

Town Website Committee
Tuesday, October 4, 2022
VIA ZOOM

Members present: Sue Frisch, Deborah Nelson, Kathryn Boughton.

Alternate members present: Jim Jasper, Elizabeth (Libby) Borden

Call to Order - The meeting was called to order at 5:02 p.m. by Sue Frisch.
Sue Frisch appointed Libby Borden to vote at today's meeting.

Minutes - Libby Borden made a motion to approve the minutes from the
September 6 meeting, Kathryn Boughton seconded the motion. Motion carried.

Vacancy - Deborah Nelson suggested Jen Pfaltz as a potential member. She will
approach Jen and ask her if she would be interested.

Website Advisory Board - Libby suggested Rita Friedman to be on the advisory
board and she agreed to be on the board. Sue Frisch suggested that we have 6
members on the board.

State of the Website - Susan Caughman would like to discuss statistics during the
next meeting. Website budget remaining is \$11,190.28. Jim Jasper and Kathryn
Boughton submitted additional expenses that may not be reflected in the budget.

Jim has added a Read More button for Norfolk Now for Kathryn Boughton to use.
Sue Frisch will pursue photographs for the History section of the Website.

New Newsletter Template - Kathryn Boughton mentioned that she discussed with
Susan Caughman their thoughts on giving the newsletter a new look. Susan
suggested using a person in Great Barrington using MailChimp for \$250.00. She
would prefer that the newsletter be more similar to the website including pictures.
Jim Jasper expressed concern that the quote is a low estimate. Jim said that he
would be interested in working with the person in Great Barrington for
consistency. Any additional ideas for the newsletter should be sent to Kathryn

Boughton and Susan Caughman. Currently, there are 267 subscribers to newsletters

Deborah Nelson suggested that the Town Website include photographs of the Town office holders and employees as thumbnails on each page. Jim would need to reformat pages to add to the website once pictures are available. Kathryn Boughton will be available to take pictures at the Town Hall.

Photo Contest - Savage Frieze suggested a photo competition for Town residents to submit entries. We would also exhibit photographs at the Norfolk Library. We could also ask for a grant to provide prizes. If the competition lasted for a year, then we would get more seasonal pictures. Kathryn Boughton made a motion that we have a photo contest to conclude next October. Libby Borden seconded the motion. Motion carried. Kathryn Boughton suggested that Savage Frieze be asked to be a member of a subcommittee. Sue Frisch will ask him to participate. Kathryn Boughton would be willing to help out. Libby Borden nominated Susan Caughman to be a member of the subcommittee.

Libby Borden suggested that we prepare an outline for members of the Website Advisory Board. Sue Frisch will discuss with Leslie Battis her advice in an advisory position.

Public Comment - No public comment.

Sue Frisch adjourned the meeting at 5:43 p.m.

Respectfully submitted,
Deborah M. Nelson
Secretary