

Town Website Committee Meeting Minutes  
Tuesday, February 3, 2026  
VIA ZOOM



Members present: Sue Frisch, Deborah Nelson, Ben Rotolo, Susan Caughman  
Alternates present: Jim Jasper, Devin Carlton  
Additional attendees: Henry Tirrell (5:55 pm)

**Call to Order** - The meeting was called to order at 5:01 p.m.

**Minutes** - Susan made a motion to approve the minutes of January 6, 2026. Ben seconded the motion. Motion carried.

**2025/2026 Budget** - The budget was reviewed line by line and Sue said we needed to add a 3% inflationary increase to the Web Maintenance/Consulting line. Ben suggested increasing the Web Maintenance/Consultant line and adding 18 to 20 additional hours or about \$2,200 to cover anticipated extra work. Ben and Devin suggested looking into less expensive web hosting sites. Jim explained the expense of the Web hosting included hosting on-demand, automated nightly back-ups, staging and development sites for three sites. If we changed to a different site, migration would take at least a day which would need to be factored into the cost. The email link software cost is the MailChimp fee for the email newsletter. Sue suggested raising the Website content budget from \$1,500 to \$2,500 for photos and paying someone to write additional articles for "How Norfolk Works". Website promotion could remain the same. A motion was made to adopt the budget as proposed. Ben made a motion to accept the budget and Susan seconded the motion. Motion carried.

**State of the Website -**

General - Sue reported that the new office page for the town garage is done and will be copied to the live site as soon as Jim has time in his schedule.

Statistics - Susan reported that the Website traffic came roaring back in January as is the seasonal norm. While users were up 13%, page view and sessions rose by almost 30%. The site impression increase came from a very welcome 33% uptick in organic (i.e. Google) traffic as well as an increase in direct traffic, that is views that were driven primarily by the town newsletter. The Landing Page column shows that five articles drove users directly to the website to read more with the news about the closure of the Norfolk Pub leading the pack.

Technical - Susan reported that Norfolk Now will be updated more frequently on the Home Page. Ben and Devin will coordinate improving ADA compliance. Jim suggested that color contrast would be a priority. Jim has provided additional support to Town Hall regarding the website. The group agreed that most requests for Jim's help should go through the webmaster (Sue) and that the budget should allow for extra time for that kind of work.

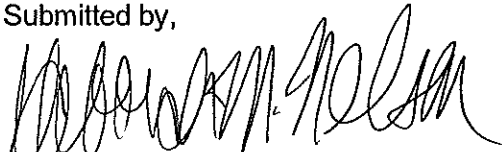
**Advice & Advisors** - None.

**Additional Business, by 2/3 vote** - Susan made the motion to add an additional item to the agenda and Ben seconded the motion. Ben made a motion to discuss the possibility of adding a non-governmental Facebook group to the website. Debbie seconded the motion. Motion carried.

**Public Comment** - None.

**Adjournment** - The meeting was adjourned at 5:56 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