

Town Website Committee Special Meeting Minutes
Wednesday, November 13, 2024
VIA ZOOM



Members present: Sue Frisch, Deborah Nelson, Susan Caughman
Alternate members present: None.
Advisory Members present: None.

Call to Order - The meeting was called to order at 5:02 by Sue Frisch.

Minutes - Motion was made by Susan Caughman to approve the Minutes from the October 8, 2024 meeting. Deborah M. Nelson seconded the motion. Motion passed.

2025 Meeting Dates - Motion made by Deborah Nelson to accept the 2025 Meeting Dates as amended. Susan Caughman seconded the motion. Motion passed.

New Committee Member - Avice Meehan submitted her letter of resignation as a regular Member. Sue said Avice had suggested a new member, Ben Rotolo, who is interested. The suggestion was made to place an article in the Town Newsletter and/or Norfolk Now. Susan Caughman will prepare the article for publication.

State of the Website -

Newsletter Statistics (Kathryn) - Kathryn submitted the October statistics via email. Subscribers increased from 530 to 531 in October. The open rate percentage started the month at 81.9% and ended the month at 74.7%. The click rate went from 44.7 at the beginning of the month down to 33.8 at the end of the month. Total opens went down from 856 on 10/4 to 741 on 10/25. Total clicks decreased from 465 to 334. The top articles included Town Clerk, P&Z, Moose and Declining Enrollment.

Website Statistics (Susan) - Susan reviewed the traffic report for October. It was a very good month for the site with increases in both organic search traffic and direct traffic. In October, users increased from 2,995 in September to 3,776 (+27.8%). Sessions went from 4,922 to 5,951 in October (+20.9%). Page views increased from 9,285 to 11,317 (+21.9%). Sessions from organic searches went from 2,998 to 3,393 (+13.25). Sessions from direct traffic increased from 1,762 in September to 2,051 in October (+16.4%). The top pages viewed in October were Town Offices, Assessor, Best Restaurants, Town Clerk, Upcoming Events, Municipal Meetings, Boards & Commission and Route 44 Project. The top Landing Pages were Assessor, Restaurants, Town Hall, Town Clerk resigns, November Hearings, Moose, GMF Studies, Declining School Enrollment and Events.

Technical (Jim) - No report.

Content - Sue Frisch has asked Susan Caughman to take charge of committee finances. Susan will report monthly on the state of the budget. Sue brought up the Federal Accessibility Standards requirements for the website. One suggestion was to place underlines under links to be implemented immediately. The website committee is planning to revise what is currently the "About Norfolk" channel on the site to focus the content more directly on visitors to Norfolk. Separate pages on topics such as Norfolk arts & culture, history, parks & the outdoors, restaurants, and top sites will be designed to make these topics more accessible to those interested in visiting Norfolk. To support this effort, two new web templates are being created for the site.

Advisor comments - None.

Additional business, by 2/3 vote - None.

Public comment - None.

Adjournment - Sue Frisch adjourned the meeting at 5:39 p.m.

Respectfully submitted,

Deborah M. Nelson
Secretary