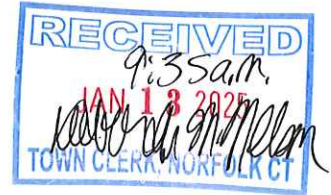


Town Website Committee Minutes  
Tuesday, January 7, 2025  
VIA ZOOM



Members present: Sue Frisch, Deborah Nelson, Susan Caughman, Kathryn Boughton, Ben Rotolo (joined at 5:22)

Alternate members present: None

Advisory Members present: Jennifer Pfaltz

Additional Participants: Christopher P. Schaut

**Call to Order** - The meeting was called to order at 5:10 p.m. by Sue Frisch.

**Minutes** - Motion was made by Susan Caughman to approve the Minutes from the December 3, 2024 meeting. Deborah Nelson seconded the motion. Motion passed.

**State of the Website -**

General - There is a vacancy for an Alternate Member for the committee. Jennifer Pfaltz asked to be considered as an Alternate Member and will notify the committee. Budget report submitted by Susan Caughman reflects that the committee is still within its budget.

Website Statistics (Susan) Susan reviewed the traffic report for December. There was a 19.6% drop in users (3,092 in Nov to 2,486 in Dec.) which is typical of seasonal trends. Sessions decreased from 5,223 at the beginning of the month to 4,401 (-15.7%). Page Views went down from 12,719 to 8,308 (-34.7%). Pages/Session decreased from 2.44 in November to 1.89 in December. Sessions from organic searches decreased from 2,859 to 2,732 in December (-4.4%). Sessions from direct searches decreased from 2,171 to 1,571 (-27.6%).

Website newsletter articles brought people to the website. The top pages viewed in December were Home Page, Town Offices, Assessor, Manor House Hearing, Boards & Commissions, Ice Box Café, P&Z, Community News, Upcoming Events and Municipal Meetings. The top landing pages in December were Home Page, Manor House Public Hearing, Assessor, Ice Box Café, Town Hall, Restaurants Norfolk, Tax Collector, P&Z, Fire House Bid in February, Route 44 Project, Town Clerk and Public School Consolidation.

Newsletter Statistics (Kathryn) - Kathryn reviewed the statistics from December. Subscribers increased from 541 to 544 in December. The open rate percentage started the month at 76.3% and ended the month at 78.1%. The click rate went up from 23 at the beginning of the month to 29.4 at the end of the month. Total opens went down from 781 on 12/6 to 752 on 1/3/25. Total clicks increased from 214 to 333. The top articles included Public School, Fire House, Manor House, Ice Box Café and Land Trust.

Technical (Jim) - No report.

Content – Sue Frisch started a new insert on the Home Page: “Did You Know?”. She brought up for discussion that P&Z Articles in the Norfolk Newsletter need to be reviewed before publication and that Tom Fahsbender, who reviewed them for P&Z, has retired. It was agreed that articles would be sent to both the ZEO and Christopher Schaut for fact checking. Christopher Schaut then expressed his concerns about committee meeting reports.

**Website fillers for Norfolk Now** - Ben Rotolo suggested using a QR code in Norfolk Now which could direct readers to the Home Page of the Town Website.

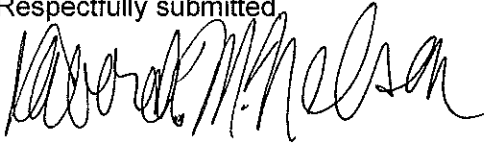
**Advisor comments** - Jennifer Pfaltz is encouraged that she continues to receive New Events from members of the community. The Events page has generated traffic on the website as reflected in the statistics.

**Additional business, by  $\frac{2}{3}$  vote** - None.

**Public comment** - None.

**Adjournment** - Sue Frisch adjourned the meeting at 6:01 p.m.

Respectfully submitted,

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