

Town Website Committee Meeting
Tuesday, November 5, 2025
VIA ZOOM



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

Call to Order - The meeting was called to order at 5:03 p.m.

Minutes - Susan Caughman made a motion to approve the minutes of October 7, 2025.
Jennifer seconded the motion. Motion carried.

State of the Website -

General - Sue and Susan have been working on Explore Norfolk. They decided that the Norfolk Now box on the website could be better used for a spotlight on local business or organizations. Sue suggested that EDC could possibly work with us. Sue sent a letter to the Greve Foundation requesting a donation.

Statistics - Susan reported that October was a banner month for the website. Users increased from 2,928 in September to 4,837 in October (+65%). Sessions increased from 5,333 in September to 7,282 in October (+36.5%). Page Views went up from 10,774 in September to 12,647 in October (+17.4%). Pages/Session went down from 2.02 in September to 1.74 in October (-14%). Sessions from direct searches went from 1,767 in September to 3,587 in October (+103%). The top pages viewed in October include Home Page, Assessor, Town Hall/Town Offices, Municipal Meetings, Past Municipal Meetings, Community News, Directory, Upcoming Events, Restaurants and Boards, Commissions. The top landing pages viewed in October were Home Page, Assessor, Restaurants, Haystack Woods Open House, Tax, Collector, Visiting, Overnight Work at the Wall, Boards, Commission, Town Offices, and Gas Spill Reimbursement.

Mail Chimp statistics show an increase of 9 subscribers since October. We presently have 611 subscribers.

The flyer publicizing the Town Website was distributed, and we plan to change the image seasonally. Devin also suggested circulating the flyer to neighboring towns.

Technical - ADA Compliance - Devin shared a report regarding non-compliant pages. Sue suggested a sub-committee of Ben and Devin prepare a list of changes for Jim. Devin also compiled a list of broken links, missing images, etc. Sue has been working on correcting many of the problems. A discussion was held regarding improving the Town Directory.

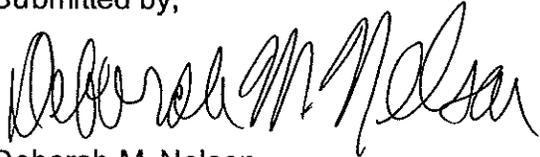
Advisors - Jen suggested that each committee member contribute to a questionnaire for advisors to use to review the Town Website to provide feedback. Advisors would not be limited to Norfolk residents. She will be sending out an email to committee members to contribute to possible questions.

Additional Business, by 2/3 vote - None.

Public Comment - None.

Adjournment - The meeting was adjourned at 6:05 p.m.

Submitted by,

A handwritten signature in black ink, appearing to read "Deborah M. Nelson". The signature is written in a cursive style with a large, stylized "D" and "N".

Deborah M. Nelson
Secretary