

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

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

Alternates present: Jim Jasper, Elizabeth (Libby) Borden

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

Minutes - Susan Kaughman made a motion to approve the minutes of August 1, 2023. Kathryn Boughton seconded the motion. Motion carried.

State of the Website - Site Statistics (Susan) - Seasonal traffic decreases, organic search increased. Direct feed increases due to newsletter driving traffic to the website. As of Aug. 23, 3,277 users, 10,268 page views and 2,460 home page views (24% of total page views).

Newsletter Statistics- (Kathryn) - open rate as of 9/1 is 86%, click rate 49% and 429 subscribers. FEMA story less popular than “Norstrom’s”.

Site Health & updates (Jim) - Facebook Feed needs to be reconnected. Jim needs to reschedule a meeting with Jonathan Barbagallo.

Events: Art Shows and other long-running happenings (All) - Publicize first day/opening but need to discuss how to view it as a continuing event in the newsletter. On the website, we could mention an event on the Home Page and change wording to “Ongoing Events”.

Advisor Comments – None.

Additional Business, by 2/3 vote - Potential promotion of the Norfolk Newsletter and Town Website Susan Caughman suggested placing a flyer insert into Norfolk Now and posted in public locations. Bridget Taylor was recommended as a person to draft a flyer to attract new readers and sell the benefits of the newsletter. Susan Kaughman and Avice Meehan would be the ad hoc committee. Aiming for an October release date. Color for posters and handouts and black and white for insert. Goal - 500 newspaper readership. 2000 page views. 3000 Home Page Views. Susan Kaughman will measure success with a tracking sheet.

Sue Frisch would like to add more school coverage on the website. A page has been added to the website: norfolkct.org/botelle-elementary-school. Libby has a meeting scheduled with Lauren Valentino on September 22nd to discuss how the school can be made more involved in the community and how the community can become more involved with the school. Mary Beth Lasko from the school often reaches out to Kathryn to provide school information. Goal - once a month an article about the school to be placed on the website.

Public Comment - None.

Adjournment - The meeting was adjourned at 5:57 p.m.

Respectfully submitted,
Deborah M. Nelson