

**MEETING MINUTES**  
**Sustainable Sharon Coalition Board Meeting**  
**Wednesday, January 26, 2022, 7:00 PM**  
**Zoom Remote Meeting, <https://zoom.us/j/3524688267>**

In attendance: Marlene Arnold, Ellen Bordman, Molli Denrich, Danielle Dupre, Kathy Farrell, Paul Lauenstein, Michael Littman, Kathi Mirza, Cheryl Schnitzer, David Slater, Ricky Stern, Simone Tamkin

1. Cheryl welcomed everyone to the meeting.
2. Minutes from the November 17th board meeting were accepted.
3. Treasurer's Report (Dave): SSC runs on a fiscal year from July to June, and we're about halfway through. So far we've had \$1,391 in operating expenses with \$134 for mailchimp being the only ongoing expense. The rest were one time expenses, the largest being \$640 for the new logo. We had an additional \$252 in program expenses for a total of \$1,643. We received \$1,400 in donations, for a deficit balance of \$244. We currently have \$8,298 in the bank.
4. Old Business: A request for an electronic vote was initiated by Paul Lauenstein on December 5, 2021. The request was for SSC to sign on to a letter by We the People Massachusetts urging the remaining three representatives from Massachusetts to co-sponsor the We the People Amendment (HJR.48). The purpose of the amendment is to help eliminate the corrupting influence of big money in our political system. It passed 10-0. (Letter attached.)
5. Website redesign presentation (Dave, Danielle, Marlene): Goals for the new website were presented along with a comparison of how the 3 platforms being considered (Wordpress, SquareSpace and Wix) meet those goals. We want a new modern look and an easy to use platform. It was felt that either SquareSpace or Wix would best meet our needs. We want the ability to add functionality without the need for plug-ins (which WordPress requires), and a site that is truly reliable and fully supported. (See attached report.)

A motion to allocate up to \$300 per year for maintaining a new website and up to \$1000 for technical support during the migration, passed unanimously.

6. Membership report (Marlene): We currently have 30 members in good standing (those who have fully satisfied their membership commitment), and another 5 new members who are working toward satisfying their membership commitment. In addition, another 12 "associates" attend meetings or have donated but have not completed a registration form to

become a member. There is a need for a Membership Chair position to help track and promote membership and renewals.

7. SSC eNewsletter report (Molli): We currently have 1027 subscribers. The number of subscribers who read the eNewsletter is increasing. We have a 25% average open rate on the newsletter, with over 50% of subscribers being at least moderately engaged. (See attached report.)
8. The next SSC general meeting is on Wednesday, February 2nd at 7:00 PM via Zoom, and there will be an SSC Sharon Green Day meeting on Monday, February 7th at 7:30 PM also via Zoom.
9. Meeting adjourned at 8:20 PM.

Minutes submitted by Marlene Arnold




# SSC Website Redesign

## Goals

- Easy to update and maintain
- Functionality that can grow with our needs
  - Adding ability for auto email responder for donations and membership registration; event sign-ups, other needed functions??
- New, modern design
  - Easy to navigate
  - Consistent look and feel across pages
  - Updated and reorganized content
  - Optimized for use across platforms (e.g. phone, desktop)
- Affordable to build and maintain

## CMS Comparison

We compared three of the leading content management systems relevant to our organization’s size and needs (WordPress, Squarespace, and Wix). Based on our needs and goals, we determined a winner in various categories.

	 <b>WORDPRESS</b> <small>(our current platform)</small>	 <b>SQUARESPACE</b>	
<b>D E</b>	Lots of design templates but many are more outdated and changing templates can impact the plug-ins installed	Known for its wide range of modern designs as well as flexibility	500+ options for mobile-friendly designs templates; however you cannot change the template later on
<b>E A</b>	Not typically for tech beginners; coding and web hosting knowledge are helpful/preferential to have	Easy to use, only second to Wix, but still no coding abilities required	The most easy to use due to beginner-friendly interface and drag and drop designs

	 <b>WORDPRESS</b> <small>(our current platform)</small>	 <b>SQUARESPACE</b>	
<b>HEL</b>	Without purchasing, doesn't provide dedicated customer support — only community forums — which once you start customizing with plug-ins, the guidance becomes hard to apply	24/7 excellent support via email, live chat, and social media. There's no phone support, but it has an outstanding knowledge center	24/7 comprehensive support across phone, live chat, and social media, but no email support and the knowledge base is slightly lacking
<b>FU</b>	Most additional functionality (calendar and events, email marketing and trigger emails, social media, donation, etc.) must be added on as plug-ins	All basic functionality needed (calendar and events, email marketing and trigger emails, social media, donation, etc.) are built directly into the CMS, requiring no additional apps or plug-ins	Most basic functionality needed (calendar and events, email marketing, social media, donation, etc.) are directly included but some features including trigger emails are powered by third-party apps and some do incur additional fees
<b>CO</b>	\$300 per year for Business plan (and +\$5k if adding support for migration, new template design, etc.)	\$216 per year for Business Plan (and +\$1k to also work with an UpWork freelancer to assist)	\$276 per year for Pro Plan (and +\$1k to also work with an UpWork freelancer to assist)

# eNewsletter Report

## 1,027 subscribed contacts

Average open rate: 25.2%

Average click rate: 2.2%

Mobile vs Desktop: 52% vs 48%

*Recent Avg: 27.4% opens, 3% (2.98) clicks*

## Monthly E-Newsletters

**JAN 22 – 38% opens, 4.1% clicks** (1,025 recipients)

DEC 21 – 35.9% opens, 1.8% clicks (1,035 recipients)

NOV 21 – 31.4% opens, 3.3% clicks

OCT 21 – 30% opens, 3.4% clicks

SEP 21 – 27.9% opens, 4.4% clicks

**AUG 21 – 30.1% opens, 4.6% clicks**

JUL 21 – 23.1% opens, 4% clicks (1,042 recipients)

JUN 21 – 26.3% opens, 2.8% clicks

MAY 21 – 18.7% opens, 3.7% clicks

APR 21 – 18.8% opens, 1.7% clicks

MAR 21 – 17.8% opens, 1.8% clicks

FEB 21 – 19.5% opens, 2% clicks

JAN 21 – 27.3% opens, 2.6% clicks (1,059 recipients)

DEC 20 – 18.9% opens, 3% clicks

**Average: 26% opens, 3% opens**

## Special Mailings

**12/16/21 – Sharon Power Choice update – 45.8% opens, 1.8% clicks**

**05/15/21 – May Town Elections – 30.7% opens, 7.6% clicks**

04/18/21 – Special Earth Day Edition – 26.3% opens, 2.1% clicks

01/18/21 – Sharon Power Choice blast 3 – 27.7% opens, 1.2% clicks

01/16/21 – Sharon Power Choice blast 2 – 26.2% opens, 1.9% clicks

01/09/21 – Sharon Power Choice blast 1 – 27.8% opens, 3.8% clicks

01/05/21 – Climate Bill Action Required – 26.3% opens, 1.1% clicks

**Average: 30% opens, 2.8% clicks**

32% subscribers – “highly engaged; often open and click emails”

19% subscribers – “moderately engaged; sometimes open and click emails”

46% subscribers – “not very engaged; rarely open or click emails”

