



Town Website Committee Meeting  
Tuesday, October 7, 2025  
VIA ZOOM

Members present: Sue Frisch, Deborah Nelson, Ben Rotolo, Jennifer Pfaltz  
Alternates present: Jim Jasper  
Additional Participants: Devin Carlton

**Call to Order** - The meeting was called to order at 5:05 p.m. Sue appointed Jim Jasper to vote in place of Susan Caughman.

**Minutes** - Ben Rotolo made a motion to approve the minutes of August 5, 2025.  
Deborah Nelson seconded the motion. Motion carried.

**New Committee Member** - Devin Carlton was introduced to the committee members as a potential new alternate committee member.

**State of the Website -**

General - Susan has been maintaining the financial records for the committee. We should be looking into grant sources to cover our newsletter expenses.

Content - Sue and Susan have been working on the Explore Norfolk channel. Sue asked Committee members to review Explore Norfolk and provide feedback.

Statistics - Susan submitted the website traffic report for the last two months. We are in an early Fall lull after our very high July levels. Articles from the newsletter continue to drive significant traffic to the site. Users decreased from 4,390 in July to 3,990 in August and 2,928 in September (-18.3%). Sessions decreased from 7,492 in July to 6,806 in August and 5,333 in September (-15.6%). Page views went up from 14,280 in July to 17,539 in August and went down in September to 10,774 (-13.1%). Pages/Sessions went up from 1.91 in July to 2.58 in August and went down in September to 2.02 (3.0%). Sessions from direct searches went from 2,407 in July (32%) to 1,329 in August (20%) to 2,767 in September (52%). The top pages viewed in August and September were Home Page, Assessor, Town Hall/Town Offices, Municipal Meetings, Community News, Tax Collector, Cultural District Formation, Boards & Commissions, Upcoming Events and P&Z Ponder Preapplication Remediation. The top landing pages viewed in August and September were Home Page, Assessor, Cultural District, Reaction to Fire District, Town Hall/Town Offices, Tax Collector, Manor House Landscaping, Cell Tower Decision, Fire House Plan Sent to Vote, and Way to Calm Traffic.

Sue reported 603 subscribers to the newsletter.

Technical - Ben addressed the issue of accessibility for ADA compliance. Jim shared that he has done work on color compliance and bold and underlined links. Ben suggested running another report to analyze the website. He decided not to sign up for a monthly subscription. Debbie mentioned that the Town Code has now been added to the website.

**Newsletter promotion** - We had discussed sending out a flyer. Ann DeCerbo would be able to create a flyer or poster for \$75-\$150 which would include a QR code. Devin suggested using social media and Norfolk Hub to promote the newsletter.

**Advisor Comments** - None. Jennifer suggested that committee members ask different people that they know to look over the site for broken links, Devin gave her opinion about suggestions to improve the website such as opportunities to improve speed and reduce image size, reduce the size of community news items and firehouse building committee updates to a more readable format. Jim mentioned search engine optimization.

**Additional Business, by 2/3 vote** - Devin left the meeting at 5:50 so that the Committee Members could vote on her appointment. Jennifer made a motion to approve her appointment. Ben seconded the motion. Motion passed unanimously. Sue will contact Matt Riiska to make the appointment.

**Public Comment** - None.

**Adjournment** - The meeting was adjourned at 5:55 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