

**Northfield Citizens Online
2012 Annual Report
January 24, 2013**

2012 Board Members

Amy Acheson, Tami Enfield, David Gonnerman, Adam Gurno (secretary), Rob Hardy (chair), Jeff McLaughlin (treasurer), Jane McWilliams (vice chair), Kathy Ness, and Nathan White

In 2012, NCO welcomed Tami Enfield to the board and said goodbye to Adam Gurno, who resigned from the board. Adam's long and productive service to NCO is greatly appreciated.

Treasurer's Report

The current account balance, as of January 24, 2013, is \$1096.68.

Highlights

2012 was an election year, and once again Northfield.org cooperated with the League of Women Voters to host an election page featuring election information and candidate profiles. The election drew considerable traffic to Northfield.org. Election Day, November 6, saw the second-highest site traffic for the year, after July 4. Jane McWilliams and Nate White took the lead in developing the election page.

Challenges

In 2012, site traffic continued the downward trend identified in 2011, despite traffic driven by the election. The number of contributors of submitted content appeared to decline as well. Much of this can be attributed to duplication of content on Northfield Patch, and Patch's increased share of online traffic in Northfield. Northfield.org would benefit from a comprehensive review to reimagine its place in Northfield's online community.

Statistics

January 1, 2012 through December 31, 2012

Statistic	2012	2011	Change
Visits	160,811	183,725	-22,914 (12%)
Unique Visitors	78,877	85,856	-6,979 (8%)
Page views	305,067	366,467	-61,400 (17%)