

Town Website Committee
Tuesday, December 6, 2022
VIA ZOOM

Members present: Sue Frisch, Deborah Nelson, Kathryn Boughton, Susan Caughman
Alternate members present: Elizabeth (Libby) Borden
Advisory Members present: Rita Steffee Freedman

Call to Order - The meeting was called to order at 5:01 p.m. by Sue Frisch.
Sue Frisch appointed Libby Borden to vote at today's meeting.

Minutes - Kathryn Boughton made a motion to approve the minutes as amended from the November 1 meeting, Libby Borden seconded the motion.

New member to fill vacancy - Deborah Nelson mentioned that she spoke to Jen Pfaltz. Jen said that she will be assuming more responsibilities at The Hub and would get back to us regarding serving on the Website Committee as soon as she has determined her availability. Sue suggested asking Avice Meehan from the Advisory Board to join the committee and asking Jen to join the Advisory Board.

Newsletter Template -The possible cost would be \$250. Jim Jasper would coordinate with Mark Gentile. Kathryn Boughton reported subscribers increased to 315. There will be a Special Meeting to discuss the Newsletter on Friday, December 9. Email Kathryn and Susan with any ideas for a template.

Photo Contest - Norfolk Now was given information about the photo contest. We will need a method to view submissions and display photos. Modest prizes could be funded by money left in the budget. Sue reached out to the National Iron Bank to sponsor the contest. Susan has investigated two estimates to load photos. The lowest bid was \$500. Libby made a motion to accept the lower bid. Deborah Nelson seconded the motion. A suggestion was made to have a place on the website for contributions like the Norfolk Now. Libby requested a budget projection for the remainder of the year.

New Page - Jim Jasper created a banner on the Home Page of the website for updates on the Gas Spill. Sue has been updating the charts.

State of the Website - Susan sent out a website traffic report. In November, the site was visited by 2,000 people. Traffic has doubled from a year ago. 8000 page views. Top pages remain Town Government. There has also been an increase in traffic to Community News.

Advisor Comments - Rita Steffee Freeman would send any suggestions to Sue. Libby had an idea to add a classified/bulletin board. Susan thought that it was a good suggestion but that someone would have to monitor submissions. Eliza Little has completed a storybook about all the trails in Norfolk and she would like to post the contents on the Website. At Libby's suggestion, the group agreed to acknowledge the passing of Bill Brown in recognition of his contributions to the website.

Sue Frisch adjourned the meeting at 5:49.

Respectfully submitted,

Deborah M. Nelson
Secretary