

Town Website Committee Meeting
Tuesday, December 5, 2023
VIA ZOOM

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

Alternates present: Jim Jasper, Elizabeth Borden

Call to Order - The meeting was called to order at 5:02 p.m. Libby Borden was appointed to vote for Susan Caughman.

Minutes – Kathryn Boughton made a motion to approve the minutes of November 14, 2023. Avice Meehan 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 Caughman will report in January.
Newsletter statistics (Kathryn) – Subscribers went from 448 to 458, Open rate started the month at 81.4 and ended at 81.7, Click rate went from 31.4 to 27.3, Total Opens were 733 on November 3 to 721 by December 1 and Total Clicks were 248 at the beginning of the month and 235 by the end of the month of November.
Site Health & Updates (Jim) – Jim reported improved performances of images.

Advisor Comments - None.

Additional Business, by $\frac{2}{3}$ vote - Discussion was held regarding hiring a person to be an events editor. Jim Jasper recommended a candidate. Sue will be conducting interviews.

Public Comment - None.

Adjournment - The meeting was adjourned at 5:59 p.m.

Respectfully submitted,

Deborah M. Nelson
Secretary