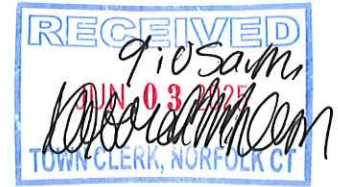


Town Website Committee Meeting
Tuesday, May 6, 2025
VIA ZOOM



Members present: Sue Frisch, Deborah Nelson, Susan Caughman, Benjamin Rotolo, Jennifer Pfaltz

Alternates present: None

Call to Order - The meeting was called to order at 5:08 p.m.

Minutes - Ben Rotolo made a motion to approve the minutes of April 1, 2025.
Susan Caughman seconded the motion. Motion carried.

State of the Website -

General - Things are going along fine. Subscribers are added occasionally. The original goal was 500 and we surpassed that. We could set a new goal of 1000 subscribers.

Content - Feature box on the Main Page is updated regularly to highlight current events. Explore Norfolk is making progress with new photos being added. Sue has received the first in the series "How Norfolk Works" featuring the firehouse.

Statistics - Susan reports that traffic is down this month. Direct traffic shows that articles did not draw users to the website this month. We could revisit sending out a survey asking how people are using the website or invite a focus group to the Hub to get an idea about how they use the website. There was a 7.2% decrease in users from March to April (3,058 to 2,707). Sessions decreased from 5,633 in March to 4,988 in April (-5.6%). Page views went down from 11,004 to 10,079 (-8.9%). Pages/Sessions went from 1.95 in March to 2.02 in April. Sessions from organic searches decreased from 3,373 in March to 3,210 in April (-17.4%). Sessions from direct searches went down from 2,045 in March to 1,697 in April (-12.2%). The top pages viewed in April were Home Page, Assessor, Town Hall/Town Offices, Royal Arcanum Building Sale is Pending, Municipal Meetings(past), Municipal Meetings(future), Community News, Boards, Committees, Planning & Zoning and Tax Collector. The top landing pages in April were Home Page, Assessor, P&Z Instructs Attorney to Craft Resolution, Firehouse Meeting Draws Few Questions, Arcanum Building Sale Is Pending, Town Hall, Tax Collector, Restaurants in Norfolk, Budget Shows Modest Rise and Municipal Meetings (past).

Newsletter Statistics – In the month of April, readers increased from 562 to 572.

Technical - No report.

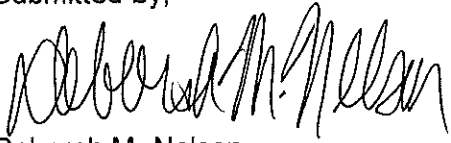
Member Vacancy - We still have an Alternate vacancy. Committee members are encouraged to come up with names of people to ask to serve on the committee.

Advisor Comments - None.

Additional Business, by 2/3 vote - None.

Adjournment - The meeting was adjourned at 6:00 p.m.

Submitted by,

A handwritten signature in black ink, appearing to read "Deborah M. Nelson". The signature is fluid and cursive, with the first name being the most prominent.

Deborah M. Nelson
Secretary