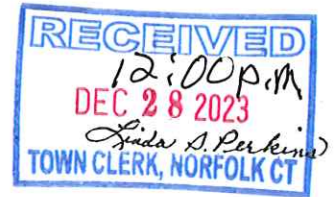


Town Website Committee Meeting  
Tuesday, December 5, 2023  
VIA ZOOM



Members present: Sue Frisch, Deborah Nelson, Kathryn Boughton, Avice Meehan  
Alternates present: Jim Jasper, Elizabeth Borden

**Call to Order** - The meeting was called to order at 5:02 p.m. Libby Borden was appointed to vote for Susan Caughman.

**Minutes** – Kathryn Boughton made a motion to approve the minutes of November 14, 2023. Avice Meehan seconded the motion. Motion carried.

**2024 Meeting Schedule** - Avice Meehan made a motion to accept the meeting schedule. Kathryn Boughton seconded the motion. Motion carried.

**State of the Website** - Site Statistics – Susan Caughman will report in January. Newsletter statistics (Kathryn) – Subscribers went from 448 to 458, Open rate started the month at 81.4 and ended at 81.7, Click rate went from 31.4 to 27.3, Total Opens were 733 on November 3 to 721 by December 1 and Total Clicks were 248 at the beginning of the month and 235 by the end of the month of November. Site Health & Updates (Jim) – Jim reported improved performances of images.

**Advisor Comments** - None.

**Additional Business, by 2/3 vote** - Discussion was held regarding hiring a person to be an events editor. Jim Jasper recommended a candidate. Sue will be conducting interviews.

**Public Comment** - None.

**Adjournment** - The meeting was adjourned at 5:59 p.m.

Respectfully submitted,

Deborah M. Nelson  
Secretary