

Town Website Committee Meeting
Tuesday, April 4, 2023
VIA ZOOM

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

Alternates present: Elizabeth Borden, Jim Jasper

Also present: Christopher Schaut, LaRita Freedman

Call to Order - The meeting was called to order at 5:04 p.m.

Minutes - Kathryn Boughton made a motion to approve the minutes of March 7, 2023. Susan Caughman seconded the motion. Motion carried.

Photo Contest – We received 220 entries. The judges will be making their decision. Norfolk Now wants to do a story on the contest and winners.

Newsletter & Service-oriented Announcements - Kathryn reported an incredible “open rate” average of 84.04 for the month of March. Susan Caughman discussed solutions-based oriented information, news - i.e., alternatives to Eversource. Libby Borden mentioned NET talks at the Hub on Thursday nights. She suggested that the recording of the last meeting could be publicized and posted.

Public Hearing Posts & Documents - Deborah Nelson reported that discussions were held at Town Hall to continue to post Agendas and Minutes on the Website and continue to make all Applications and Supporting Documents available for review at the Town Hall. Further conversations will be held to determine how much additional information will be posted. Christopher Schaut expressed concerns about what Public Hearings and Applications have been posted on the website. Jim Jasper explained that the website was not originally designed to post applications and supporting documents. Goal is to be consistent - publish all Notices of Public Hearing in both the Republican American and Town Website of all committees.

State of the Website - Statistics were summarized by Susan Caughman and shared with committee members.

- Audience continues to grow with website users up 11% in March (vs February) and up 66% versus last year at this time.
- Although more people logged on to the website in March, they viewed slightly fewer pages than last month and spent slightly less time on the site than during the month of February.
- Mobile traffic continues to grow. It's worth noting that bounce rates (across the web) are higher on mobile—a reminder to attend to the mobile usability of the site.
- Site speed is again above 2 sec on average—we should revisit the issue of compressing heavy images when time permits
- Over 1,000 users came directly from links in the newsletter—the role of the newsletter in attracting readers is evident in the top pages on the site this month
- Items in the news, e.g. gas spill, photo contest, school board/consolidation, church of christ, are of significant interest to our readers.

Website Services – Sue Frisch requested that committee members come up with a list of additional services that the Website could be providing to be discussed at the next meeting.

Advisor Comments – A request was made by LaRita Freedman for more Food Pantry and Clothes Closet stories and information on the website.

Additional Business, by 2/3 vote – None.

Public Comment – None.

Adjournment - The meeting was adjourned at 5:56 p.m.

Respectfully submitted,

Deborah M. Nelson
Secretary