

Town Website Committee  
Tuesday, May 7, 2024  
VIA ZOOM



Members present: Sue Frisch, Deborah Nelson, Susan Caughman, Avice Meehan, Kathryn Boughton (6:00)  
Alternate members present: Jim Jasper, Elizabeth Borden  
Advisory Members present: None.

**Call to Order** - The meeting was called to order at 5:01 by Sue Frisch.

**Minutes** – A motion was made by Libby Borden to approve the Minutes from the March 12, 2024 Special Meeting. Susan Caughman seconded the motion. Motion passed. A motion was made by Libby Borden to approve the Minutes from the April 2, 2024 regular meeting. Susan Caughman seconded the motion. Motion passed.

**State of the Website -**

Statistics (Susan) - Trend continues to be good. Nothing out of the ordinary - the top pages remained the same (town offices). People are using the site to view government pages. Site users increased 9.6% from last year (28.2% from last year). Sessions increased 4.9% from last month (35.6% from last year).

Newsletter statistics (submitted by Kathryn via email) - Subscribers increased from 485 to 498 in April. Open rate started the month at 81% and ended at 83.3%. The Click rate went up from 30.7% to 41%. Total Opens went down from 907 on April 5 to 825 by May 2. Total clicks increased from 307 to 384. The top articles during the month of April included City Meadow, Regional #7 School Budget, North Brook, Mill rate and Swap Shop.

Technical - No report.

**Discussion** - How long should we keep News and Announcements online? Complaints received concerning not being able to find previous articles. Motion made by Libby Borden to keep Town Notices and Community Notices posted with no expiration. Susan Caughman seconded the motion. Motion passed. Agendas and Minutes are currently being converted to draft after one year and no longer visible on the website. A motion was made by Libby Borden to keep Municipal Meetings with Agendas and Minutes live and not set an expiration date. Motion seconded by Susan Caughman. Motion passed.

**New pages** - Discussion – Should we remove and replace the Facebook feed? A solution was reached to place a link to the Facebook page on the front page. Avice will produce the suggested copy and EMD image. Should we replace the “Only in Norfolk” heading with “How Do I ...” quick links? It was agreed that “How Do I ...” would be a valuable addition to the front page. The addition of a Regional 7 website page was discussed, and the committee agreed that this needs to be added. The addition of a City Meadow page was not addressed at this meeting.

**Revize Proposal** - Item tabled for next meeting to discuss whether to change current website to company with template website.

**Advisor comments** - None.

**Additional business, by 2/3 vote** - None.

**Public comment** - None.

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

Respectfully submitted,

Deborah M. Nelson  
Secretary