



Board Meeting

The Falmouth Historical Society

January 9, 2024

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

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New Business

Preparations for the annual meeting lost steam over the holidays

- Two volunteers taken out of action by Covid are now on the mend
- Business meeting shaping up
 - Please let me know if there are points you want included
- Substantive presentations need to be assembled
 - A bit more research needed to fill in gaps
- Communications stalled
 - Expect to see announcements soon
 - Takes priority over finishing presentations



Falmouth Heritage Museum



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New Business

Minutes (*approved online*)

Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	68	16	5	89
Members pending renewal	19	1		20
Total	87	17	5	109
Lapsed	6	-		6

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Financial Report

Find details in [Treasurer's Report](#)

FINANCIAL SUMMARY

December 31, 2023

Operating Accounts Balance	\$4,539	Minus restricted grants	●
Projected Income	\$5,010	"	●
Projected Expenses	\$7,321	"	●
Projected Year-End Balance	\$1,731	In the black	●
Projected Year-End Gain	-\$558	Spending beyond our means	●
Variance from Budget	-\$1,208	Well under budget	●
Change in Unrestricted Net Current Assets	\$644	Skating between red & black	●
Investments	\$23,252	Doing well	●

Falmouth Heritage Museum



Programs Committee

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New Business

Annual Meeting

Short & sweet business meeting

- Usual round robin of reports

FHS Presents!

- Mast Road
 - As with the Foreside, the story of the road mirrors the history of our town
- It Begins With a Sword
 - The story of two brothers, sons of refugees from one war, served their new nation in another
 - Reconstructing narrative for service in a “Splendid Little War”

Logistics

- Setup
- Access
- Refreshments

Falmouth Heritage Museum



Museum Operations & Exhibits Committee

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New Business

Museum and Barn are
now closed for winter



Falmouth Heritage Museum



Collections Committee

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New Business

Proposed Donation

Folk-art horse created by Annie L (Purington) O'Brien

- Life-long resident of Falmouth (1863(±)-1928)
- Made three horses for her children
- This horse belonged to her son, Arthur O'Brien, also a life-long resident of Falmouth (1899-1981)



Falmouth Heritage Museum



Local History

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New Business

Responses to Queries

Conducted research; received/responded

	2023	In Process
Collections	7	
Family History	13	2
Property History	10	2
Local History	16	1
Total	46	5



Falmouth Heritage Museum



Local History

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New Business

Website Expansion

Category	Visible	Items/New	Status
Research – Ancient Falmouth	✗		
Research – Family History	✗		
Research – Property History	✗		
Research – Historical References	✓	17 / 0	
Research – Family References	✓	25 / 0	
Research – Historical Maps	✓	19 / 0	
Members Only -- Newsletters	✓	25 / 0	
Members Only – Local Resources	✗		
Members Only – Local Research	✓	3 / 0	

**NO CHANGE
THIS MONTH**

Falmouth Heritage Museum



Communications Committee

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New Business

Winter Newsletter

- Annual meeting
- Featured artifact: Edward Steele Dow violin
- Museum closed for winter
- FHS joins MMN

Will send email blast shortly

- Museum closed for winter
- Autumn newsletter
- Mark your calendars for annual meeting

Facebook

- Same as email but spread out)
- Sharing of other posts related to Falmouth history



Falmouth Heritage Museum



Merchandise Committee

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New Business

Merchandise sales brought in \$956 during 2023

- Margin was \$310

Cookbook

- Will make a limited printing to restore inventory following end of year sales



**THE FALMOUTH
HERITAGE BOOKSTORE**

Falmouth Heritage Museum



Museum Building & Grounds Committee

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New Business

Winter is here...



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Technology

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New Business

Privacy Policy

- Drafted using MHS' policy as a model (*with permission*)
- Approved by Board
- Posted on website
- Now compliant

Find details in [Online Report](#)

The Falmouth Historical Society
Preserving Falmouth's Heritage

Welcome · About FHS · About Falmouth · Heritage Museum · Events · Get Involved ·
Research · Documents · Members Only ·

About FHS - Terms and Policies

The Falmouth Historical Society ("us", "we", or "our") operates the websites thefhs.org, falmouthhistory.org, falmouthhistoricalsociety.org, and thefalmouthhistoricalsociety.org (our "websites," "sites" or "Services"). We also publish content on two third-party websites: thefhs.pastperfectonline.com (hosted by PastPerfect) and mainememory.net (hosted by the Maine Historical Society).

This page informs you of our policies regarding your access and use of our websites (our "Terms of Use") and the collection, use, and disclosure of personal data when you use our Services and the choices you have associated with that data (our "Privacy Policy"). Our Terms of Use and Privacy Policy are collectively referred to as this "Agreement."

Our websites share a single login/password system and databases of user information. Below are the guidelines for use on all Falmouth Historical Society websites.

Falmouth Heritage Bookstore Return Policy

Returns permitted within 60 days of purchase when accompanied by original receipt. Items must be new and unused. Shipping & handling charges are not refundable.

Terms of Use

Acceptance

These Terms of Use constitute a legal agreement between you and the Falmouth Historical Society. Please read this agreement in its entirety. By using this website, you agree to be bound by the terms

Falmouth Heritage Museum



Development

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New Business

Nothing significant to report



Falmouth Heritage Museum



New Business

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New Business

Request from Dan Pride

- Seeking FHS assistance with a project to find a treasure trove in the vicinity of Highland Lake
- Consensus among Board is that the Society should not participate in this activity
- Proposed response:

The Falmouth Historical Society's Board of Directors reviewed your request and decided that we do not wish to be involved with your project to search for a treasure trove in the vicinity of Highland Lake.

Falmouth Heritage Museum



Supplemental Slides

Falmouth Heritage Museum



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New Business

ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$2,933.17	\$352.09	\$8,753.72
Maine Community Foundation—The FHS Fund		\$23,252.31
PayPal		\$0.00
Venmo		\$0.00
Accounts receivable =	\$0.00	
Undeposited funds =	\$132.00	
Accounts payable =	\$568.30	
Sales tax payable =	\$61.00	

Falmouth Heritage Museum



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LIQUIDITY

December 31, 2023

Operating Accounts Balance	\$12,039
Plus Accounts Receivable	\$132
Less Accounts Payable + Sales Tax	\$629
Less Remaining Budgeted Expenses	\$7,321
Less Grant Restrictions	\$7,500
Plus Estimated Revenue from Dues/Donations	\$5,010
Estimated Fiscal Year-End Balance	\$1,731

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New Business

STATEMENT OF FINANCIAL POSITION

December 31, 2023

Assets	Without Donor Restrictions	With Donor Restrictions	Total
Checking	3,285		3,285
Savings	1,254	7,500	8,754
Inventory	4,168		4,168
Petty Cash	263		263
Undeposited Funds	132		132
Accounts Receivable	0		0
Total Current Assets	9,101	7,500	16,601
Land and Buildings	449,900		449,900
Fire Truck	35,000		35,000
Investments	23,252		23,252
Total Long-Term Assets	508,152		508,152
Total Assets	517,253	7,500	524,753

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New Business

STATEMENT OF FINANCIAL POSITION

December 31, 2023

Liabilities	Without Donor Restrictions	With Donor Restrictions	Total
Accounts Payable	568		568
Maine Revenue Service Payable	61		61
Total Current Liabilities	629		629
Total Liabilities	629		629
Net Assets			
Net Assets Beginning of Year	516,280	7,500	523,780
Change in Net Assets	344	0	344
Current Net Assets	516,624	7,500	524,124
Total Liabilities and Net Assets	517,253	7,500	524,753
Change in Net Current Assets	644	0	644

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STATEMENT OF ACTIVITY

July - December, 2023

	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	TOTAL
Revenue							
Discounts given	-21.82	-2.85	-8.53			-1.95	\$ -35.15
Donations		239.03	70.12	105.60	116.00	764.00	\$1,294.75
Dues	30.00	30.00	389.00	640.00	900.00	190.00	\$2,179.00
Investments	0.24	0.23	0.22	0.22	0.22	0.22	\$1.35
Sales	50.24	66.35	36.97		9.48		\$163.04
Sales of Product Revenue	185.79	146.92	93.84		30.33	336.55	\$793.43
Total Revenue	\$244.45	\$479.68	\$581.62	\$745.82	\$1,056.03	\$1,288.82	\$4,396.42
Cost of Goods Sold	\$194.26	\$97.54	\$89.43	\$0.00	\$8.00	\$257.43	\$646.66
GROSS PROFIT	\$50.19	\$382.14	\$492.19	\$745.82	\$1,048.03	\$1,031.39	\$3,749.76
Expenditures							
Fees				20.00			\$20.00
Maintenance			327.60				\$327.60
Membership						217.00	\$217.00
Misc	2.21	1.17	1.40	14.83	8.15	2.92	\$30.68
Office Expense	225.93	249.01	9.99	160.07	9.99	169.99	\$824.98
Utilities	339.42	340.92	337.30	293.46	344.12	408.30	\$2,063.52
Total Expenditures	\$567.56	\$591.10	\$676.29	\$488.36	\$362.26	\$798.21	\$3,483.78
NET OPERATING REVENUE	\$ -517.37	\$ -208.96	\$ -184.10	\$257.46	\$685.77	\$233.18	\$265.98

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PERFORMANCE

July - December, 2023

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Revenue	\$4,396	\$0	\$4,396
Cost of Goods Sold	\$647	\$0	\$647
GROSS PROFIT	\$3,750	\$0	\$3,750
Expenditures			
Directed Donations		286	-286
Fees	20	20	0
Insurance		225	-225
Maintenance	328	1,317	-989
Membership	217	217	0
Misc	31	30	1
Office Expense	825	586	239
Utilities	2,064	2,011	53
Total Expenditures	\$3,484	\$4,692	\$ -1,208
NET OPERATING REVENUE	\$266	\$ -4,692	\$4,958

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SALES ACTIVITY

July – December 2023

	QUANTITY	AMOUNT	% OF SALES	AVG PRICE	COGS
Books		716.64	74.93 %		483.00
Clothing		94.80	9.91 %		68.58
Other		9.48	0.99 %		0.00
Throw/Coverlets		42.65	4.46 %		36.00
Totes		92.90	9.71 %		59.08
TOTAL		\$956.47	100.00 %		\$646.66

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NEW MERCHANDISE INVESTMENT

<i>As of December 30, 2023</i>	<i>Beanies</i>	<i>Totes</i>	<i>Savory</i>	<i>Sweet</i>
New Inventory	35	35	23	23
Transfer of Cash to Inventory	\$480.03	\$516.95	\$500.48	\$562.81
Expense from Inventory				
Cost of Goods Sold	\$205.76	\$280.63	\$348.16	\$195.76
Income to Cash				
Margin on Goods Sold	\$78.64	\$162.07	\$56.60	\$31.76
Donation	\$75.00	\$75.00	\$44.16	\$67.85
Net				
Cash Tied Up in Inventory	\$120.63	-\$0.75	\$51.56	\$267.44
Profit				
Remaining Inventory	20	16	7	15

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MANUFACTURING

<i>As of December 30, 2023</i>	<i>Total Purchased</i>	<i>Current Material</i>	<i>Total Requisitioned</i>	<i>Current Finished Goods</i>	<i>Wastage</i>	<i>Total Delivered</i>	<i>Remaining Volumes</i>
Paper stock (sheets)	8,750	3,625	5,125	0	640	4,485	37
Binders	47	0	47	1		46	1
Insert stock	100	0	100	0		97	0
Divider stock	250	50	200	63		138	37
Ink	46	0	46	0		46	
Total cost	\$1,480.54	\$332.92	\$1,147.62	\$27.73	\$56.60	\$1,063.29	
Less unbilled ink/toner expense				\$0.00			
Cash Tied Up in Manufacturing							\$360.65

NO CHANGE SINCE LAST MONTH

Falmouth Heritage Museum



Website Activity

2023 – “What”

Agenda

President’s Remarks

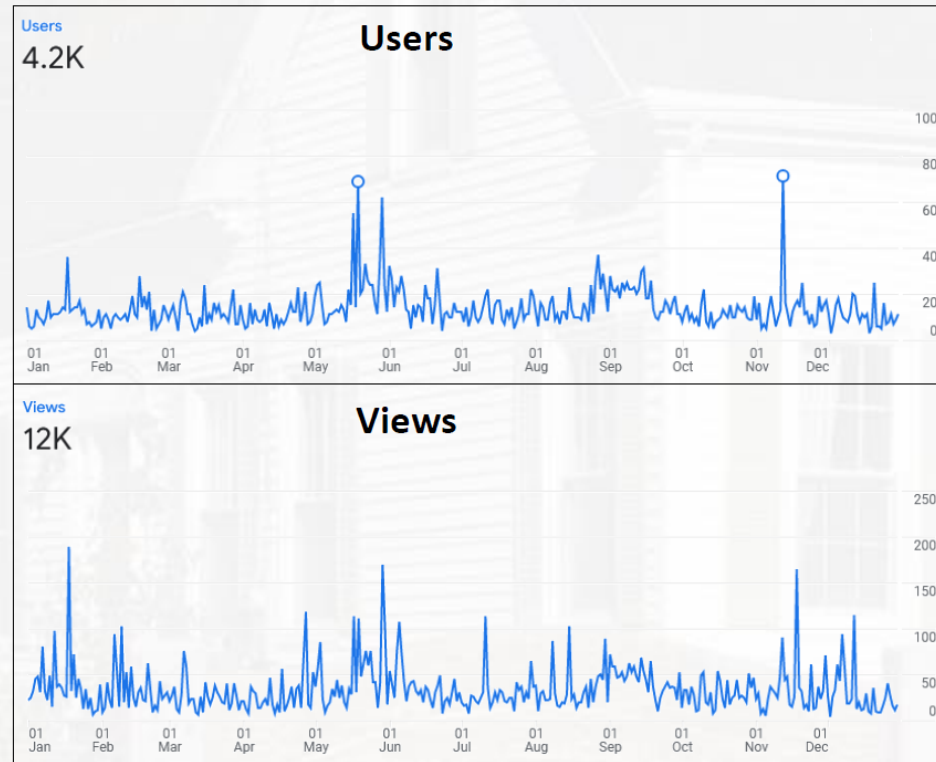
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New Business



Pages

	Page	Views	Users
	All	12,328	4,203
1	Welcome	3,472	1,691
2	Colonial Origins	941	682
3	The Almouchiquois	696	468
4	Falmouth Historical Maps	555	311
5	FHS at the Cumberland Fair	312	235
6	Falmouth History References	274	128
7	About FHS	264	132
8	Falmouth Family References	256	166
9	Events	253	122
10	Online Collections	182	103

What were they doing?

Falmouth Heritage Museum



Website Activity

2023 – “Who”

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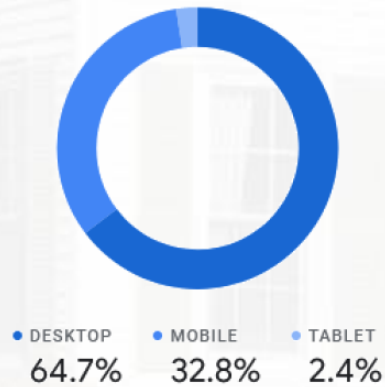
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New Business

Source



Client



Origin	Users
Total from Maine & Massachusetts	1,531
1 Falmouth	348
2 Boston	249
3 Portland	173
4 Cumberland	53
5 Gray	53
6 Yarmouth	49
7 Brunswick	32
8 Scarborough	26
9 Augusta	24
10 South Portland	22
11 Bangor	19
12 New Gloucester	19
13 Freeport	18
14 Westbrook	18
15 Bath	16

How did they get here?

Where did they come from?

Falmouth Heritage Museum



Facebook Activity

2023

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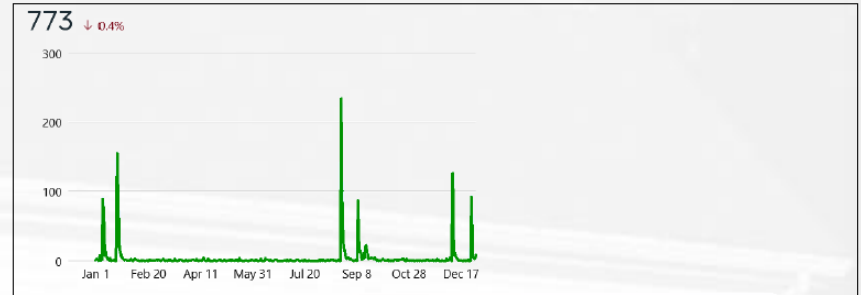
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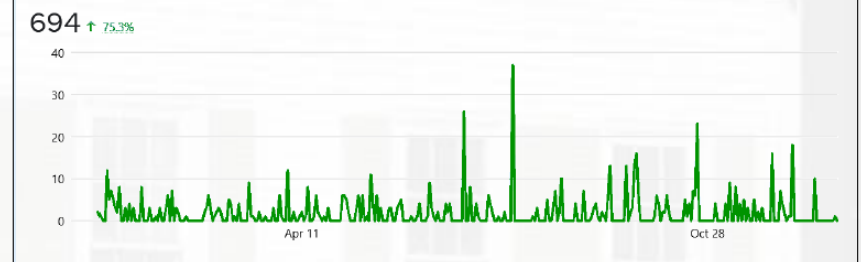
Posts

Title	Date published	Reach	Likes and reactions
 This image comes from the History of Cu... The Falmouth Historical Society	Dec 27, 2023	110 Reach	4 Reactions
 This post has no text The Falmouth Historical Society	Dec 9, 2023	154 Reach	11 Reactions
 Our history detectives will be ready to solve your mys... The Falmouth Historical Society	Sep 9, 2023	234 Reach	5 Reactions
 It's been a busy summer at the Falmouth Heritage M... The Falmouth Historical Society	Aug 24, 2023	372 Reach	12 Reactions
 The Annual Meeting was held on Wednesday, Januar... The Falmouth Historical Society	Jan 21, 2023	320 Reach	10 Reactions
 The Winter 2023 newsletter is out! Items include: • A... The Falmouth Historical Society	Jan 7, 2023	219 Reach	2 Reactions

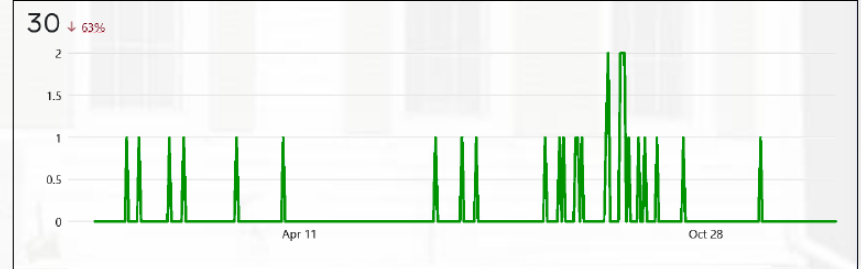
Reach



Visits



Likes





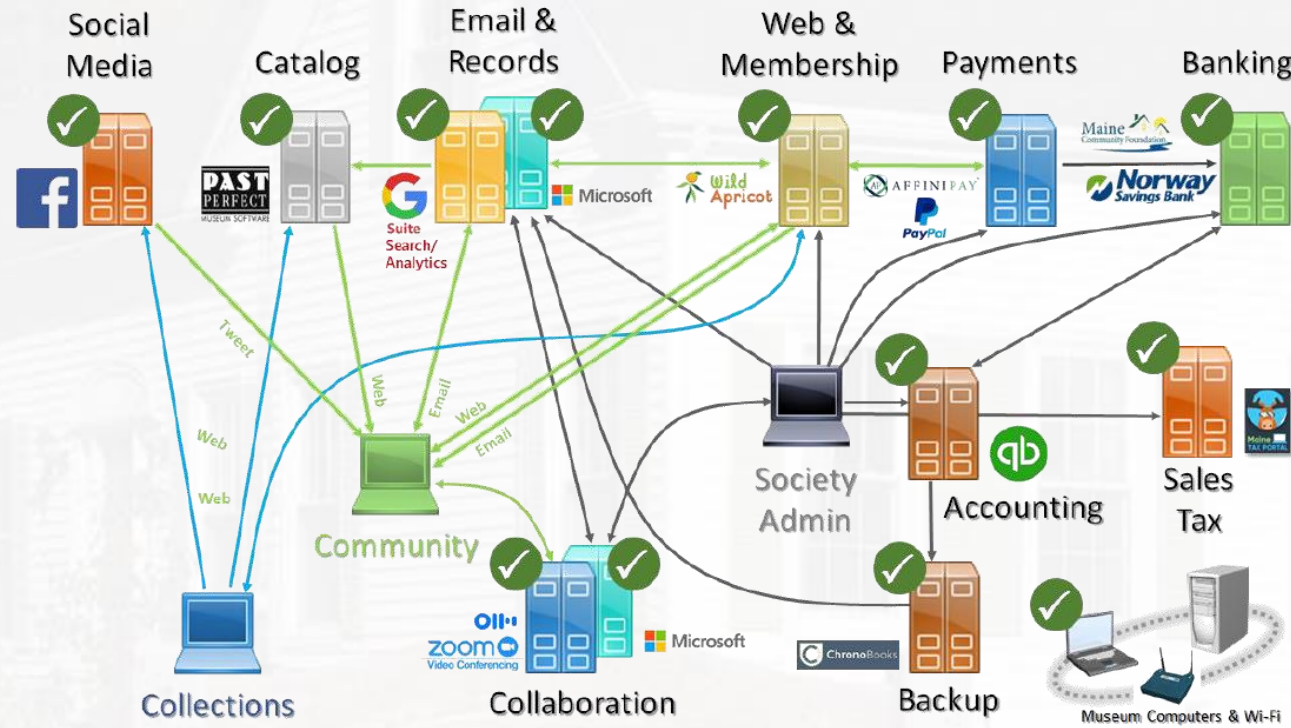
System Status

January 2024

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Activity

- Digital catalog development underway (PP)
- Website expansion underway (WA)
 - Historical content