

Town Website Committee
Tuesday, November 1, 2022
VIA ZOOM

Members present: Sue Frisch, Deborah Nelson, Kathryn Boughton, Susan Caughman
Alternate members present: Jim Jasper, Elizabeth (Libby) Borden

The meeting was called to order at 5:01 p.m. by Sue Frisch.
Sue Frisch appointed Libby Borden to vote at today's meeting.

Kathryn Boughton made a motion to approve the minutes as amended from the October 4 meeting. Libby Borden seconded the motion. Motion carried.

2023 Meeting Schedule - All dates were discussed and approved. Kathryn Boughton made a motion to accept the meeting dates. Deborah Nelson seconded the motion. Motion carried.

New member to fill vacancy - Deborah Nelson mentioned that she spoke to Jen Pfaltz and she said she is considering joining the Town Website Committee and will get back to us. She will contact Jen via email and notify the members of the committee.

Website Advisory Board - Sue Frisch spoke to Leslie Battis and agreed with her on a set of commitments for the advisory board. Advisors agree to go on the website at least once a month, and let us know every month about any errors, typos, glitches, etc. We also request that they regularly let us know whether there is anything you think we could do differently... to make it easier to use, find information, etc., for example...and what, if any, information or service we could add. Advisors would be sent the agenda and be invited to our meetings, and they would receive the minutes afterward. They will be able to join the discussions, although they won't be able to vote. And we intend to acknowledge advisors on the committee's website page.

Newsletter Template - Susan Caughman is exploring the cost of having someone design a new template for the newsletter, with the assistance of Kathryn and Jim. Kathryn reported over 300 subscribers. Kathryn is considering adding weekly updates on town issues after discussion with the First Selectman.

Photo Contest – We are still in the planning stage with a proposed start date of Jan 1 and end date of April. Possible Theme - “Norfolk Through Your Eyes”. Susan would develop a form and Jim would develop a method of uploading submissions to the town website. Prize money was suggested. We would publicize contest on the website and exhibit photos at Library or Hub. Discussion was held regarding possibly using funds in the Website Committee budget or seeking

a grant to give prizes. We reserve the right to cancel the contest if we don't receive enough entries. Jim Jasper would be able to design the software template for Admission Forms.

State of the Website – Susan Caughman reviewed the Website user report (2,000 users). She suggested based on her review of search terms that we create a Real Estate agent page, Restaurant Page, and Lodging page. Speed improved; top viewed pages continue to be Town government. Deborah Nelson mentioned that not all members of the Town Offices wanted their photographs posted on the town website.

Public Comments - No public comment.

Sue Frisch adjourned the meeting at 5:48.

Respectfully submitted,

Deborah M. Nelson
Secretary