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Town Website Committee Minutes
Tuesday, November 4, 2026
VIA ZOOM

Members present: Sue Frisch, Deborah Nelson, Jennifer Pfaltz
Alternate members present: Jim Jasper

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

Minutes - Motion was made by Jennifer Pfaltz to approve the Minutes from the October 6, 2026 meeting. Jim Jasper seconded the motion. Motion passed.

Meeting Dates for 2027 - Jennifer Pfaltz made a motion to approve the meeting dates for 2027-2028. Deborah Nelson seconded the motion. Motion carried.

State of the Website -
General - Jim reviewed the list of Top 2000 Pages report submitted by Susan Caughman. Other items of interest in this report are the high ranking of the events calendar and community news pages; both contributed each week by the site's editors.
Statistics – Sue reported that as of November 1, the newsletter has 680 subscribers. Susan reported that traffic in October was strong as would be expected at this time of year, which is very comparable to last year's October traffic. Page views rose 185 from last month to over 12,000, and the site was visited by almost 5,000 users in October. Four newsletter articles (South Norfolk cell tower, new town committees, food pantry needs and ceiling collapse) were of enough interest to figure in the top pages on the site driving some additional 500 site visits.
Technical - Debbie brought up to Jim that some of the links to Town Officials continue to break when "Update a new file" is uploaded. Jim recommended that the next time we update, he will monitor the procedure to prevent its recurrence.

Addition to Footer - Sue suggested that we place the office hours to First Selectman's office and Town Clerk at Town Hall on the footer.

Committee Member - Jennifer Pfaltz recommended Christopher Keyes, Jim Jasper recommended Jennifer Almquist and Sue Frisch recommended Jordan Siebert. Jen also recommended a new young couple in town. Susan and Debbie will submit their recommendations for consideration at the next meeting for committee discussion.

Photo Contest - Sue presented the list proposed so far. Jim will look into possible software for the contest. Committee members suggested a contest that starts next year entitled "A Year of Norfolk in Action" with a panel of local judges to nominate five photos to be voted on by residents to determine a contest winner.

Additional business, by ⅔ vote - None.

Public comment - None.

Adjournment - Sue Frisch adjourned the meeting at 5:53 p.m.

Respectfully submitted,

Deborah M. Nelson
Secretary