



Town Website Committee  
Tuesday, July 2, 2024  
VIA ZOOM

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

Alternate members present: None

Advisory Members present: Jennifer Pfaltz

**Call to Order** - The meeting was called to order at 5:04 by Sue Frisch.

**Minutes** - Motion was made by Avice Meehan to approve the Minutes from the May 7, 2024 meeting. Deborah Nelson seconded the motion. Motion passed.

**State of the Website -**

Statistics (Susan) – Users decreased from in June from 4,285 to 3,447 (19.56%). Page views went from 16,426 to 10,279 (-37.42%). Direct traffic went down from 45% to 33% (-25.29%). Sessions from direct traffic went from 2,922 to 1,942 (-33.54%). Top pages continued to be town offices.

Newsletter statistics (Kathryn) – Subscribers increased from 509 to 515 in June. The open rate percentage started the month 78.7% and ended at 78.7%. The click rate went up to 32.6 by 6/21/24 and back down to 23.5 by 6/28/24 which is the same click rate at the beginning of the month. Total opens went from 759 at the beginning of June to 683 at the end of the month. Total clicks decreased from 218 to 198. The top articles included Maple Ave., Swap Shop, Something Old and the weather station. Kathryn has proposed a new series in Norfolk Newsletter - "How the Town Works".

Technical - No report.

**Discussion** - Should we consider a new website format or template? There would be a high cost to repackage our template into a new website format. If a program comes along that uses WordPress, we should look at it.

**Advisor comments** - Jennifer has been keeping the Events up to date regarding swim lessons, GMF events, etc. to be a resource for organizations. She has also been maintaining a calendar to avoid scheduling conflicts.

**Additional business, by 2/3 vote** - Norfolk Foundation requested a separate page regarding progress on the Arcanum Building but it was agreed that it was not necessary to dedicate a page to the foundation. We have the Norfolk Projects page from which we link to other websites, and we should continue to use that.

**Public comment** - None.

**Adjournment** - Sue Frisch adjourned the meeting at 5:41 p.m.

Respectfully submitted,

Deborah M. Nelson  
Secretary