



Town Website Committee  
Tuesday, February 6, 2024  
VIA ZOOM

Members present: Sue Frisch, Deborah Nelson, Kathryn Boughton, Susan Caughman, Avice Meehan

Alternate members present: None

Advisory Members present: Jen Pfaltz

Also present: Christopher Schaut

**Call to Order** - The meeting was called to order at 5:06 by Sue Frisch.

**Minutes** - Motion was made by Susan Caughman to approve the Minutes from the January 2, 2024 meeting. Avice Meehan seconded the motion. Motion passed.

**State of the Website -**

Site Statistics (Susan) - Website has established a "base pattern". Traffic was compared to last January - 20% increase in Users from last year, 16% increase in Sessions, 5.2% increase in page views. The top pages were the Home Page (2061 page views), Town Offices (571 page views), Assessor (388 page views), Boards & Commissions (373 page views), Upcoming Events (239 page views), Town Clerk (195 page views) and Community News (188 page views).

Newsletter and Statistics (Kathryn) - Subscribers increased from 460 to 464, Open rate started the month at 84 and ended at 83.8, Click rate went down from 34.1 to 28.5, Total Opens were 993 on January 5 and 697 by February 2 and Total Clicks went up from 156 to 266.

Events posts submissions were discussed by Jen i.e., How far out do we schedule events on our website? 3 months? Scheduling conflicts arise if events are not posted ahead of time.

Site Health and Updates (Jim) - Jim sent a message saying that he has been working on the project to speed up the site and expected to be applying his updates to the live site soon.

**Budget** - Postponed until next meeting. We did not budget enough time for Jim Jasper.

**Discussion, Ideas for News Coverage** - Editorial meetings with Kathryn, Susan and Sue will be held every two weeks. Kathryn is hoping for at least three-four news stories per week.

**Additional business, by 2/3 vote** - None.

**Advisor comments** - None.

**Public comment** - Christopher Schaut wanted to comment as a Norfolk resident regarding news stories on the town website. It is his opinion that all news articles on a government website should be reported as factual and unbiased, not editorial. Kathryn and Susan reassured Christopher that new guidelines have been put into place to review articles before publication.

**Adjournment** - Sue Frisch adjourned the meeting at 6:02 p.m.

Respectfully submitted,

Deborah M. Nelson  
Secretary