

Town Website Committee
Tuesday, January 2, 2024
VIA ZOOM

Members present: Sue Frisch, Deborah Nelson, Kathryn Boughton, Susan Caughman, Avice Meehan

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

Advisory Members present: Jen Pfaltz

Call to Order - The meeting was called to order at 5:01 by Sue Frisch.

Minutes - Motion was made by Avice Meehan to approve the Minutes from the December 5, 2023 meeting. Kathryn Boughton seconded the motion. Motion passed.

Sue Frisch introduced Jen Pfaltz to the Committee members as our new Events editor.

State of the Website -

Site Statistics (Susan) – December users were 2230, down from the previous month of November. The page views were down 17% to 7,128 in December. Of note, fully one third of page views were brought in by the Newsletter. Of the top ten articles, all except one were the usuals (Home - 1570 page views), Town Offices, Assessor, etc. The one news article “Eversource Announces Maintenance Plan” remained in the top ten list (as it had in November). According to page speed insights, the site remains slow.

Newsletter and Statistics (Kathryn) - Subscribers remained at 458, Open rate started the month at 82.5 and ended at 80.3, Click rate went from 27.3 to 30.5, Total Opens were 796 on December 1 and 679 by December 29 and Total Clicks were 235 at the beginning of the month and 305 by the end of the month of December.

Site Health and Updates (Jim) - Same status as last month. He reminded editors to view YoAst videos to improve postings.

Additional business, by 2/3 vote – None.

Advisor comments - None.

Public comment - None.

Adjournment - Sue Frisch adjourned the meeting at 5:51 p.m.

Respectfully submitted,

Deborah M. Nelson
Secretary