

Town Website Committee Minutes
Tuesday, July 7, 2026
VIA ZOOM



Members present: Sue Frisch, Deborah Nelson, Jennifer Pfaltz, Ben Rotolo (5:07)
Alternate members present: Devin Grosso, Jim Jasper
Advisory Members present: None.

Call to Order - The meeting was called to order at 5:04 p.m. by Sue Frisch. Devin was appointed to vote in place of Susan.

Minutes - Motion was made by Jennifer to approve the Minutes from the June 2, 2026 meeting. Devin seconded the motion. Motion passed.

State of the Website -

General - Sue reported a technical issue that was reported to Jim. Sue also suggested making improvements to the Calendar of Events page.

Statistics (Susan) - Susan reported that there were 6,471 users in June down 11% from May. Sessions were down 7% all caused by fewer high interest newsletter articles. However, Google Search traffic increased to 3500 sessions which is an increase of 20%.

Technical - Jim reported that there was an update to the website that might have caused the website to crash. He thinks that the photo gallery using NexGen software might have caused the problem and suggests rebuilding the photo gallery. He will continue to incrementally update the software.

Ben reported that there are two things to change to meet ADA compliance. Jim will be able to change the AltTags. The "Town Newsletter signup" color contrast needs to be changed.

Advice & Advisors - No report.

Public comment - None.

Additional business, by $\frac{2}{3}$ vote - Devin announced that she will be resigning from the Town Website Committee.

Adjournment - Sue Frisch adjourned the meeting at 5:41p.m.

Respectfully submitted,

Deborah M. Nelson
Secretary