



# Board Meeting

The Falmouth Historical Society

July 12, 2022

Falmouth Heritage Museum



# Agenda

President's Remarks

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



# President's Remarks

## Agenda

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& Exhibits
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& Grounds
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- Development

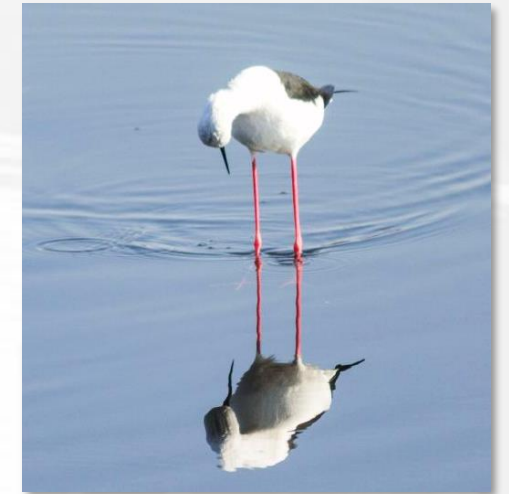
New Business

July marks the beginning of our fiscal year—a good time for reflection

- We are emerging from the pandemic
- Re-engaging with our partners
- Resuming in-person activities
- Doing the things expected of us
- Making progress on our goals
- Much remains to be done

All thanks to the amazing effort by our volunteers!

Thank you!



Falmouth Heritage Museum



# Secretary's Report

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## June minutes

## Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	42	6	4	52
Members pending renewal	33	14		47
Total	76	20	4	99 ←
Lapsed	8	1		9

**Renewal Time!**

Falmouth Heritage Museum



# Treasurer's Report

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## Financial Report

We finished the year in the black

- Despite a \$1,400 calamity (circuit breaker/sump pump failure)

Prospects for coming year are good!

- \$2,230 in pending dues
- \$7,000 pledge
  - \$2,000 operating, \$5,000 scholarship
- Expect gains from new merchandise



Falmouth Heritage Museum



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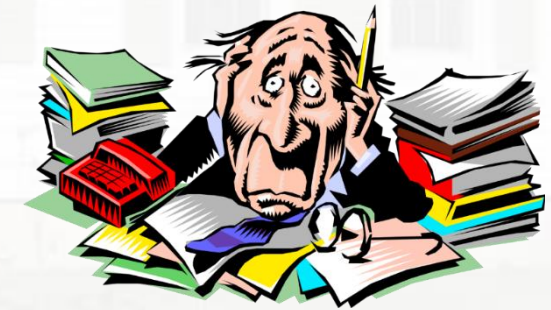
## Financial Report

Substantial improvements in financial admin

- Cleaned up residual discrepancies from pre-2017
- Now properly accounting for inventory and sales
- Compliant on most aspects of nonprofit accounting

## Next steps

- FY22-23 budget
- TY21(-22) IRS filing
- Adopt nonprofit accounting changes for full compliance—now doing by hand



Falmouth Heritage Museum



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## ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$1,639.44	\$508.45	\$5,645.15
Maine Community Foundation—The FHS Fund		\$15,008.05
PayPal		\$0.05
Venmo		\$0.25
Accounts receivable = <b>\$0.00</b>		
Accounts payable = <b>\$171.41</b>		
Sales tax payable = <b>\$13.77</b>		

Falmouth Heritage Museum



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## LIQUIDITY

June 30, 2022

Operating Accounts Balance	\$7,752	
Plus Accounts Receivable	\$0	
Less Accounts Payable + Sales Tax	\$185	
Less Remaining Budgeted Expenses	\$0	
Less Grant Restrictions	\$2,500	
Plus Estimated Revenue from Dues/Donations	\$0	
<b>Actual Fiscal Year-End Balance</b>	<b>\$5,067</b>	←
<hr/>		
Days Cash on Hand	138	←

Falmouth Heritage Museum





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## STATEMENT OF FINANCIAL POSITION

	June 30, 2022		
<b>Assets</b>	<b>Without Donor Restrictions</b>	<b>With Donor Restrictions</b>	<b>Total</b>
Checking	2,107		2,107
Savings	3,145	2,500	5,645
Inventory	3,589		3,589
Petty Cash	134		134
Undeposited Funds	0		0
Accounts Receivable	0		0
<b>Total Current Assets</b>	<b>8,975</b>	<b>2,500</b>	<b>11,475</b>
Land and Buildings	265,100		265,100
Fire Truck	35,000		35,000
Investments	15,008		15,008
<b>Total Long-Term Assets</b>	<b>315,108</b>		<b>315,108</b>
<b>Total Assets</b>	<b>324,083</b>	<b>2,500</b>	<b>326,583</b>
<b>Liabilities</b>			
Accounts Payable	171		171
Maine Revenue Service Payable	14		14
<b>Total Current Liabilities</b>	<b>185</b>		<b>185</b>
<b>Total Liabilities</b>	<b>185</b>		<b>185</b>
<b>Net Assets</b>			
Net Assets Beginning of Year	323,458		323,458
Change in Net Assets	440	2,500	2,940
<b>Current Net Assets</b>	<b>323,898</b>	<b>2,500</b>	<b>326,398</b>
<b>Total Liabilities and Net Assets</b>	<b>324,083</b>	<b>2,500</b>	<b>326,583</b>



Falmouth Heritage Museum



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## PERFORMANCE

July 2021 - June 2022

	ACTUAL	TOTAL BUDGET	OVER BUDGET
Revenue	\$19,018	\$0	\$19,018
Cost of Goods Sold	\$634	\$0	\$634
<b>GROSS PROFIT</b>	<b>\$18,384</b>	<b>\$0</b>	<b>\$18,384</b>
Expenditures			
Directed Donations		2,136	-2,136
Education	3,000	3,000	0
Fees	204	115	89
Information Services	1,193	1,193	0
Insurance	1,648	1,625	23
Maintenance	2,936	1,112	1,824
Membership	428	308	120
Misc	46	60	-14
Office Expense	1,125	870	255
Utilities	3,269	3,002	267
<b>Total Expenditures</b>	<b>\$13,850</b>	<b>\$13,421</b>	<b>\$429</b>



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## STATEMENT OF ACTIVITY

July 2021 - June 2022

	JUL 2021	AUG 2021	SEP 2021	OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022	JUN 2022	TOTAL
<b>Revenue</b>													
Discounts given			-1.89	-2.86		-0.94		-7.59			-1.89	-1.89	\$ -17.06
Donations	361.93	86.02	75.88	310.45	180.69	3,490.00	135.00	122.60	75.20	225.00	250.00	362.00	\$5,674.77
Dues	140.00		100.00	90.00	30.00	200.00	310.00	190.00	460.00	30.00	200.00	240.00	\$1,990.00
Grant						3,000.00			2,500.00				\$5,500.00
Investments	0.04	0.03	0.03	5,000.10	0.12	0.23	0.26	0.23	0.29	0.25	0.22	0.14	\$5,001.94
Sales			190.52	188.55		117.52		39.81			53.07	81.51	\$670.98
Sales of Product Revenue				7.58		123.24		66.36					\$197.18
<b>Total Revenue</b>	<b>\$501.97</b>	<b>\$86.05</b>	<b>\$364.54</b>	<b>\$5,593.82</b>	<b>\$210.81</b>	<b>\$6,930.05</b>	<b>\$445.26</b>	<b>\$411.41</b>	<b>\$3,035.49</b>	<b>\$255.25</b>	<b>\$501.40</b>	<b>\$681.76</b>	<b>\$19,017.81</b>
Cost of Goods Sold	\$0.00	\$0.00	\$160.80	\$99.20	\$0.00	\$183.61	\$0.00	\$76.86	\$0.00	\$0.00	\$44.80	\$68.80	\$634.07
<b>GROSS PROFIT</b>	<b>\$501.97</b>	<b>\$86.05</b>	<b>\$203.74</b>	<b>\$5,494.62</b>	<b>\$210.81</b>	<b>\$6,746.44</b>	<b>\$445.26</b>	<b>\$334.55</b>	<b>\$3,035.49</b>	<b>\$255.25</b>	<b>\$456.60</b>	<b>\$612.96</b>	<b>\$18,383.74</b>
<b>Expenditures</b>													
Education												3,000.00	\$3,000.00
Fees		148.90		20.00				35.00	0.32				\$204.22
Information Services								165.36	1,028.00				\$1,193.36
Insurance						225.00				1,423.00			\$1,648.00
Maintenance	42.19		312.00	199.00	290.69	700.00				1,230.10		162.00	\$2,935.98
Membership					98.00		95.00	195.00				40.00	\$428.00
Misc	3.49	2.55		7.25	2.11	2.18	6.43	2.63	6.55	3.94	1.15	8.14	\$46.42
Office Expense	516.10	80.33	75.88	95.45			235.00	122.00					\$1,124.76
Utilities	217.34	210.28	212.75	323.80	290.09	226.24	330.07	360.49	394.98	236.47	241.14	225.28	\$3,268.93
<b>Total Expenditures</b>	<b>\$779.12</b>	<b>\$442.06</b>	<b>\$600.63</b>	<b>\$645.50</b>	<b>\$680.89</b>	<b>\$1,153.42</b>	<b>\$666.50</b>	<b>\$880.48</b>	<b>\$1,429.85</b>	<b>\$2,893.51</b>	<b>\$242.29</b>	<b>\$3,435.42</b>	<b>\$13,849.67</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -277.15</b>	<b>\$ -356.01</b>	<b>\$ -396.89</b>	<b>\$4,849.12</b>	<b>\$ -470.08</b>	<b>\$5,593.02</b>	<b>\$ -221.24</b>	<b>\$ -545.93</b>	<b>\$1,605.64</b>	<b>\$ -2,638.26</b>	<b>\$214.31</b>	<b>\$ -2,822.46</b>	<b>\$4,534.07</b>

Falmouth Heritage Museum



# Treasurer's Report

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New Business

## SALES ACTIVITY

July 2021 - June 2022

	QUANTITY	AMOUNT	% OF SALES	AVG PRICE	COGS	TOTAL
Books		413.25	52.40 %		348.80	
Clothing		128.91	16.35 %		97.39	
Magnets		5.68	0.72 %		4.80	
Maps		6.64	0.84 %		5.60	
Other		96.70	12.26 %		82.40	
Throw/Coverlets		42.65	5.41 %		36.00	
Totes		94.80	12.02 %		59.08	
<b>TOTAL</b>		<b>\$788.63</b>	<b>100.00 %</b>		<b>\$634.07</b>	

## NEW MERCHANDISE INVESTMENT

As of 06/30/22	Beanies	Totes	Total
Transfer of Cash to Inventory	\$274.30	\$295.40	<b>\$569.70</b>
Expense from Inventory			
Cost of Goods Sold	\$68.59	\$59.08	\$127.67
Income to Cash			
Margin on Goods Sold	\$26.21	\$35.72	\$61.93
Net			
Cash Tied Up in Inventory	\$179.50	\$200.60	<b>\$380.10</b>
Profit			<b>\$0.00</b>

**NO CHANGE THIS MONTH**

Falmouth Heritage Museum



# Treasurer's Report

## Proposed Budget for Fiscal Year 2022-23

### Agenda

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Category	2022						2023						Total
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
<b>Education</b>												\$5,000	\$5,000
<b>Fees</b>		\$100		\$20				\$35					\$155
<b>Information Services</b>									\$1,028				\$1,028
<b>Insurance</b>						\$225				\$1,450			\$1,675
<b>Inventory</b>				\$500									\$500
<b>Maintenance</b>	\$50		\$862		\$100		\$550		\$50		\$100	\$600	\$2,312
<b>Membership</b>					\$98		\$95	\$195				\$40	\$428
<b>Misc</b>	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$60
<b>Office Expense</b>	\$241	\$100	\$25	\$25	\$75		\$160	\$75		\$25	\$200	\$25	\$951
<b>Utilities</b>	\$235	\$235	\$235	\$285	\$285	\$285	\$285	\$285	\$417	\$235	\$235	\$235	\$3,254
<b>Total</b>	<b>\$531</b>	<b>\$440</b>	<b>\$1,127</b>	<b>\$835</b>	<b>\$563</b>	<b>\$515</b>	<b>\$1,095</b>	<b>\$595</b>	<b>\$1,500</b>	<b>\$1,715</b>	<b>\$540</b>	<b>\$5,905</b>	<b>\$15,363</b>

**DECISION**



# Programs Committee

## Agenda

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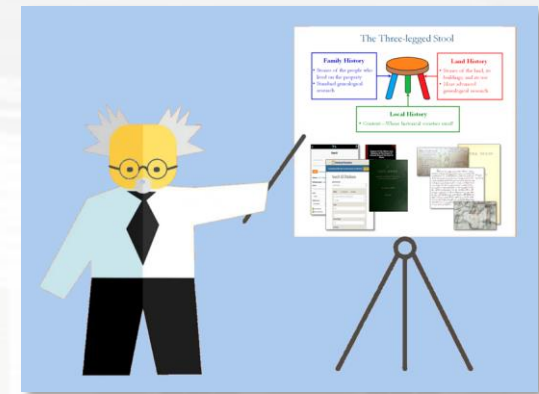
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## Education

- “Gracie’s Journal coloring book”
- Introduction to Local Research
  - Local, family, property history
  - Training volunteers, in-person/virtual events, online reference



Falmouth Heritage Museum



# Museum Operations & Exhibits Committee

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## Museum and barn open to the public

- Most Tuesdays, 9:00-3:00
- Five volunteers for at least half the day
- Humming with activity
- Traffic in visitors light so far



Falmouth Heritage Museum



# Collections Committee

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## Digital Catalog



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

Archives	267
Photos	76
Library	487
Objects	333
<b>Total</b>	<b>1,163</b>

**NO CHANGE  
THIS MONTH**

Falmouth Heritage Museum





# Collections Committee

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## Photography of artifacts

- Eagle Scout project for Dan Rabinowitz of Falmouth Troop 93
- First floor of Museum completed
- Two more sessions
  - Second floor
  - Barn



Falmouth Heritage Museum



# Collections Committee

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## Proposed Donation

- Player piano from Merrill family
- Purchased from Cressey & Allen of Portland
  - Dealer in Mason & Hamlin pianos
  - Did not find record of M&H player pianos
- Needs tuning and a stable environment

**DECISION**



Falmouth Heritage Museum



# Local History

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## Responses to Inquiries

Conducted research; received/responded

	June
Collections	1
Family History	1
Property History	5
Local History	3
<b>Total</b>	<b>10</b>

## Very busy month

- Two press inquiries
- One library inquiry
- Three local landmarks
- May finally solve the mystery of the marker on the Merrill farm



Falmouth Heritage Museum



# Local History

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## Website Expansion

Category	Visible	Items/New	Status
Research – Ancient Falmouth	✗		
Research – Family History	✗		
Research – Property History	✗		
Research – Historical References	✓	14 / 0	<b>NO CHANGE THIS MONTH</b>
Research – Family References	✓	20 / 0	
Research – Historical Maps	✓	18 / 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

Postal mailing is still overdue!

Ramped up digital communications

- One Facebook posts

Public presence

- Table at polls for 12 hours
  - Nice day + good location meant lots of engagement with the community
  - Lessons learned for future events



Falmouth Heritage Museum



# Merchandise Committee

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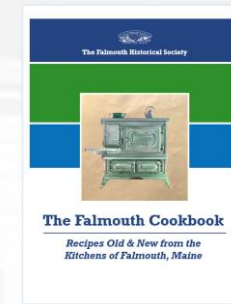
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New Business

## The Falmouth Cookbook is moving forward

- Clean draft of "Sweet"
- Now working on "local color" and artwork
- Committee is meeting Wed, 7/13



Falmouth Heritage Museum



# Museum Building & Grounds Committee

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## Sump Status

- ✓ New GFCI breaker installed
- ✓ New, stronger (1 hp) pump installed
- Wi-fi connected overflow alarm (*in process*)
- Clean/sanitize basement
- Repair or replace old (1/2 hp) pump
- Configure old pump for emergency use
- Schedule routine cleaning of pump
- Upgrade hose to increase capacity



Falmouth Heritage Museum



# Website Activity

June 2022 – “What”

## Agenda

President’s Remarks

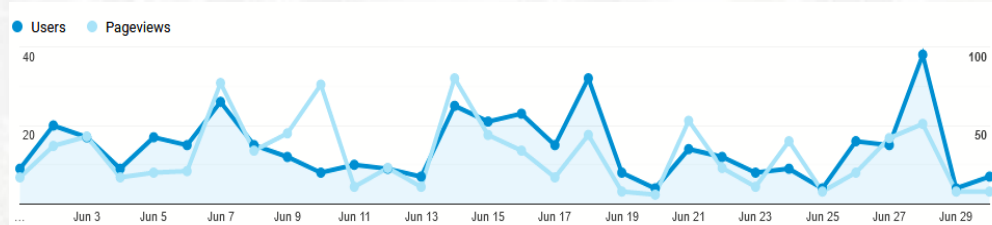
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Page ?	Pageviews ? ↓	Unique Pageviews ?
	<b>929</b> % of Total: 100.00% (929)	<b>767</b> % of Total: 100.00% (767)
1. Home	<b>307 (33.05%)</b>	<b>241 (31.42%)</b>
2. Falmouth-Colonial Origins	<b>69 (7.43%)</b>	<b>58 (7.56%)</b>
3. Falmouth Historical Maps	<b>47 (5.06%)</b>	<b>44 (5.74%)</b>
4. Falmouth History References	<b>42 (4.52%)</b>	<b>39 (5.08%)</b>
5. Falmouth Family References	<b>30 (3.23%)</b>	<b>28 (3.65%)</b>
6. About FHS-Contact	<b>25 (2.69%)</b>	<b>25 (3.26%)</b>
7. Museum and Barn Hours	<b>25 (2.69%)</b>	<b>21 (2.74%)</b>
8. Upcoming Events	<b>20 (2.15%)</b>	<b>16 (2.09%)</b>
9. Heritage Museum	<b>18 (1.94%)</b>	<b>15 (1.96%)</b>
10. From Town, to Destination...	<b>16 (1.72%)</b>	<b>16 (2.09%)</b>

Falmouth Heritage Museum





# Website Activity

June 2022 – “Who”

## Agenda

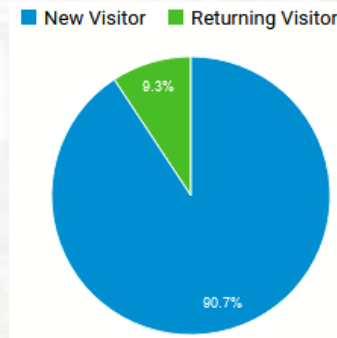
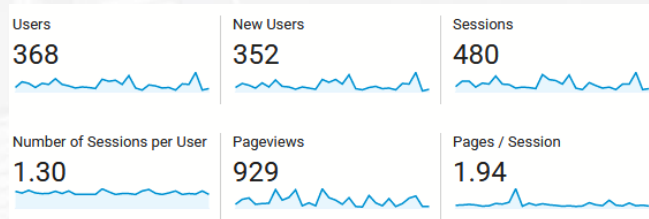
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*Who are they?*

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	<b>368</b> % of Total: 100.00% (368)	<b>353</b> % of Total: 100.28% (352)	<b>480</b> % of Total: 100.00% (480)
1. desktop	<b>265</b> (72.01%)	<b>251</b> (71.10%)	<b>369</b> (76.88%)
2. mobile	<b>93</b> (25.27%)	<b>92</b> (26.06%)	<b>101</b> (21.04%)
3. tablet	<b>10</b> (2.72%)	<b>10</b> (2.83%)	<b>10</b> (2.08%)

*How do they get here?*

Country	Users	% Users
1. United States	306	83.15%
2. China	41	11.14%
3. Canada	6	1.63%
4. United Kingdom	6	1.63%
5. France	2	0.54%
6. Australia	1	0.27%
7. Switzerland	1	0.27%
8. Germany	1	0.27%
9. Indonesia	1	0.27%
10. India	1	0.27%

City	Users	% Users
1. (not set)	77	20.21%
2. Columbus	52	13.65%
3. New York	34	8.92%
4. Falmouth	31	8.14%
5. Ashburn	26	6.82%
6. Portland	17	4.46%
7. Yarmouth	13	3.41%
8. Boston	10	2.62%
9. South Portland	5	1.31%
10. Boardman	5	1.31%

*Where do they come from?*



# Facebook Activity

June 2022

## Agenda

President's Remarks


Secretary's Report

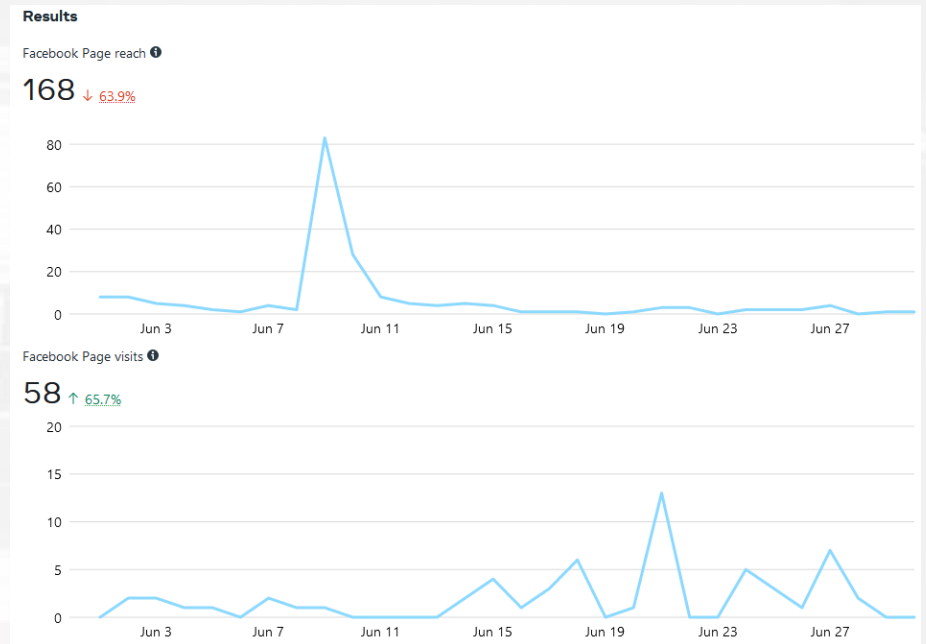
Treasurer's Report

Committee Reports

- Programs
- Museum Operation & Exhibits
- Collections
- Local History
- Communications
- Merchandise
- Museum Buildings & Grounds
- Technology
- Development

New Business

Content				
Recent content ↓				
	Type	Reach 14	Likes and reacti... 14	
	The Falmouth Heritage Museum an... Thu Jun 9, 7:37am		137	6



Falmouth Heritage Museum



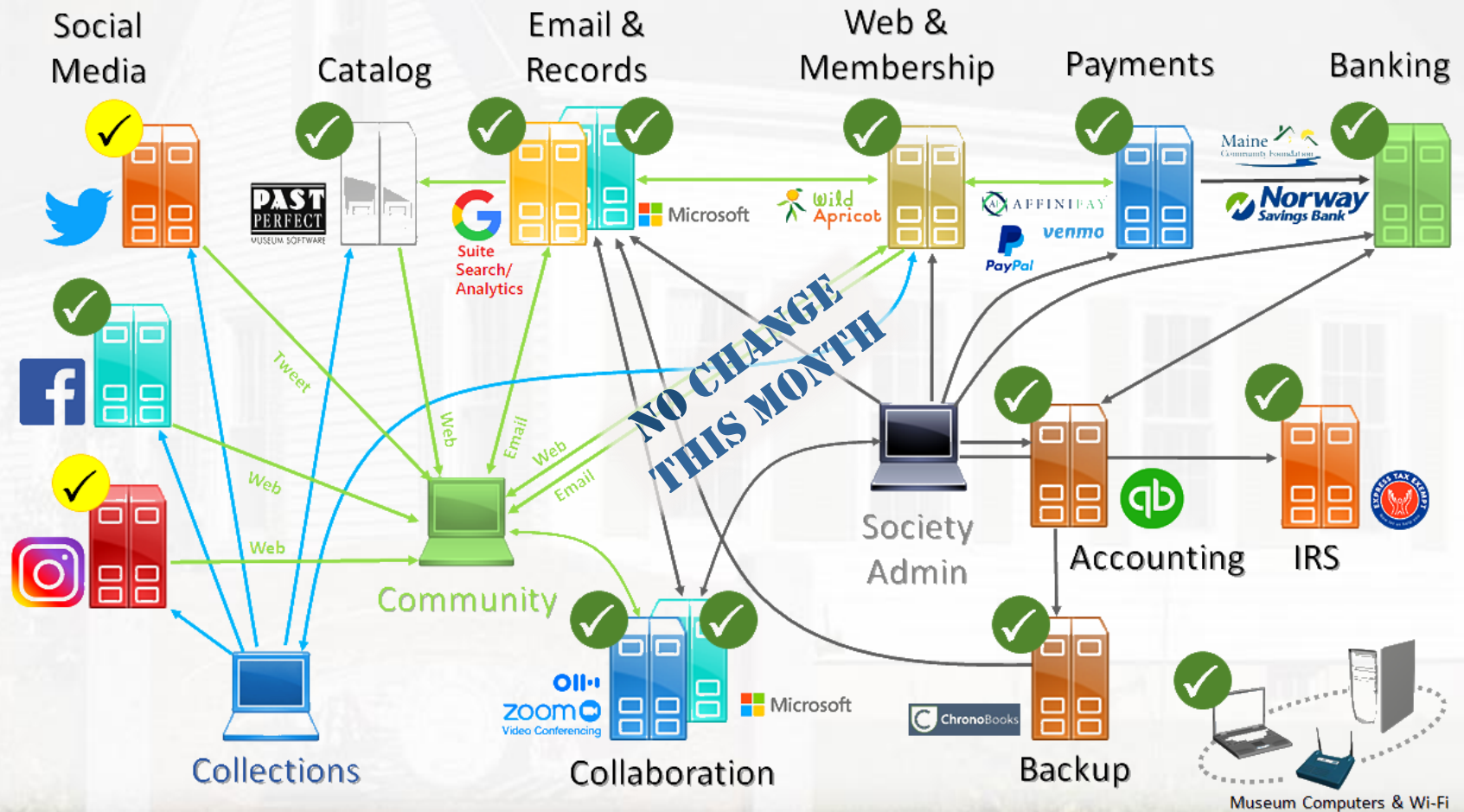
# System Status

July 2022

## Agenda

- President's Remarks
- 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



# Development

## Agenda

President's Remarks

Secretary's Report

Treasurer's Report

Committee Reports

- Programs
- Museum Operation  
& Exhibits
- Collections
- Local History
- Communications
- Merchandise
- Museum Buildings  
& Grounds
- Technology
- **Development**

New Business

Nothing significant to report

Falmouth Heritage Museum



# New Business

## Agenda

President's Remarks

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