

Town Website Committee Meeting
Tuesday, June 6, 2023
VIA ZOOM

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

Call to Order - The meeting was called to order at 5:01
Libby Borden was appointed to act in place of Susan Caughman.

Minutes - Kathryn Boughton made a motion to approve the minutes of May 2, 2023. Libby Borden seconded the motion. Motion carried.

State of the Website - Jim Jasper will complete the Public Hearings template this month. There is 2,500 left in the budget. Newsletter template is complete. We have not been charged for the template yet. Eve Gilman will train Kathryn Boughton on the template. Susan Caughman reported via email that the site speed has improved – the average page load time is 1.99 seconds – most likely because few photos were in this month’s mix. Town website statistics for users are up 17% from last month and 40% from last year. Direct visitors (most from the newsletter) are up 9% from last month. Top articles continue to include those covering local news - e.g., photo contest, gas spill, Rte. 44 speed, Memorial Day. Kathryn Boughton reported that the number of subscribers to the newsletter as of May 25 was 389, click rate 27.6, total opens 537 and total clicks 206. Sue Frisch suggested adding the municipal meetings to the calendar view on the website. Kathryn Boughton will create a style sheet for all postings to follow. Sue suggested creating a page with links to the websites of projects such as City Meadow and Haystack Woods to be maintained by the members of the projects.

Advisor Comments - None.

Additional Business, by 2/3 vote - None

Public Comment - Christopher Schaut wanted to express his appreciation for the improvement to the website made by the committee, especially the posting of applications for public hearings.

Adjournment - The meeting was adjourned at 5:28 p.m.