officer Program through FEMA's courses. There are two courses, I have started IS-29 Public Information Officer Awareness. This program is asynchronous. I am working on it when time allows.

For completion of my Certified Municipal Clerk (CMC) course, I need to have completed 50 experience points and 60 education points. I currently have approximately 37.25/50 experience and 60/60 education points. I will most likely not be able to complete my certification after I attend the International Institute of Municipal Clerks conference in Reno Nevada this May. I will be submitting my scholarship application for this conference in the next day or two.

After completing the CMC I hope to have continued support of working towards my registered parliamentarian and my Master Municipal Clerk Certification. I will use online training as much as possible to help achieve these certifications. I would like to have the opportunity to attend the Northwest Clerks Institute this June for professional development 3. This is the third course in a series, and I have already completed the other two with my co-hort. It would be greatly appreciated to finish the series with my co-hort. The points earned would be able to apply to my MMC. I do plan on applying for scholarship for this training to help with the expenses.

Goals and projects for 2026

- Launch new website
- Continuing to work to change the city hall set up so community members as well as council members can see the electronically displayed packet and improve the camera/video recording to help make the zoom experience better and more personable for our community members attending meeting remotely or viewing the recording.
- Update our records retention schedule and records policy
- Continue to serve a lesion for the ordinance committee
- Start micro-training videos on topics for council

The City Council attendance history.

This record starts with October 7, 2024, special meeting where the new council was sworn in.

Meeting Date	Renee Patrick Seat A-exp. 2028	Open Seat B-exp. 2028	Hutten Seat C-exp. 2026	Kearns Seat D-exp. 2026	McLaughlin Seat E-exp. 2027	Beck Seat F-exp. 2027	M Taylor Seat G-exp. 2027
10-13-2025 General Council Meeting		VACANT					
10-20-2025 Special Council Meeting		VACANT					
11-03-2025 Work Session		VACANT					
11-04-2025 Special Work Session - Council training		VACANT		via zoom			
	Renee Patrick Seat A-exp. 2028	Marchbanks (exp. 2026) sworn in	Hutten Seat C-exp. 2026	Kearns Seat D-exp. 2026	McLaughlin Seat E-exp. 2027	Beck Seat F-exp. 2027	M Taylor Seat G-exp. 2027
11-10-2025 General Council Meeting							
12-01-2025 Work Session				via zoom			
12-08-2025 General Council Meeting						via zoom	
01-12-2026 Special Work Session							
01-19-2026 Special General Council Meeting				via zoom			
01-26-2026 Special Work Session - CIP				via zoom			
02-02-2026 Work Session	via zoom			via zoom			



Special Meeting/Work Session Present						
General Meeting Present						
Absent (unexcused)						
Absent (excused)						
Section 2.20.100 - Vacancies.						
(f) Is unexcused from any five (5) meetings in a calendar year including, but not limited to work sessions, and regular or special meetings.						
Section 2.30.040 - City council member attendance policy for regular meetings.						
(a) Any absence of a city council member from a regular meeting of the city council shall be deemed to be unexcused unless the city council member is absent from the meeting as a result of attending to official business on behalf of the City of Gustavus, for extenuating medical reasons, or for other significant cause as determined by the city council, in which case the absence shall be deemed to be excused.						

Google Analytics for City Website:

I started Google Analytics for the city website several months ago. I was hoping to be able to use the information to see how the website is currently being used to help improve engagement and future design of the website. I have pulled some reports and attached them so that you all can see them as well. These reports are from November 1st, 2025, through February 1st, 2026. I particularly enjoyed see what types of devices people are using to view the website, what pages, how long they are on a page, and what “events” or actions are being taken. It’s also interesting to see all the different places that view our site. On the events report it’s important to note that a scroll means that individual scrolled down to view at least 90% of the page. The clicks are when they used links within the site to view something. I would love to see this number decrease with the new site. I am new to Google Analytics so if there is something in particular you would like to see that I did not present please let me know.

Questions?

Respectfully Submitted,

Liesl Barker, City Clerk

Line chart showing New users over time. The Y-axis represents the number of users, ranging from 0 to 2.5k. The X-axis shows dates from 01 Dec to 01 Feb. The data points are approximately:

Date	New users
01 Dec	~800
02 Dec	~1.2k
03 Dec	~1.0k
04 Dec	~1.8k
05 Dec	~1.2k
06 Dec	~1.0k
07 Dec	~1.1k
08 Dec	~1.1k
09 Dec	~1.1k
10 Dec	~1.1k
11 Dec	~1.1k
12 Dec	~1.1k
13 Dec	~1.1k
14 Dec	~1.1k
15 Dec	~1.1k
16 Dec	~1.1k
17 Dec	~1.1k
18 Dec	~1.1k
19 Dec	~1.1k
20 Dec	~1.1k
21 Dec	~1.1k
22 Dec	~1.1k
23 Dec	~1.1k
24 Dec	~1.1k
25 Dec	~1.1k
26 Dec	~1.1k
27 Dec	~1.1k
28 Dec	~1.1k
29 Dec	~1.1k
30 Dec	~1.1k
31 Dec	~1.1k
01 Jan	~1.1k
02 Jan	~1.1k
03 Jan	~1.1k
04 Jan	~1.1k
05 Jan	~1.1k
06 Jan	~1.1k
07 Jan	~1.1k
08 Jan	~1.1k
09 Jan	~1.1k
10 Jan	~1.1k
11 Jan	~1.1k
12 Jan	~1.1k
13 Jan	~1.1k
14 Jan	~1.1k
15 Jan	~1.1k
16 Jan	~1.1k
17 Jan	~1.1k
18 Jan	~1.1k
19 Jan	~1.1k
20 Jan	~1.1k
21 Jan	~1.1k
22 Jan	~1.1k
23 Jan	~1.1k
24 Jan	~1.1k
25 Jan	~1.1k
26 Jan	~1.1k
27 Jan	~1.1k
28 Jan	~1.1k
29 Jan	~1.1k
30 Jan	~1.1k
31 Jan	~1.1k
01 Feb	~1.1k

[View platforms](#) →

[View user acquisition](#) →

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	0.7%	0.4%	0.2%	0.2%	0.5%
21 Dec - 27 Dec						
28 Dec - 3 Jan						
4 Jan - 10 Jan						
11 Jan - 17 Jan						
18 Jan - 24 Jan						
25 Jan - 31 Jan						
6 weeks ending Jan 31						

[View audiences](#) →

[View cities](#) →

[View Manual campaigns](#) →

[View lead disqualified and loss](#) →

All Users

Tablet traffic

Web traffic

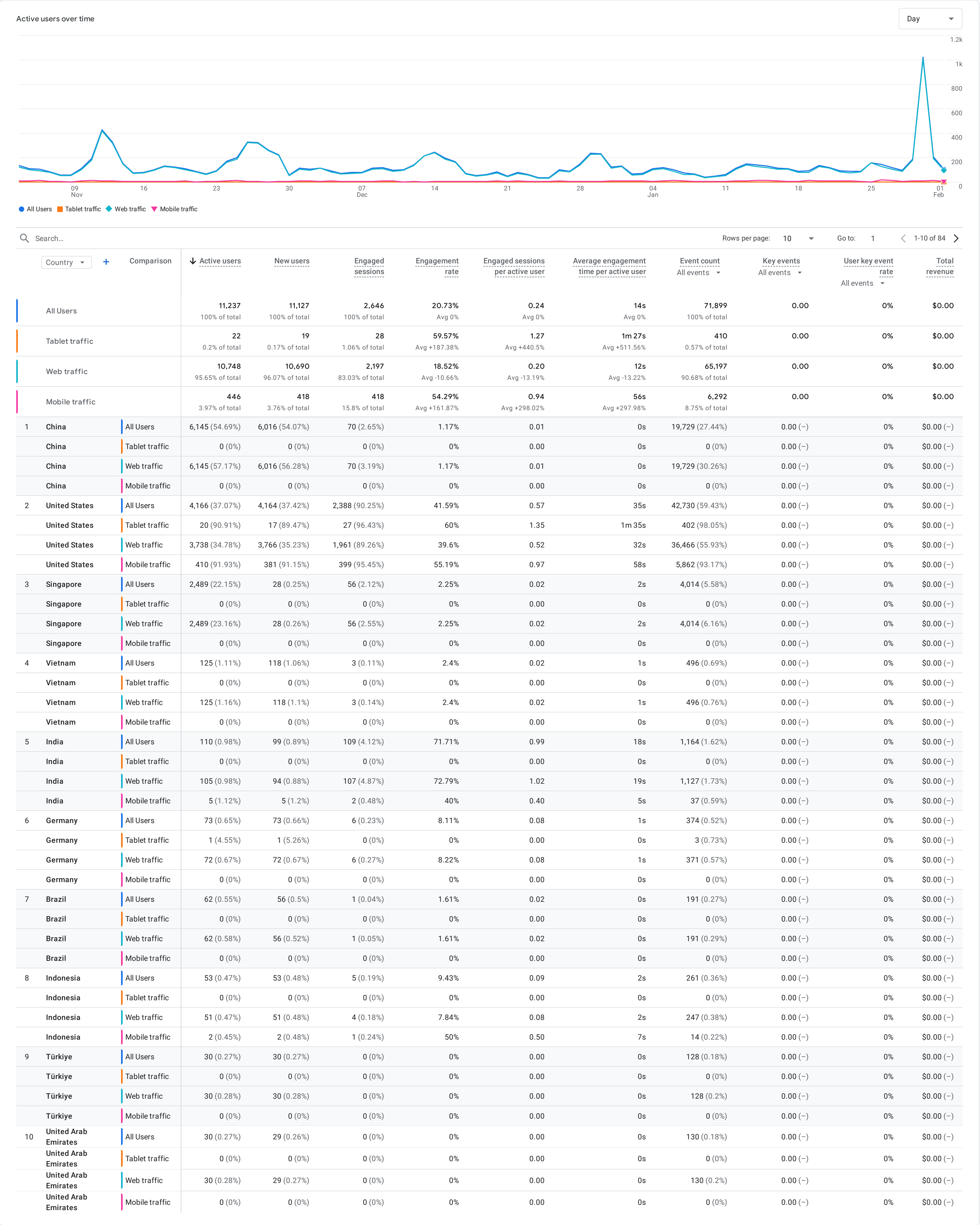
Mobile traffic

Last 90 days

4 Nov 2025 - 1 Feb 2026

Demographic details: Country

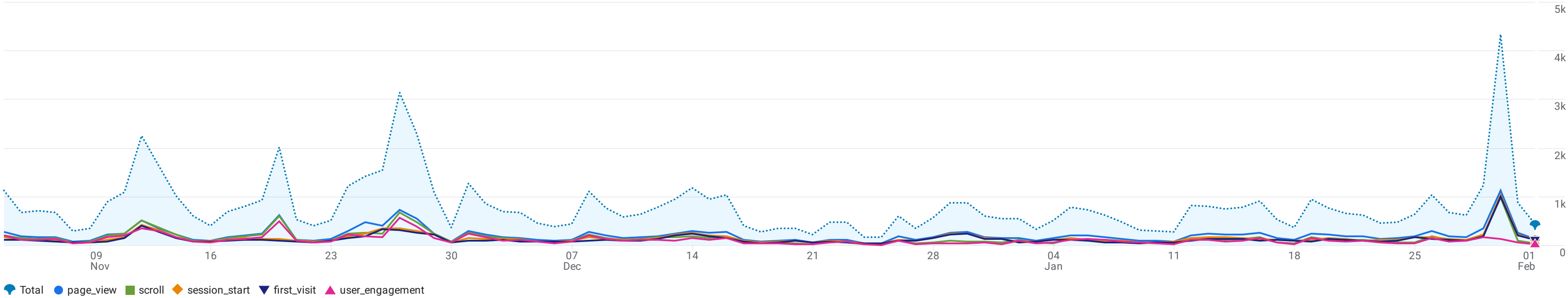
Add filter



Events: Event name

Add filter

Event count over time

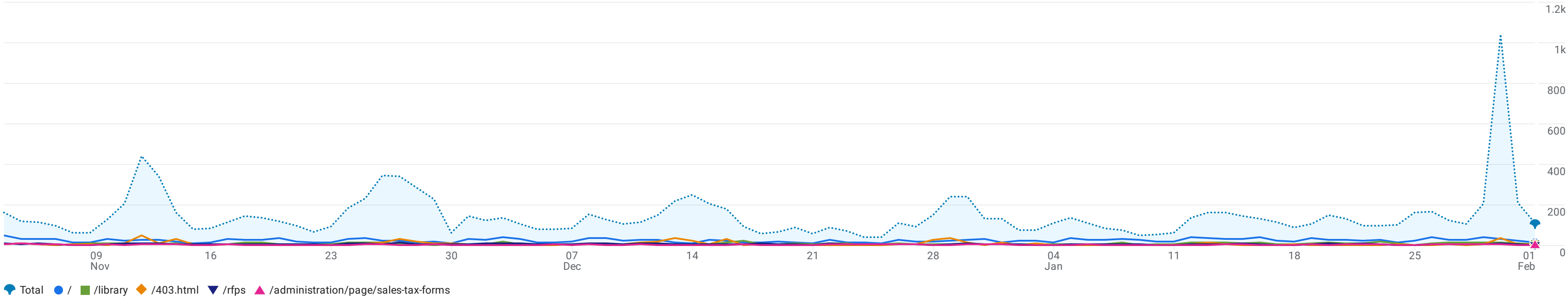


Plot rows		Search...		Rows per page: 10		Go to: 1		1-10 of 15	
	Event name	Event count	Total users	Event count per active user	Total revenue				
<input checked="" type="checkbox"/>	Total	71,899 100% of total	11,245 100% of total	6.40 Avg 0%	\$0.00				
<input checked="" type="checkbox"/>	1 page_view	18,381 (25.57%)	11,104 (98.75%)	1.66	\$0.00 (-)				
<input checked="" type="checkbox"/>	2 scroll	13,241 (18.42%)	7,426 (66.04%)	1.78	\$0.00 (-)				
<input checked="" type="checkbox"/>	3 session_start	12,962 (18.03%)	11,104 (98.75%)	1.17	\$0.00 (-)				
<input checked="" type="checkbox"/>	4 first_visit	11,127 (15.48%)	10,957 (97.44%)	1.02	\$0.00 (-)				
<input checked="" type="checkbox"/>	5 user_engagement	9,754 (13.57%)	4,036 (35.89%)	2.42	\$0.00 (-)				
<input type="checkbox"/>	6 PDF	1,570 (2.18%)	302 (2.69%)	5.20	\$0.00 (-)				
<input type="checkbox"/>	7 Click	1,530 (2.13%)	338 (3.01%)	4.53	\$0.00 (-)				
<input type="checkbox"/>	8 file_download	1,317 (1.83%)	292 (2.6%)	4.51	\$0.00 (-)				
<input type="checkbox"/>	9 click	794 (1.1%)	208 (1.85%)	3.82	\$0.00 (-)				
<input type="checkbox"/>	10 form_submit	403 (0.56%)	127 (1.13%)	3.17	\$0.00 (-)				

Landing page: Landing page

Add filter

Sessions over time



Plot rows			Search...			Rows per page: 10			Go to: 1			1-10 of 1335		
Landing page			↓ Sessions	Active users	New users	Average engagement time per session	Key events All events	Total revenue	Session key event rate All events					
Total			12,764 100% of total	11,237 100% of total	11,127 100% of total	12s Avg 0%	0.00	\$0.00	0%					
1	/		2,070 (16.22%)	1,508 (13.42%)	1,480 (13.3%)	35s	0.00 (-)	\$0.00 (-)	0%					
2	/library		621 (4.87%)	472 (4.2%)	525 (4.72%)	18s	0.00 (-)	\$0.00 (-)	0%					
3	/403.html		597 (4.68%)	595 (5.3%)	591 (5.31%)	1s	0.00 (-)	\$0.00 (-)	0%					
4	/rfps		435 (3.41%)	326 (2.9%)	314 (2.82%)	2s	0.00 (-)	\$0.00 (-)	0%					
5	(not set)		430 (3.37%)	298 (2.65%)	0 (0%)	10s	0.00 (-)	\$0.00 (-)	0%					
6	/administration/page/sales-tax-forms		222 (1.74%)	216 (1.92%)	210 (1.89%)	2s	0.00 (-)	\$0.00 (-)	0%					
7	/user/login		221 (1.73%)	214 (1.9%)	205 (1.84%)	3s	0.00 (-)	\$0.00 (-)	0%					
8	/resolutions		184 (1.44%)	185 (1.65%)	181 (1.63%)	1s	0.00 (-)	\$0.00 (-)	0%					
9	/calendar		138 (1.08%)	137 (1.22%)	136 (1.22%)	4s	0.00 (-)	\$0.00 (-)	0%					
10	/bc/page/policy-advisory-committee-endowment-fund-work-session-0		136 (1.07%)	136 (1.21%)	136 (1.22%)	1s	0.00 (-)	\$0.00 (-)	0%					