

Town Website Committee
Tuesday, January 3, 2023
VIA ZOOM

Members present: Sue Frisch, Deborah Nelson, Kathryn Boughton, Susan Caughman, James Jasper

Alternate members present: Elizabeth (Libby) Borden, Avice Meehan

Advisory Members present: Jen Paltz

Call to Order - The meeting was called to order at 5:02 by Sue Frisch.

Sue Frisch appointed Libby Borden to vote at today's meeting.

Minutes - Approval of the Minutes from the December 6, December 9 meeting will be voted on at our next meeting.

Additional business by $\frac{2}{3}$ vote.

New committee member, new advisor- Jen Paltz will be joining as a new advisor and Avice Meehan will be appointed as a new committee member.

Photo contest - Photo contest is up and running with form on website. Flyers are posted locally and posted on the website. Savage Frieze agreed to be a judge. Other townspeople will be asked to judge. Press release will be going out from the Weekend in Norfolk reporter. Kathryn Boughton will place an item in the Norfolk Newsletter. Sue sent an email to local school administrators to include art class students in the contest. Kathryn would be willing to monitor contest entries.

Newsletter Template - Susan and Kathryn discussed having a more visual header. No further action has been taken due to budgetary considerations. Susan will start to get quotes.

New Page for help wanted? - We could include paid and volunteer job postings. Helpful for businesses in town. Could lead to more website traffic. Will need to be managed - read, approve, and post, keep track of postings using bulletin board software. A possible source to consider paying for moderator and software would be a grant. A suggestion was made to solicit assistance from the EDC. Susan Caughman will follow-up with Eliza Little regarding adding trail story map to website. Jim Jasper suggested that before starting a Help Wanted page to website some job postings should appear before launching. Low investment, low cost to add a page to the website. Kathryn suggested checking other towns to view their job listings and bulletin board functionality. Avice wanted to investigate paying tax bills through ecommerce. It is sometimes possible to interface. Deb Nelson will check with the tax collector and assessor to determine what improvements could be made.

State of the Website-Newsletter update-Kathryn reported 343 subscribers (two undelivered and one unsubscribed) and 375 contacts; 516 opens, 51 clicked. A question was raised as to whether we are paying for MailChimp. Jim reported that he needs assistance with the domain registry to be transferred from Mary of Network Solutions. Susan Caughman volunteered to follow-up with Kathryn on MailChimp to determine cost, if any, and to assist with the domain registry. Time should be set aside in our next meeting to discuss the 2023-2024 Website Committee budget.

Advisor comments - none.

Public comment - none.

Adjournment - Sue Frisch adjourned the meeting at 5:57.

Respectfully submitted,

Deborah M. Nelson
Secretary