

CRAFTSBURY TOWN OPERATORS MANUAL WORKING GROUP MINUTES

February 8, 2024

Called to order at 1:05 p.m., Craftsbury Town Hall

PRESENT: Seth Bond, Laurie Gullion, Phil Lovely, Brian Machesney, Jane Solomon, Wendy Turnbull, Michelle Warren

ABSENT: Peter Burke

Seth called the meeting to order.

TOWN WEBSITE ANALYTICS: Brian demonstrated the wide variety of data available from SquareSpace. Some highlights:

- Most visitors to the Town website go there directly, rather than as a result of a search or other referral (e.g., social media link)
- Most (though not, necessarily, the same) visitors don't click past the home page, perhaps because Michelle has concentrated such complete and useful information there
- We may want to reorganize the website when TOM info is added to gauge the value of our contributions.

TOM CHARACTERISTICS: Discussed the pros and cons of hard-copy and website presentation of TOM content. Glossy hard-copy delivers a durable product that shows civic pride. "Durable" information in the high-value booklet may be complemented by black and white printouts of inserts reflecting time-sensitive information. It may be possible to solicit financial support from local businesses and institutions to defray printing costs.

TOM ORGANIZATION AND CONTENT: Led in discussion by Jane, the group settled on a draft flow for the TOM:

- Welcome and Acknowledgements
- Table of Contents
- Sense of place including history, villages, maps, etc.
- Town Administration
- Taxes
- Committees
- Voting and Town Meeting
- Landowner information

The meeting concluded at 2:30 p.m.

NEXT MEETING: The Group's next regular meeting will take place on Thursday, February 22, 2024 from 10:00 a.m. to 11:30 a.m. in Craftsbury Town Hall. (NOTE the change from our usual meeting time.) Members will continue to review the Bethel and Middlesex TOM examples and come to the meeting prepared to take responsibility for a section.

Submitted by Brian Machesney, Member