

The Gesneriad Society
2023 Annual Report to the Board
Internet Communications Committee

Date: January 30, 2023
Name: Ron Myhr
Position: Chair, Internet Communications Committee
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Committee Members/Advisors:

- Ron Myhr (Chair, Editor/Publisher GRW (gesneriads.info))
- Julie Mavity-Hudson, Editor/Publisher Gesneriad Society Website (gesneriadsociety.org)
- Hung Nguyen (Webmaster, GS website and GRW; backup to Ron and Julie)
- Paul Susi (Advisor, store, social media, etc.)
- Terri Vicenzi (Advisor, store, social media, etc.)
- Dale Martens (Advisor, social media, etc.)
- Karyn Cichocki (Advisor)
- Peter Shalit (Advisor)

Back-up Person to Chair:

- Julie Mavity-Hudson
- Hung Nguyen (second back-up)

Current Properties:

- n/a

Replacement value for properties held:

- n/a

How my committee process works:

- Chair is principal liaison with website hosting company (GoDaddy) with respect to problems or issues that arise with the hosting
- Publishers/Editors maintain website content, including adding new material, modifying content and changing/enhancing design of the websites
- Webmaster works with Publishers/Editors on their tasks, addresses technical issues as they arise and provides advice and support
- The Committee engages advisors on their respective areas of responsibility, and consults with them and with others on broader issues of internet communications

The job descriptions/committee process is up to date:

- Yes

Current Suppliers and Contact Information:

- Website Hosting: GoDaddy (godaddy.com)
- File Sharing: Dropbox (dropbox.com)
- Virtual Meetings and Webinars: Zoom (zoom.com)

Activities/Accomplishments during past year (2022)

- Supported Zoom-based meetings and Webinars, including Wen Fang's Gesneriads of Tibet (May)
- Facilitated pre-recording of Convention speakers as back-ups
- Recorded (via Zoom) student presentations for use at Convention
- Arranged new hosting arrangements with GoDaddy, including extension of hosting agreement to 2029 (process began in 2021)
- Kept GS website current, including posting about event and activities, posting convention reports including Gallery of show plants, posting Gleanings, posting Gesneriads and posting updates to the Registry (among other things)
- Kept expanding content on GRW website, including adding or modifying about 200 pages of plants and 60 botanical articles
- Conducted discussions with committee and Advisors on what more can be done to utilize social media to promote gesneriads and membership in the GS

Green activities/possible actions:

- All green all the time!

Future plans/goals:

- Continue to refine, improve and expand the Gesneriad Society website and the Gesneriad Reference Web
- Support the GS through the various IT modes, including Zoom, Shopify and Dropbox

- Continue to seek options and consensus on better utilizing social media, including potentially TikTok
- Conduct a review of the Gesneriad Society website, with a view to understanding risks associated with an aging design/structure and other issues, and to identify potential ways forward; we will engage a consultant to assist in this review; we expect this can be managed within the 2023 budget; any proposals for substantial modifications to the website will be presented to the Board for discussion and approval

Last Year's expenses (2022)

Please note that the expenses below were paid from GS funds and were neither reimbursed nor donated.

Description	Amount (US\$)
GoDaddy, website hosting and related (mostly prepaid 2021) (Credit balance at beginning of 2022 was -104.63; for 2022, expenses minus credits were -364.24, leaving an end-2022 credit of -468.87); note this is GoDaddy store credit, not a refund and is not included in total below	(364.24)
Dropbox (file sharing) – moved to Photo Cttee. for next year	669.38
Shopify (store costs)	343.98
MailChimp (group emails)	787
Vimeo (making video files available)	79
Zoom (meetings and webinars, two licenses plus webinar)	457.80
Total	2337.16
<i>Budget for 2022</i>	<i>3866</i>

Proposed budget for next year (2024)

Description	Amount (US\$)
GoDaddy, website hosting and related Hosting is pre-paid through to 2029; amount shown is for security packages and back-ups, with some cushion	500

for unexpected expenses or upgrades; portion of this may be covered by store credit

Mailchimp	750
Shopify	400
Dropbox (now included in Photography report)	n/a
Zoom (assumes two licenses, two webinars)	600
Vimeo	85
Miscellaneous	1200
Total	3535