



Town Website Committee Special Meeting Minutes
Tuesday, April 1, 2025
VIA ZOOM

Members present: Sue Frisch, Deborah Nelson, Susan Caughman, Ben Rotolo
Alternate members present: Jim Jasper, Jennifer Pfaltz
Advisory Members present: None.

Call to Order - The meeting was called to order at 5:02 p.m. by Sue Frisch. Kathryn Boughton has informed Sue Frisch that she would like to retire from the Website Committee and we will need an Alternate Member to become a member. Jennifer Pfaltz agreed to become a member. Sue will contact the First Selectman to appoint her.

Minutes - Motion was made by Deborah Nelson to approve the Minutes from the March 4, 2025 meeting. Ben Rotolo seconded the motion. Motion passed.

State of the Website -

General - The Conservation Commission requested that we post an Invasive Species poster and the committee agreed that posters would not be posted on the website.

Content - No editor has applied for the position, so Sue has removed the posting. We may have to look for an applicant that is not a resident. Sue presented the changes to the website entitled "Explore Norfolk".

Website Statistics (Susan) - Susan reported that growth was flat for February and March compared to the strong increase in January. After reviewing the two-year trend, Susan reported that there was a 10.4% increase in Users, 21.1% increase in Sessions, 9.7% increase in Sessions/User, 12.6% increase in Page Views and 7.0% decrease in Pages/Session. Susan also sent members of the committee a spreadsheet of the top 250 URL's for the year. There was a 3.8% decrease in users within the last two months (from 3,303 in January, 3,146 in February to 3,058 in March). Sessions decreased from 6,086 in January to 5,603 in February but increased in March to 5,633. Page Views went down from 14,190 in January to 12,157 in February and 11,004 in March. Pages/Session decreased from 2.33 in January, 2.17 in February to 1.95 in March. Sessions from organic searches decreased from 4,082 in February to 3,373 in March (-17.4%). Sessions from direct searches went down from 2,329 in February to 2,045 in March (-12.2%). The top pages viewed in January were Home Page, Assessor, Town Hall/Town Offices, Royal Arcanum Building Sale is Pending, Community News, Town Hall/Boards and Commissions, Report Reveals Demographic Stark Realities, Planning & Zoning Commission, Tax Collector and New Firehouse Updates. The top landing pages in January were Home Page, Assessor, Royal Arcanum Building, Demographic Stark Realities, Town Hall/Town Offices, State AG Imposes Penalty on Gas Spill Co., Tax Collector, Restaurants in Norfolk, Community news and Riiska Proposes 8 Million Plus Budget.

Newsletter Statistics – Sue reported that we now have 562 subscribers.

Technical (Jim) - Jim will be implementing ADA compliance by underlining links. Jim reported that the color used may need to be darker.

Member Vacancy - The ideal candidate would be able to present a point of view not represented by existing members.

Advisor comments - None.

Additional business, by 2/3 vote - None.

Public comment - None.

Adjournment - Sue Frisch adjourned the meeting at 6:00 p.m.

Respectfully submitted,

Deborah M. Nelson
Secretary