A Message from the  
TOWN MANAGER

As we continue to weather the storm and navigate the ever-changing environment of Covid-19, I would like to extend my gratitude for staff’s continued hard work. Since this began in March, we have been able to successfully adjust our operations and continue to provide quality service to our residents. Each day our team works together to make this possible.

As you are aware, earlier in the year we had to make some difficult decisions to furlough some staff, leaving other staff to take on additional duties. Additionally, we froze vacant positions in the anticipation that the economy could negatively affect our sales tax revenue. Fortunately, our revenues did not drop as predicted and staff’s hard work and diligence has resulted in financial savings to our organization. With this knowledge we are prepared to make positive steps forward. On August 10th, those who were furloughed will return to work. Because we anticipate continued positive sales tax revenue, we plan to fill five vacant positions. The vacant positions we intend to fill will include two in the Water Department, one in the Streets Department, and two in the Police Department. In addition to the actions taken, we are continuing to search for additional revenue streams to enhance our abilities to provide services to our residents.

Economic Development/Marketing

We worked with more than 30 small businesses in our community to award grants of up to $10,000 per business to help with rent or mortgage assistance, utility payments, employee payroll, accounts payable, and to help adapt and/or repurpose their business to serve the community. The $300,000 came from the CARES Act funds provided to the Town by El Paso County.

We continue to explore resources, such as grants, to share with our small businesses as well as resources to provide services and complete projects with in the Town.
Communications & Marketing

July Digital Marketing Report

Social Media

The following statistics were collected from the Town of Monument’s Facebook, Twitter and Instagram accounts between July 1-31:

Account Followers
- Town Facebook: 6,010
- Town Twitter: 1,898
- Town Instagram: 1,957
- Town Nextdoor: 8,280

Website Statistics

The following statistics demonstrate activity for the Town of Monument website for July:
- Website Visits: 12,070
- Page Views: 25,404

The Town is assisting with marketing for the 2020 Census to get the word out to our community about the importance of taking the census. This includes a link on the Town website, articles in the Town newsletter, promotion on social media.

Census response rates of 8/3/2020
- National: 63%
- Colorado: 66.2%
- El Paso County: 70.3%
- Monument: 78.8%

Finance Department

- The Finance Department has been working with the auditors to complete the December 31, 2019 audit.
- Staff is also working with Emergency Operations to help prepare for FEMA and CARES Act required federal documentation.
- We have been meeting with departments to start the process for preparing the 2021 Budget.
- Staff continues to review processes and procedures and implement new efficiencies.

Police Department

- The Monument Police Department has received the 2020/2021 POST Grant in the amount of $3,022. This grant will be used to train officers, purchase training equipment or to supplement overtime for officers to train.
- We have conducted a full inventory on all day-to-day patrol gear, such as soft armor, rifle rated armor, and helmets. This inventory concluded that the police department is in need of replacement gear due to nearing expiration dates.
- The Monument Municipal Court has worked diligently at improving efficiencies by updating policies and procedures to streamline the court process. Municipal Court has made the necessary amendments to court night procedures to ensure we are abiding by Governor’s orders due to COVID-19.
- The Monument Police Department has upgraded the evidence processing station to streamline evidence processing while maintaining our high level of safety.
- We have started a full evidence room audit to ensure the police department is in compliance with local, state, and federal law.
- Over the last month, we have received countless donations from anonymous members of the community that have fed the entire department during training days and throughout their shifts. We are all extremely grateful for the support and generosity we have received from our community.
- The Colorado Rangers have been conducting dedicated foot patrol at Monument Lake on Saturdays and Sundays between the hours of 12:00 PM through 5:00 PM.
- Our summertime code enforcement endeavors have been launched. We are currently focused on illegal dumping, advertisement signs that continue to be placed on public access areas and weeds that exceed legal specifications.

Did you know you can view the Board of Trustees and Planning Commission meetings on our new YouTube Channel

CLICK HERE TO ACCESS IT
With the April election behind us, the clerk’s office has been focused on training! Last month’s Town Manager’s report highlighted the training the Board of Trustees received at their Board Retreat. This month, I’d like to tell you about the training the staff is receiving.

Deputy Clerk Erica Romero applied for, and received, a full scholarship to year two of a three-year certification process offered by the Colorado Municipal Clerk’s Association. Here are a few of the classes she will be gleaning information from at no cost to the Town:

• **Effective Governance:** CML Executive Director Kevin Bommer and CIRSA Executive Director Tami Tanoue partnered together to provide insight into key leadership challenges elected officials face. Topics discussed included high-level personnel issues, open meetings/open records, ethics, budgets, social media, and staff and council relationships.

• **Making Smart City Simple-Resiliency for New Normal:** This class focused on how converged and intelligent infrastructure are key to transforming your cities and your entire urban fabric and how progressive communities are aligning efforts across multiple priorities to reduce costs, enable economic development and create the foundation to support these radical changes. The class offered a glimpse of the future, and left attendees with an understanding of the steps to be taken to position your city for the impact of these exciting new technologies.

• **Leading Through Crisis:** The Covid-19 pandemic and unrest in America has created a topsy-turvy environment. Individual emotions range from calm and steady to fear and anger. At times, local government employees receive the undeserved brunt of this public anger. In situations such as this leadership is critical. Unfortunately, many government employees and officials have never been trained on how to lead in a time of crisis. This class focused on character during a crisis, battling distractions during a crisis, becoming a good leader during a crisis, and practical ways to maneuver through ties of difficulty and adversity.

• **The Basics of Records Management, Records Retention and Destruction:** This class was a comprehensive review of basic principles and practices considered useful in managing local records effectively. Topics included identifying records and records management, how to manage records on limited resources, maintaining your system, developing a records management manual, making the model work for you, and electronic records management. This class also explored the legal requirements of records retention and destruction, offered hands-on examples using the Colorado Municipal Records Retention Schedule, and discussed how to set up an effective records destruction program for your municipality.

• **Budgeting Basics:** This class focused on the characteristics of municipal budgets as work plans and communication tools, budget cycles and structures, sources of revenue, expenditure categories, planning for multiple-year expenditures with a separate capital budget.

Although Town Clerk Laura Hogan has already obtained her status as a Certified Municipal Clerk, she continues to seek out and participate in meaningful training opportunities such as the following:

• **Liquor Licensing** – Revisited: This session offered an advanced look into liquor licensing, problems that may arise, and how to deal with them.

• **Elections** – Revisited: This session provided a refresher in election purposes, laws, and processes, and was designed to update the participants on changes to election laws.

• **How to Survive CORA (Colorado Open Records Act):** This class focused on the practical law and the art of processing CORA requests.

• **Managing Remote Meetings:** Covid-19 thrust us unto unknown territory, requiring remote meetings to happen quickly! This classed addressed the technology, policies, and best practices of managing remote meetings.

Administrative Assistant Tina Erickson has participated in a webinar hosted by Town’s accounting software vendor regarding utility billing and continues to cross-train with other staff on all front desk processes.
Planning Department

NEW PUBLIC NOTICE SIGNS

The Planning Department recently redesigned the Public Notice Signs. The new signs will be easier to read and able to better withstand Monument's weather.

| 2020 LAND USE PERMITS |
|------------------------|------------------|------------------|
| # of Permits Issued   | % Increase from 2019 | Permit Money Generated for Town |
| New Residential       | 113              | 71.97%           | $902,612.17   |
| Residential Addition  | 84               | 63.64%           | $13,103.71    |
| Commercial Addition   | 6                | 21.43%           | $9,859.04     |
| New Commercial        | 4                | 133.33%          | $41,570.67    |
| **2020 TOTAL**        | **207**          |                  | **$967,145.59**|

| LAND DEVELOPMENT PERMITS |
|---------------------------|------------------|------------------|
| # of Permits Issued       | % Increase from 2019 | Permit Money Generated for Town |
| Multi/High Dollar         | 4                | 21.05%           | $14,955.00    |
| Landscaping               | 35               | 184.21%          | $1,750.00     |
| Sidewalk                  | 68               | 57.14%           | $5,325.00     |
| Tree Removal              | 1                | 0.48%            | $25.00        |
| Grading                   | 2                | 200.00%          | $725.00       |
| Retaining Wall            | 0                | 0.00%            | $0.00         |
| Misc. Curbing etc.        | 0                | 0.00%            | $590.00       |
| **TOTAL**                 | **110**          |                  | **$22,780.00**|

| OTHER TYPES OF PERMITS |
|------------------------|------------------|------------------|
| # of Permits Issued    | % Increase from 2019 | Permit Money Generated for Town |
| Fence                  | 43               | 42.16%           | $1,304.50     |
| Sign                   | 20               | 57.14%           | $2,075.00     |
| Temp. Use              | 5                | 33.33%           | $250.00       |
| Right of Way           | 17               | 85.00%           | $7,824.00     |
| **TOTAL**              | **85**           |                  | **$11,453.50**|

Public Works Department

Water Department

Two of our large-producing water wells underwent emergency repairs last month. They are now repaired and operating. We have been working with customers on water audits and routine requests from the water billing department. We completed state-required lead and copper sampling as well as the monthly bacteriological sampling.

Streets and Parks Department

We continue summer activities, such as mowing and trimming along the roadsides and at the parks. We are re-striping various roads around town. We have been working at Monument Lake on weed control as well as road maintenance and parking improvements. Several signs around town have been repaired or replaced.