



Town Website Committee Special Meeting Minutes  
Tuesday, February 4, 2025  
VIA ZOOM

Members present: Sue Frisch, Deborah Nelson, Susan Caughman, Kathryn Boughton (joined at 5:20), Ben Rotolo

Alternate members present: Jim Jasper

Advisory Members present: None.

Additional Participants:

**Call to Order** - The meeting was called to order at 5:05 p.m. by Sue Frisch.

**Minutes** - Motion was made by Susan Caughman to approve the Minutes from the January 7, 2025 meeting. Ben Rotolo seconded the motion. Motion passed.

**State of the Website -**

General - Kathryn has accepted a full-time job and will be resigning her position on the Norfolk Newsletter. Susan mentioned that she received positive feedback about the Zoning 101 article.

Website Statistics (Susan) - Susan reported that our traffic came roaring back in January, and we are on budget. The Norfolk Newsletter continues to drive traffic to the website. There was a 32.9% increase in users (2,486 in Dec. to 3,303 in Jan.). Sessions increased from 4,401 at the beginning of the month to 6,086 (+38.3%). Page Views went up from 8,308 to 14,190 (+70.8%). Pages/Session increased from 1.89 in December to 2.33 in January (+23.5%). Sessions from organic searches increased from 2,732 to 3,586 in January (+31.3%). Sessions from direct searches increased from 1,571 to 2,310 (+47%). The top pages viewed in January were Home Page, Town Hall/Town Offices, Assessor, ICE Detains Norfolk Worker, P&Z Commission, Tax Collector, Boards, Commissions, Community News, Town Clerk and Municipal Meetings. The top landing pages in January were Home Page, ICE Detains Norfolk Worker, Assessor, Town Hall/Town Offices, Homeowners Seek Gas Spill Tax Abatements, Tax Collector, Fire House Costs Reduced by More Than 1 Million, Ice Box Café Opens, Public Meeting Planned on School Consolidation and Land Trust Updates/Trail Maps.

Newsletter Statistics (Kathryn) – Kathryn reported a 67% click rate, 84.7% open rate and 79.6% unique opens for the month of January.

Technical (Jim) - Jim reports that the site is stable. He has nothing new to report.

Content - The committee discussed a recently received email regarding a recent Norfolk Newsletter article.

**Member Vacancy** - The committee decided that Jennifer Pfaltz should be considered as an Alternate Member and Sue Frisch will reach out to her.

**Advisor comments** - None.

**Additional business, by  $\frac{2}{3}$  vote - None.**

**Public comment - None.**

**Adjournment - Sue Frisch adjourned the meeting at 5:56 p.m.**

Respectfully submitted,

Deborah M. Nelson  
Secretary