



Board Meeting

The Falmouth Historical Society

July 6, 2021

Falmouth Heritage Museum



Agenda

Secretary's Report

Treasurer's Report

Committee Reports

- Programs
- Museum Operation & Exhibits
- Collections
- Local History

• Communications

• Merchandise

• Museum Buildings & Grounds

• Technology

• Development

New Business

Falmouth Heritage Museum



Secretary's Report

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Minutes



Falmouth Heritage Museum



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New Business

Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	56	18	2	76
Members pending renewal	12	2		14
Total	68	20	2	90
Lapsed	10	2		12

Falmouth Heritage Museum



Treasurer's Report

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Treasurer's Report

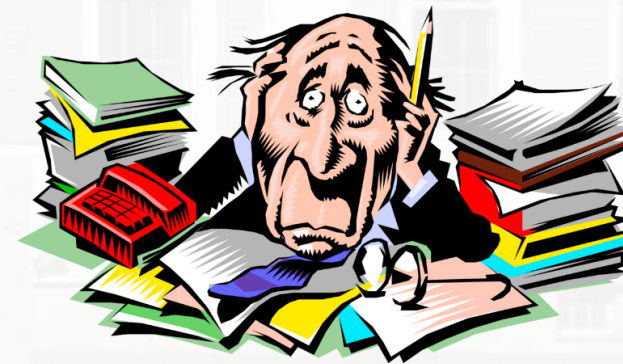
Committee Reports

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New Business

Budget

Monthly financials



Falmouth Heritage Museum



Treasurer's Report

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New Business

Financial Report

ACCOUNT BALANCES		
Checking—Society	Checking—Internet	Savings—Museum
\$821.47	\$533.43	\$1,623.21
Maine Community Foundation—The FHS Fund		\$18,241.88
PayPal		\$0.00

Accounts receivable = \$50.00

Accounts payable = \$193.36

Falmouth Heritage Museum



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INCOME AND EXPENSE

Statement of Activity
July 2020 - June 2021

	JUL 2020	AUG 2020	SEP 2020	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	TOTAL
Revenue													
Donations		20.00		41.96	264.00		100.00	10.00		576.00	5.00		\$1,016.96
Dues	215.06	80.00	80.00		30.00		380.00	1,356.45	639.95	30.00	289.99	249.67	\$3,351.12
Investments	0.10	0.10	0.10	0.09	0.07	0.06	0.06	0.06	0.06	0.04	0.04	0.04	\$0.82
Sales		44.00	26.00										\$70.00
Total Revenue	\$215.16	\$144.10	\$106.10	\$42.05	\$294.07	\$0.06	\$480.06	\$1,366.51	\$640.01	\$606.04	\$295.03	\$249.71	\$4,438.90
GROSS PROFIT	\$215.16	\$144.10	\$106.10	\$42.05	\$294.07	\$0.06	\$480.06	\$1,366.51	\$640.01	\$606.04	\$295.03	\$249.71	\$4,438.90
Expenditures													
Fees		59.90		20.00				35.00					\$114.90
Information Services									920.00				\$920.00
Insurance							225.00			1,400.00			\$1,625.00
Maintenance			312.00						60.00			84.38	\$456.38
Membership					96.00		35.00	60.00	175.00				\$366.00
Misc	2.32	7.74						4.35	6.07	7.14	6.08	3.49	\$37.19
Office Expense	216.00			41.96			160.00	76.45			99.99	114.95	\$706.35
Utilities	197.54	204.58	208.04	211.25	202.58	217.93	230.36	284.50	297.76	210.65	173.28	273.58	\$2,712.15
Total Expenditures	\$415.86	\$272.22	\$520.04	\$273.21	\$300.58	\$217.93	\$650.36	\$460.30	\$1,458.83	\$1,617.79	\$279.35	\$476.50	\$6,942.97
NET OPERATING REVENUE	\$-200.70	\$-128.12	\$-413.94	\$-231.16	\$-6.51	\$-217.87	\$-170.30	\$906.21	\$-818.82	\$-1,011.75	\$15.68	\$-226.79	\$-2,504.07

Falmouth Heritage Museum



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YEAR-TO-DATE PERFORMANCE

Budget vs. Actuals: FY20-21 - FY21 P&L
July 2020 - June 2021

	ACTUAL	TOTAL BUDGET	OVER BUDGET
Revenue			
Donations	1,016.96		1,016.96
Dues	3,351.12		3,351.12
Investments	0.82		0.82
Sales	70.00		70.00
Total Revenue	\$4,438.90	\$0.00	\$4,438.90
GROSS PROFIT			
GROSS PROFIT	\$4,438.90	\$0.00	\$4,438.90
Expenditures			
Fees	114.90	115.00	-0.10
Information Services	920.00	920.00	0.00
Insurance	1,625.00	1,625.00	0.00
Maintenance	456.38	512.00	-55.62
Membership	368.00	233.00	135.00
Misc	37.19	60.00	-22.81
Office Expense	709.35	801.00	-91.65
Utilities	2,712.15	2,600.00	112.15
Total Expenditures	\$6,942.97	\$6,866.00	\$76.97
NET OPERATING REVENUE	\$ -2,504.07	\$ -6,866.00	\$4,361.93
NET REVENUE	\$ -2,504.07	\$ -6,866.00	\$4,361.93

On budget



Falmouth Heritage Museum



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New Business

LIQUIDITY

Operating Accounts Balance	\$2,978
Less Accounts Payable	\$193
Less Remaining Budgeted Expenses	\$0
Plus Estimated Revenue from Dues	\$50
Projected Fiscal Year End Balance	\$2,835

**Exceeds target
by \$943**

Withdrawal from Foundation planned for July
Amount depends upon FY22 budget

Falmouth Heritage Museum



Proposed FY2021-22 Budget

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New Business

	2020						2021						
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Fees		\$60		\$20				\$35					\$115
Information Services									\$1,193				\$1,193
Insurance							\$225			\$1,400			\$1,625
Maintenance	\$100	\$500	\$362		\$50		\$0				\$50	\$50	\$1,112
Membership					\$98		\$35	\$60	\$175				\$368
Merchandise				\$400	\$300	\$300							\$1,000
Misc	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$60
Office Expense	\$220	\$75			\$75		\$160	\$75			\$175	\$90	\$870
Utilities	\$275	\$275	\$255	\$235	\$215	\$225	\$235	\$282	\$300	\$215	\$235	\$255	\$3,002
Total	\$600	\$915	\$622	\$660	\$743	\$530	\$660	\$457	\$1,673	\$1,620	\$465	\$400	\$9,345

Falmouth Heritage Museum



Programs Committee

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New Business

Education



Falmouth Heritage Museum



Museum Operations & Exhibits Committee

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New Business

Protocols for reopening

- Precautions
- Signage
- Website



REOPENING



Falmouth Heritage Museum



Collections Committee

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New Business

Acquisitions

- Girl Scout uniform worn by Heather Rose Hall when she lived on the Foreside in the mid-1950s.

Falmouth Heritage Museum



Collections Committee

Agenda

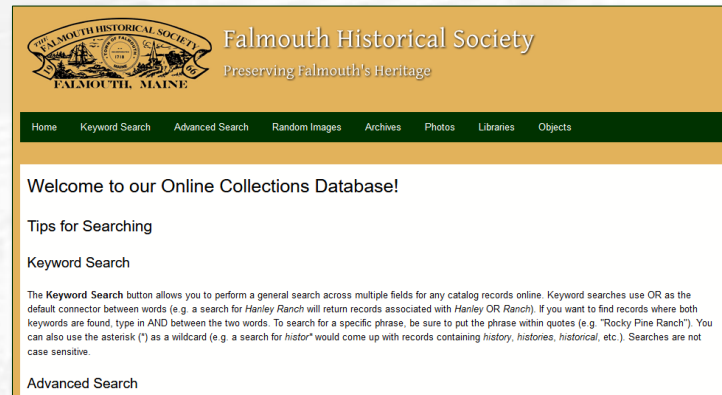
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Digital Catalog



<https://thefhs.pastperfectonline.com/>

Archives	139
Photos	75
Library	191
Objects	218
Total	623

No change since last month

Falmouth Heritage Museum



Local History

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New Business

Responses to Inquiries

Conducted research; received/responded via email

	May
Collections	2
Family History	-
Property History	2
Local History	1
Other	-
Total	5

Falmouth Heritage Museum



Local History

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New Business

Website Expansion – No change since last month

Category	Visible	Items/New	Status
Research – Ancient Falmouth	✗		
Research – Family History	✗		
Research – Property History	✗		
Research – Historical References	✓	6 / 0	
Research – Family References	✓	5 / 0	
Research – Historical Maps	✓	14 / 0	
Members Only -- Newsletters	✓	25 / 0	
Members Only – Local Resources	✗		
Members Only – Local Research	✓	3 / 0	

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Communications Committee

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New Business

Newsletter

- Delayed due to server issue

Canceled plans for table at polls

- Weather did not cooperate



Falmouth Heritage Museum



Merchandise Committee

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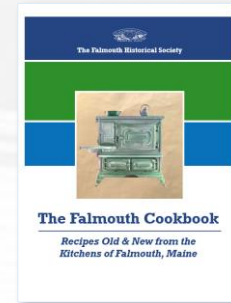
New Business

Cookbook

- One meeting
- Editing galley for volume I (Savory)

Tote

- Still pending a visit to BGA in Cumberland



Falmouth Heritage Museum



Museum Building & Grounds Committee

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New Business

Preparation for reopening

- Water ✓
- Clean Museum ✓ and Barn
- Fans for cooling and airflow ✓
- Move back into office/kitchen
- Move Tidewater artifacts to loft ✓

Roofing issue

Septic



Falmouth Heritage Museum



Technology Committee

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New Business

Technology Activity

- See New Business



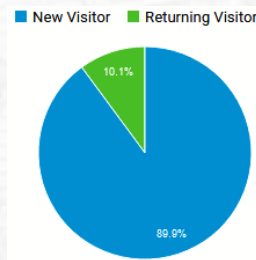
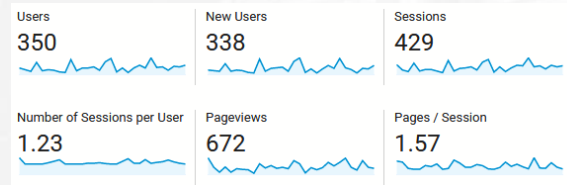
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Website Activity

May 2021 – “Who”

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Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	350 % of Total: 100.00% (350)	338 % of Total: 100.00% (338)	429 % of Total: 100.00% (429)
1. desktop	237 (67.71%)	226 (66.86%)	287 (66.90%)
2. mobile	107 (30.57%)	107 (31.66%)	133 (31.00%)
3. tablet	6 (1.71%)	5 (1.48%)	9 (2.10%)

Who are they?

How do they get here?

Country	Users	% Users
1. United States	281	80.29%
2. China	50	14.29%
3. Canada	5	1.43%
4. Australia	2	0.57%
5. United Kingdom	2	0.57%
6. Netherlands	2	0.57%
7. Russia	2	0.57%
8. Germany	1	0.29%
9. France	1	0.29%
10. Ireland	1	0.29%

Where do they come from?

City	Users	% Users
1. Ashburn	37	10.42%
2. Falmouth	35	9.86%
3. Boardman	32	9.01%
4. Columbus	28	7.89%
5. Shanghai	24	6.76%
6. (not set)	13	3.66%
7. Tianjin	13	3.66%
8. Zhengzhou	13	3.66%
9. Boston	13	3.66%
10. Falmouth	9	2.54%

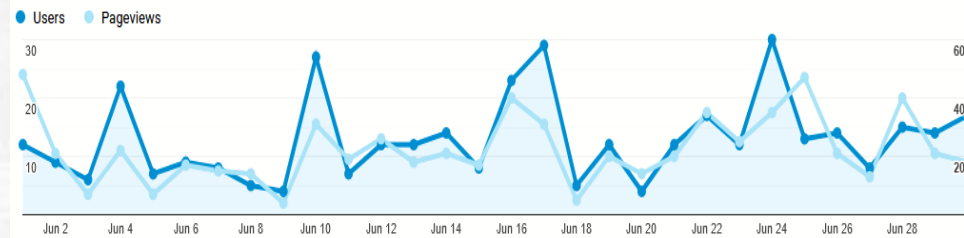
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How much are they viewing?

Page ?	Pageviews ? ↓	Unique Pageviews ?
	672 % of Total: 100.00% (672)	592 % of Total: 100.00% (592)
1. Home	245 (36.46%)	213 (35.98%)
2. About Falmouth – Colonial Origins	75 (11.16%)	69 (11.66%)
3. Falmouth Historical Maps	26 (3.87%)	23 (3.89%)
4. Falmouth Family References	19 (2.83%)	16 (2.70%)
5. About FHS - Contact	14 (2.08%)	12 (2.03%)
6. Heritage Museum	14 (2.08%)	13 (2.20%)
7. About Falmouth – From Town...	13 (1.93%)	12 (2.03%)
8. Research	13 (1.93%)	6 (1.01%)
9. 2021 Documents – May Board Meeting	12 (1.79%)	8 (1.35%)
10. Falmouth History References	11 (1.64%)	11 (1.86%)

What are they viewing?

Falmouth Heritage Museum



Facebook Activity

January 2021

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Activity

Last 28 days : Jun 6 - Jul 3 ▾

People Reached

28

▲27%

Post Engagements

2

▲100%

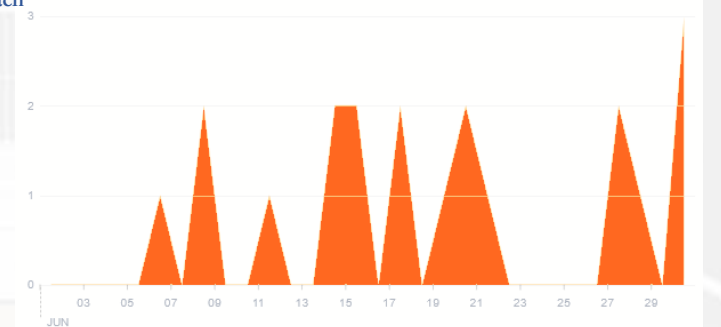
Page Likes

6

▼25%

Reach

Organic Paid



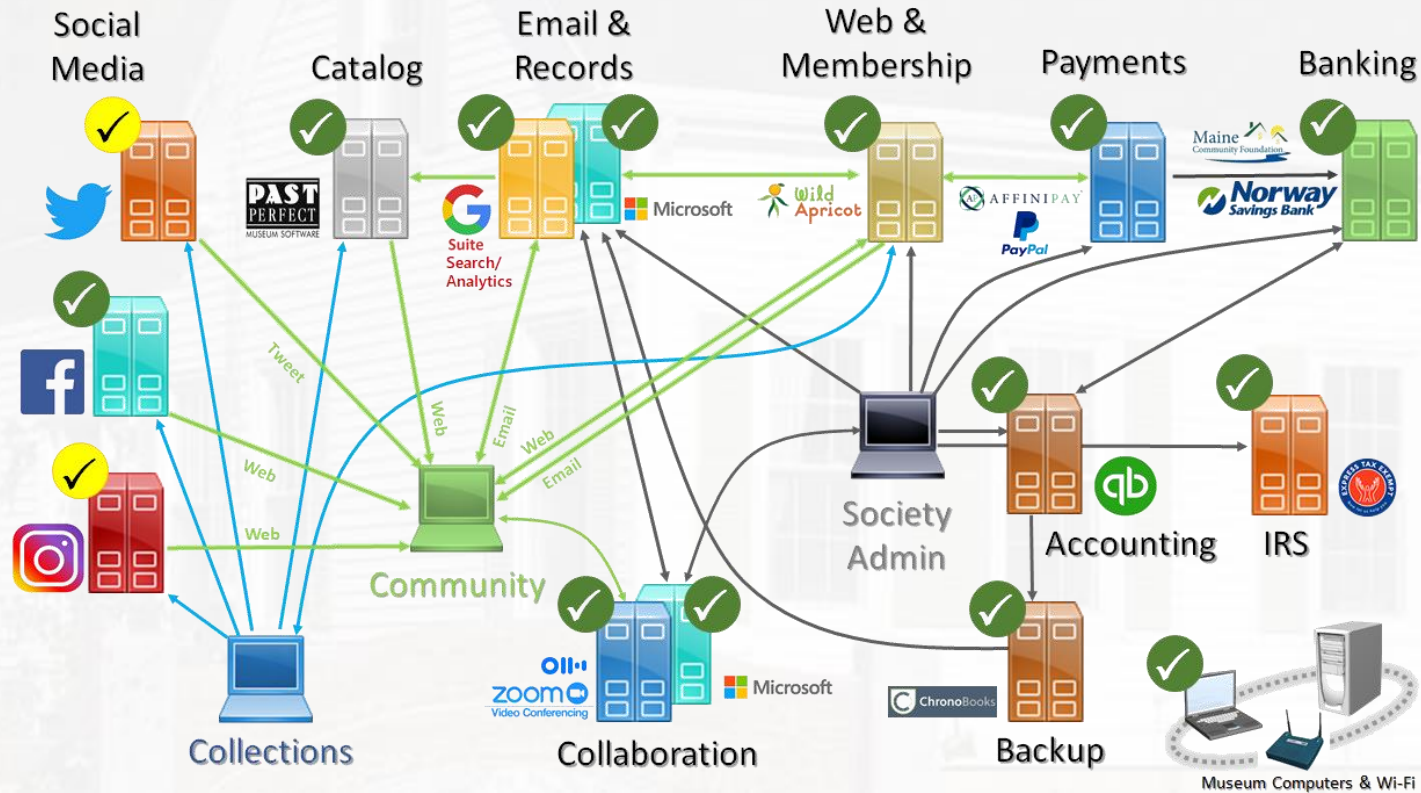
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System Status

July 2021 – No change

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Development

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Nothing significant to report



Falmouth Heritage Museum



New Business

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Asset Protection Strategy

A wooden sign for the Falmouth Heritage Museum is positioned in the foreground. It features a circular logo with a ship and a building, and the text "Falmouth Heritage Museum" below it. The background shows a large, white, two-story house with a porch and a chimney, set against a blue sky with trees.

Falmouth Heritage Museum