



Website Maintenance Option Discussion/Proposal

The APS website has grown in breadth and use since its initial launch in 2019 and the addition of the Member Portal in 2020. Many of our members make use of the website for various purposes and rely on it for information. While much of the news revolving around the website is positive, one area of concern is the yearly cost involved in maintaining it. The website typically can be expected to incur the following costs:

- 1) Quarterly fee of \$90.00 for hosting on a top level server (\$360.00/year). The top level server is required due to the size of the website and heavy use of the Peony Registry.
- 2) Maintenance costs. The BOD initiated \$1000.00 for service/year at the end of 2019. This has been used and additional funds were required for to keep it operational. Updates were delayed due to funding issues at the end of 2020.

All said, the website is expensive, but has served to bring more people into the APS and also has forwarded our mission on a more global basis.

What to do...

Webfitters (our technical and hosting partner) is aware APS is a non-profit and recognizes the limited funding we have available. Providing the APS website may incur maintenance costs beyond what is allocated per year buy APS, Webfitters has approached me with an option for consideration by the BOD.

Proposal:

Allow Webfitters to place below the Peony Registry's title the following link:

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An example of what it would look like on a non-profit's website may be found here: <https://browncohistoricalsoc.org/category/if-tombstones-could-talk/>. By doing this they would enter into a limited partnership with APS to provide their top tier maintenance package for the website. The value of this package is \$3000.00. This package would benefit the society in the form of technical repairs to the website, yearend updates to plugins and testing. The maintenance package would not pay for new/additional work, hosting and renewal fees associated with plugins. The value and need are certainly something APS may want to pursue.

The question: "Are there "Non-Profit" conflicts?" In my opinion this falls into a rather "gray area" depending upon how we look at it. On one hand it can be viewed as a promotion (in conflict with non-profit standing). On the other hand it can be viewed as a partnership for a necessary service, or trade for services in lieu of payment. APS does make payments to other entities on a regular basis for services rendered (Bulletin layout & publishing, convention venues, etc...), thus this may be looked at as a variation on that practice. Additionally, APS is not profiting from the agreement and Webfitters is supplying a service. Webfitters already has their mark on the website in less obvious ways (at the bottom of the pages they have their name).

Additionally, the Peony Registry is a rather unique database and does require some extra technical support and server space/requirements, thus allowing Webfitters to be noted as a partner or sponsor of that segment may be appropriate. Other non-profits have elected to use this offer by Webfitters and have not endangered their non-profit status.

Action: Does APS enter into an agreement with Webfitters for the above outlined partnership?

Proposed by Nate Bremer, January 12, 2021.