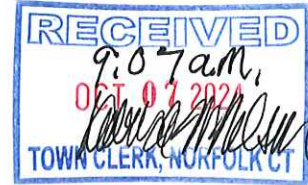


Town Website Committee
Tuesday, September 3, 2024
VIA ZOOM



Members present: Sue Frisch, Deborah Nelson, Kathryn Boughton
Alternate members present: James Jasper
Advisory Members present: None.

Call to Order - The meeting was called to order at 5:05 by Sue Frisch. Jim Jasper was appointed to vote in place of Avice Meehan. Elizabeth Borden informed Sue Frisch that she intends to resign as an Alternate Member effective immediately.

Minutes - Motion was made by Jim Jasper to approve the Minutes from the August 6, 2024 meeting. Deborah Nelson seconded the motion. Motion passed.

State of the Website -

Statistics (Susan) - No report.

Technical (Jim) - Jim has been doing software updates and has not run into any difficulties.

Content - Sue notified the committee that we have subscribed to Flickr to replace two galleries with contest photos.

Newsletter statistics (Kathryn) – Subscribers increased from 522 to 526 in August. The open rate percentage started the month at 75.9% and ended the month at 73.8%. The click rate went down from 25.1 at the beginning of the month to 18.4 at the end of the month. Total opens went from 776 to 677 in August. Total clicks decreased from 233 to 174. The top articles included Webinar, Route 44 closures, Manor House, Bridge and Library Book Sale.

Advisor comments - None.

Additional business, by 2/3 vote - None.

Public comment - None.

Adjournment - Sue Frisch adjourned the meeting at 5:32 p.m.

Respectfully submitted,

Deborah M. Nelson

Secretary