

Town Website Committee
Tuesday, October 8, 2024
VIA ZOOM



Members present: Sue Frisch, Deborah Nelson, Susan Caughman, Kathryn Boughton, Avice Meehan
Alternate members present: James Jasper
Advisory Members present: Jennifer Pfaltz

Call to Order - The meeting was called to order at 5:06 by Sue Frisch.

Minutes - Motion was made by Kathryn Boughton to approve the Minutes from the September 3, 2024 meeting. Susan Caughman seconded the motion. Motion passed.

New Committee Member - Elizabeth Borden submitted her letter of resignation as an Alternate Member. Sue asked the Committee Members to suggest a new member.

State of the Website -

Newsletter Statistics (Kathryn) - Kathryn reviewed the statistics from August and September. August statistics were previously reported in the September minutes. Subscribers increased from 527 to 530 in September. The open rate percentage started the month at 76.1% and ended the month at 80.9%. The click rate went up from 32.3 at the beginning of the month to 36.9 at the end of the month. Total opens went up from 805 to 856 on 9/20 and back down to 805 in September. Total clicks increased from 308 to 327. The top articles included City Meadow Plan, Fire House cost, Solar panels and Town Bus starts running.

Website Statistics (Susan) - Susan presented statistics for August and September. In September, users decreased from 3,609 in August to 2,995 in September (-18.1%). However, compared to last year, the users increased by 4.9%. Sessions went from 5,986 in August to 4,922 in September (-17.8%). Page views decreased from 13,489 in August to 9,285 in September (-31.2%). Sessions from direct traffic increased from 32% in August to 36% in September (+10.3%). The top pages in August were the Assessor page, Town Hall, events, Tax Collector, restaurants in Norfolk, Manor House permit rescinded, and the annual Library Book Sale. In September, the top pages were the Assessor page, Town Hall, municipal meetings, events, boards & commissions, Town Clerk, restaurants, Tax Collector and town bus. Susan suggested that the best way to grow the website is to provide information for visitors. Residents are kept informed through town offices pages and newsletter articles.

Technical (Jim) - No changes. Jim continues to do WordPress software, plug-in and theme updates, and core software updates regularly. We are using a third of the space for storage.

Content - Members discussed maintaining the storage of Agendas on the website since the Town Clerk's office only maintains Agendas for one year. Avice and Kathryn mentioned that they often refer to Agendas to research information. Sue mentioned that Kathryn had a suggestion about graphic content, such as hero images, to include various resident artists' work and students' original artwork. Avice suggested reaching out to the Botelle Arts Foundation and she mentioned that student submissions would need to be reviewed. Discussion will continue at the next meeting.

Advisor comments - None.

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

Public comment - None.

Adjournment - Sue Frisch adjourned the meeting at 6:06 p.m.

Respectfully submitted,

Deborah M. Nelson
Secretary