

Town Website Committee Meeting  
Tuesday, January 6, 2026  
VIA ZOOM



Members present: Sue Frisch, Deborah Nelson, Ben Rotolo  
Alternates present: Jim Jasper, Devin Carlton

**Call to Order** - The meeting was called to order at 5:04 p.m. Devin was appointed in place of Susan Caughman and Jim was appointed to vote in place of Jennifer Pfaltz.

**Minutes** - Ben made a motion to approve the minutes of December 2, 2025. Devin seconded the motion. Motion carried.

**State of the Website -**

General - Content - Sue recommended placing a link to Calendar of Events on the Home Page and removing "Submit an Event". Jim suggested that giving visitors more than one Calendar link on the home page might keep them from going to either format. He suggested using a button to make the links to the List and the Calendar formats more obvious. Discussion was held regarding adding color to the calendar, highlighting one day at a time and enlarging the font. Jim will investigate the button and adding color. Sue exchanged emails with the First Selectman regarding adding a web page for the Public Works Department to facilitate direct communication between residents and the Town Garage. He also wanted to add information about maintenance of roads and sidewalks to the website and tree cutting decision-making. These could become part of How Norfolk Works. Jim suggested an interactive custom post type with filter and search for How Norfolk Works. Sue has published the new Conservation Commission Invasives page and it is now linked to the commission's page.

Statistics - Mailchimp subscribers increased from 616 in December to 627 in January. Susan Caughman submitted the website traffic report and budget summary to committee members via email. Pageviews on the town website were down in December versus November by almost 16% or 2,327 fewer. Susan estimated that half of that shortfall is attributed to fewer clicks from the town newsletter during December. Organic search traffic was down some 14% as well, suggesting that seasonal trends explain lower December traffic in general. Despite the decrease in December this year, traffic in December 2025 was higher than in December 2024.

Technical - James designed a new webpage format for the Conservation Commission. He suggested reusing previous formats for new content pages. ADA Compliance will be addressed by Ben and Devin in January or February.

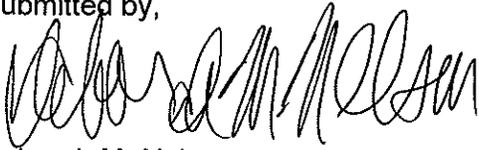
**Advice & Advisors** - No report. Sue asked everyone to watch for and reply to an email from Jen regarding questions to ask about the website.

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

**Public Comment - None.**

**Adjournment** - The meeting was adjourned at 5:38 p.m.

Submitted by,

A handwritten signature in black ink, appearing to read 'Deborah M. Nelson', written in a cursive style.

Deborah M. Nelson  
Secretary