

Town Website Committee Meeting
Tuesday, December 2, 2025
VIA ZOOM



Members present: Sue Frisch, Deborah Nelson, Susan Caughman

Alternates present: Jim Jasper, Devin Carlton

Call to Order/Appointments - The meeting was called to order at 5:05 p.m. Devin was appointed in place of Ben Rotolo and Jim was appointed to vote in place of Jennifer Pfaltz until she joined the meeting.

Minutes - Susan made a motion to approve the minutes of November 5, 2025. Jim seconded the motion. Motion carried.

2026 Meeting Schedule - Debbie made a motion to adopt the meeting schedule. Susan seconded the motion.

State of the Website -

Statistics - Susan reported that around November 24 direct traffic statistics were overstated by an unusual spike from China through a Chrome browser but thought that traffic probably was like October's. She was alerted by Google analytics. Susan reported that most website users are computer, laptop based and Newsletter users access through their phones. Mail Chimp statistics show an increase of 5 subscribers since November. We presently have 616 subscribers.

Technical - ADA compliance - Devin and Ben will continue to upgrade the website to meet compliance. Jim addressed the issue of "Read more" saying that the titles of posts would be better links for users with screen readers. However, Susan reported that she still finds the phrase is used commonly on-many websites. Sue reviewed images to make sure that they all had an Alt tag.

Sue reported a phishing attempt that came in through Webmaster to Jim who contacted WP Engine. In the future, if you are asked by email to provide a username and password, do not respond and report to Jim.

Editorial -

Website - Sue Frisch was asked by Friends of the Meadow Committee to add the title City Meadow on the list of Boards, Committees and Commissions. She suggested that they change their committee's name to accomplish their purpose. The Committee will be having a discussion with the First Selectman regarding a name change and adding a request for funding to their web page on the Town Website. The committee discussed how it would be best to add City Meadow information to the website. Jim suggested that at another meeting we discuss improving navigation on the website.

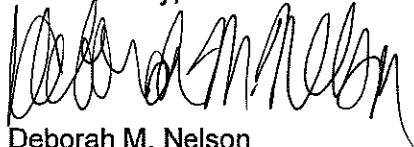
Sue suggests highlighting a business on the website Home Page in place of the Norfolk Now box because it is static. She recommended asking the EDC to provide spotlight material changing every two weeks. Susan suggested reaching out to Norfolk Now to contribute an article once a month. Jim suggested keeping the Norfolk Now box but adding an additional section spotlighting local businesses and individuals and maintaining past Spotlights as an inventory of articles. Committee members are asked to keep thinking about these issues in preparation for a renewed discussion at the February meeting.

Additional Business, by 2/3 vote - None.

Public Comment - None.

Adjournment - The meeting was adjourned at 6:13 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