

Town Website Committee Meeting
Tuesday, May 2, 2023
VIA ZOOM

Members present: Kathryn Boughton, Susan Caughman, Sue Frisch, Deborah Nelson
Alternates present: Elizabeth Borden, Jim Jasper
Also present: Christopher Schaut

Call to Order - The meeting was called to order at 5:02. Libby Borden was appointed to act in place of Avice Meehan.

Minutes - Libby Borden made a motion to approve the minutes, Susan Caughman seconded the motion. Motion carried.

Newsletter & Service-oriented Announcements - Kathryn Boughton reported that the month started in the low to mid 80's. 369. 83.2 open rate then open rate dropped to 150 less. Budget rate went up by 50. Open rate in the low 70's this last week. First month that we haven't steadily increased our open rate. Jim Jasper mentioned that open rates are not reliable information. Trending up over time is good. New template is almost ready. Possible startup after June.

Public Hearing Posts & Documents - Summary prepared by Avice.

State of the Website - Susan Caughman reported that this month was the first month that we did not show an increase but still more than last year. Load time slowed down possibly due to uploading photos.

Website Services - Jim created a template for special announcements (when needed) by placing a banner in the center of the page.

Photo Contest - Winners announced on the home page of the website and in the April edition of Norfolk Now.

Advisor Comments -

Additional Business, by $\frac{2}{3}$ vote - None

Public Comment - None.

Adjournment - The meeting was adjourned at 5:58 p.m.