

Town Website Committee
Tuesday, September 6, 2022
VIA ZOOM

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

The meeting was called to order at 5:01 p.m. by Sue Frisch.

First order of business was to elect a Chairman for the committee.
Kathryn Boughton nominated Sue Frisch, seconded by Susan Caughman. Motion carried.
Sue accepted the position.

Sue asked if anyone was interested in becoming the Secretary for the committee. Deborah Nelson volunteered. Sue Frisch nominated Deborah Nelson and Kathryn Boughton seconded. Motion carried.

The proposed schedule of meetings was reviewed. Since there was a question whether all meetings need to be special, Deborah Nelson will follow-up on proper procedure. A motion to accept the schedule was made by Libby Borden. Kathryn Boughton seconded. Motion carried.

Sue Frisch appointed Libby Borden to vote at today's meeting in place of the vacancy. Discussion was held regarding the vacancy. We need someone who would want to improve website. Suggestion was made to advertise for vacancy on Website Committee. Kathryn will prepare a notice. Libby suggested Sarah Allen. The vacancy needs to be filled promptly.

Website Advisory Board – The group agreed that an advisory board would be helpful. Leslie Battis would be willing to be part of advisory board. Advisors would look at the website weekly and give input/ideas/suggestions for improvement, attend meetings when possible. Each member of the committee should have a recommendation for next meeting.

State of the Website: Up and running. Jim's translation of wish list successful.

Deborah Nelson had a question regarding leaving meetings on the website to expire after year to draft. She will refer any further questions about technical issues to Jim outside of committee meeting.

Susan Caughman reported on website traffic and explained the difference between an organic search and direct search. There was low referral traffic- people who found our site through another site. A suggestion was made to pursue opportunity to grow traffic through Facebook or Instagram. However, Town does not have social connection. Monthly report will be made to committee.

Emails are not being opened by town offices. Susan will address the problem.

Webmaster mail is being received by Kathryn Boughton. Deborah Nelson will be sending out an email reminding Committee Chairs and Secretaries not to send emails of Agendas, Minutes and Schedules to Webmaster.

Budget discussion - Website content \$1,000 (Payment to photographers so far). There was a question if Writing content could be covered. Where would Editorial content be placed? Should community news Programs include events from other towns?

Jim Jasper reported on adjusting website to open a new tab for Agendas and Minutes. He gave kudos to website page. Updated site software today. As a result of Jim's writing a special Town Website theme and abandoning the old one, we now have a faster website. He requested that SEO be used to improve visibility on pages on site.

Discussion was held regarding plans to change images on site. Images for the homepage are available on Media library. Jim Jasper asked to be notified when images are changed so that he can review to improve if necessary. Seasonal pictures should be appropriate to season.

No public comment.

Sue Frisch adjourned the meeting at 6:08 p.m.

Respectfully submitted,

Deborah M. Nelson
Secretary