

Town Website Committee Meeting
Tuesday, November 14, 2023
VIA ZOOM

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

Alternates present: Jim Jasper

Call to Order - The meeting was called to order at 5:02 p.m.

Minutes - Avice Meehan made a motion to approve the minutes of October 3, 2023. Kathryn Boughton seconded the motion. Motion carried.

2024 Meeting Schedule - Avice Meehan made a motion to accept the meeting schedule. Kathryn Boughton seconded the motion. Motion carried.

State of the Website - Site Statistics (Susan) - Loss about 8-10% of sessions. Fewer clicks from the Newsletter. The gas spill article was still the most viewed. Newsletter statistics (Kathryn) – Subscribers went from 435 to 446, Open rate started the month at 82.2 and ended at 83.4, Click rate went from 27.5 to 26.3, Total Opens were 742 on October 4 to 739 by October 25 and Total Clicks were 216 at the beginning of the month and 198 by the end of the month of October. Site Health & Updates (Jim) - No updates on site speed.

Advisor Comments - None.

Additional Business, by $\frac{2}{3}$ vote - Discussion was held regarding sending out a postcard with QR code to publicize the newsletter. The Veteran's Day program will be posted on the website with a YouTube link. We are looking for someone to put together videos that Phylis Byrne takes for posting on the YouTube Norfolk, Connecticut channel. Kathryn Boughton was asked to post flyers for recent events. The committee came to a consensus that event flyers would not be added to the Town Website. Susan Caughman made a motion to establish a website policy that as a rule event and business flyers will not be posted. Kathryn Boughton seconded the motion. Motion carried.

Public Comment - None.

Adjournment - The meeting was adjourned at 5:44 p.m.

Respectfully submitted,

Deborah M. Nelson
Secretary