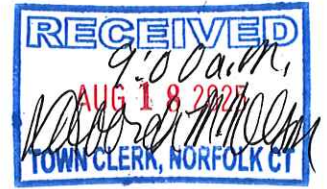


Town Website Committee Meeting  
Tuesday, August 5, 2025  
VIA ZOOM



Members present: Sue Frisch, Deborah Nelson, Ben Rotolo  
Alternates present: None.

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

**Minutes** - Sue made a motion to approve the minutes of July 1, 2025.  
Deborah seconded the motion. Motion carried.

**State of the Website -**

General -Newsletter Statistics - As of August 10, we have 590 subscribers. Discussion was held regarding increasing subscription to Newsletter. Five new subscribers were added during WIN Weekend. It was agreed that a flyer would be easier to distribute and change as needed. Members also considered placing an ad in Norfolk Now. Flyers could also be distributed during Winter WIN Weekend, at Town Clerk's office during Transfer/Tobey season, August Book Sale, at local businesses, etc.

Content - No changes to report.

Statistics - Site traffic rebounded considerably in July. Several newsletter articles drew readers to the site. Users increased in July from 3,449 in June to 4,390 in July (+27.3%). Sessions increased from 5,760 to 7,492(+30.1%). Page views went up from 11,452 to 14,280(+24.7%). Pages/Sessions went down in July from 1.99 to 1.91 (-4.1%). Sessions from direct sessions increased from 1,329 in June to 2,447 in July (+31.6%). The top pages viewed in July were Home Page, Tax Collector, Town Hall/Town Offices, Assessor, Past Municipal Meetings, Town Clerk, Community News, Les Renards Bookstore, Upcoming Events and Restaurants Norfolk. The top landing pages in May were Home Page, Assessor, Tax Collector, Les Renards Bookstore, Restaurants, Firehouse Bids Soar, Haystack Woods, Town Hall, Icebox Café and Riiska Defends Tree Cutting.

Technical - Ben addressed the issue of accessibility for ADA compliance. He shared a free trial report which analyzed our website. Our Automated Accessibility Score was 83/100. The program generated a list of the issues which can be shared with Jim to improve the website. The two main types of violations were "Elements must have alternative text" and "Elements must meet color contrast ratio thresholds". The monthly fee would be \$49/month. He will forward a copy to committee members.

**Advisor Comments** - None.

**Additional Business, by  $\frac{2}{3}$  vote** - Discussion was held regarding recruiting an alternate member. Sue is considering placing a Help Wanted notice at the Hub for a new member.

**Public Comment** - None.

**Adjournment** - The meeting was adjourned at 5:33 p.m.

Submitted by,

Deborah M. Nelson  
Secretary