

Town Website Committee Meeting  
Tuesday, March 3, 2026  
VIA ZOOM



Members present: Sue Frisch, Deborah Nelson, Jennifer Pfaltz, Ben Rotolo  
Alternates present: James Jasper

**Call to Order** - The meeting was called to order at 5:06 p.m. Jim Jasper was appointed to vote on behalf of Susan Caughman.

**Minutes** - Ben made a motion to approve the minutes of February 3, 2026. Jennifer seconded the motion. Motion carried.

**State of the Website -**

General - Sue added a line to the Norfolk Newsletter "Sign up for a free subscription". Sue recommended providing a link to the website instead of listing "Continuing Programs". Jennifer will contact Kathryn Boughton to update "Ongoing Programs". Sue also addressed the footer on the website and she would like to redesign it. Jim suggested streamlining the navigation.

Statistics - Sue reported 642 subscribers to Norfolk Newsletter. Susan Caughman provided a Traffic Report to Sue before the meeting. In February traffic was down some 20% from last month's high. The decline is due almost entirely to fewer popular newsletter articles. Versus previous years, website traffic continues its impressive growth.

Technical - Jim reported that we are running out of our limited storage space. We can add a plug-in from AWS (\$149 for first two years, \$199 for each year after). Pricing model is based on usage and not storage. WP Engine will cost more.

**Advice & Advisors** - Jennifer will resend email asking for possible questions to ask advisors. She will compile a list of questions for people to answer regarding the website.

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

**Public Comment** - None.

**Adjournment** - The meeting was adjourned at 6:02 p.m.

Submitted by,

Deborah M. Nelson  
Secretary