



Board Meeting

The Falmouth Historical Society

February 1, 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

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

Annual meeting was a success

- Everything went as planned (even started and finished on time)
- Quorum was present
- Bylaws actions approved

Showed what we are doing

- Inform members & community
- Illustrates our activities and value as we seek new members and support

Next year, Rich drives the Zoom conference



Falmouth Heritage Museum



President's Remarks

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

Goals

1. Solidify the administrative foundation

- Update the standard operating procedures
- Improve accounting
- Audit the finances
- Establish board member access to digital records
- Build board and volunteer competencies

2. Perform our core mission of preserving our town's heritage and making it accessible to our community

- Continue incremental improvements to the Museum buildings and grounds
- Continue to provide public access to artifacts, books, and documents at the Museum
- Enhance exhibits at the Museum
- Improve engagement with membership and community

- Continue to improve website appearance and content
- Support Falmouth's participation in the Maine Bicentennial Celebration

3. Improve long-term health through fundraising and membership growth

- Publish a mini-annual report
- Conduct targeted local fundraising
- Resume holding events
- Publish "Want Ads" for volunteers
- Conduct targeted recruiting for volunteers
- Revise and publish the cookbook
- Sell merchandise online
- Increase engagement with town

Falmouth Heritage Museum



Secretary's Report

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

Minutes for January & Annual Meetings

Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	57	17	3	77
Members pending renewal	11	2		13
Total	68	19	3	90
Lapsed	9	1		10

Falmouth Heritage Museum



Treasurer's Report

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

Financial Report

ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$739.99	\$688.92	\$10,124.02 ←
Maine Community Foundation—The FHS Fund		\$15,870.54
PayPal		\$0.00
Venmo		\$0.00

Accounts receivable = **\$0.00**

Accounts payable = **\$171.84**

Sales tax payable = **\$29.81**

Falmouth Heritage Museum



Treasurer's Report

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

LIQUIDITY

Operating Accounts Balance \$11,553

Plus Accounts Receivable \$0

Less Accounts Payable + Sales Tax \$202

Less Remaining Budgeted Expenses \$5,055

Less Grant Restrictions \$3,000

Plus Estimated Revenue from
Dues/Donations \$2,540

Projected Fiscal Year-End Balance \$5,836 ←

Days Cash on Hand 228 ←

Falmouth Heritage Museum



Treasurer's Report

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

BALANCE SHEET

Assets	Without Donor Restrictions	With Donor Restrictions	Total
Checking	1,429		1,429
Savings	10,124	3,000	13,124
Inventory	3,773		3,773
Petty Cash	117		117
Undeposited Funds			
Accounts Receivable			
Total Current Assets	15,443	3,000	18,443
Land and Buildings	265,100		265,100
Fire Truck	35,000		35,000
Investments	15,871		15,871
Total Long-Term Assets	315,971		315,971
Total Assets	331,414	3,000	334,414
Liabilities			
Accounts Payable	172		172
Maine Revenue Services Payable	30		30
Total Current Liabilities	202		202
Total Liabilities	202		202
Net Assets			
Net Assets Beginning of Year	326,989		326,989
Change in Net Assets	4,223	3,000	7,223
Current Net Assets	331,212	3,000	334,212
Total Liabilities and Net Assets	331,414	3,000	334,414



Falmouth Heritage Museum



Treasurer's Report

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

PERFORMANCE

Budget vs. Actuals: FY22 - FY22 P&L
July 2021 - January 2022

	ACTUAL	BUDGET	OVER BUDGET
			TOTAL
Revenue	\$14,192	\$0	\$14,192
Cost of Goods Sold	\$444	\$0	\$444
GROSS PROFIT	\$13,749	\$0	\$13,749
Expenditures			
Directed Donations		1,889	-1,889
Fees	169	80	89
Information Services		0	0
Insurance	225	225	0
Maintenance	1,576	512	1,064
Membership	193	133	60
Misc	24	35	-11
Office Expense	1,003	530	473
Utilities	1,811	1,715	96
Total Expenditures	\$5,000	\$5,119	\$ -119
NET OPERATING REVENUE	\$8,749	\$ -5,119	\$13,868



Falmouth Heritage Museum



Treasurer's Report

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

INCOME AND EXPENSE

Statement of Activity
July 2021 - January 2022

	JUL 2021	AUG 2021	SEP 2021	OCT 2021	NOV 2021	DEC 2021	JAN 2022	TOTAL
Revenue								
Discounts given			-1.89	-2.86		-0.94		\$ -5.69
Donations	421.93	86.02	75.88	310.45	180.69	3,490.00	135.00	\$4,699.97
Dues	140.00		100.00	90.00	30.00	200.00	310.00	\$870.00
Grant						3,000.00		\$3,000.00
Investments	0.04	0.03	0.03	5,000.10	0.12	0.23	0.26	\$5,000.81
Sales			190.52	188.55		117.52		\$496.59
Sales of Product Revenue				7.58		123.24		\$130.82
Total Revenue	\$561.97	\$86.05	\$364.54	\$5,593.82	\$210.81	\$6,930.05	\$445.26	\$14,192.50
Cost of Goods Sold	\$0.00	\$0.00	\$160.80	\$99.20	\$0.00	\$183.61	\$0.00	\$443.61
GROSS PROFIT	\$561.97	\$86.05	\$203.74	\$5,494.62	\$210.81	\$6,746.44	\$445.26	\$13,748.89
Expenditures								
Fees		148.90		20.00				\$168.90
Insurance						225.00		\$225.00
Maintenance	73.83		312.00	199.00	290.69	700.00		\$1,575.52
Membership					98.00		95.00	\$193.00
Misc	3.49	2.55		7.25	2.11	2.18	6.43	\$24.01
Office Expense	516.10	80.33	75.88	95.45			235.00	\$1,002.76
Utilities	217.34	210.28	212.75	323.80	290.09	226.24	330.07	\$1,810.57
Total Expenditures	\$810.76	\$442.06	\$600.63	\$645.50	\$680.89	\$1,153.42	\$666.50	\$4,999.76
NET OPERATING REVENUE	\$ -248.79	\$ -356.01	\$ -396.89	\$4,849.12	\$ -470.08	\$5,593.02	\$ -221.24	\$8,749.13

Falmouth Heritage Museum



Programs Committee

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

Marion Perkins Memorial Scholarship

- Type
- Amount
- Selection
 - Process
 - Criteria



Falmouth Heritage Museum



Museum Operations & Exhibits Committee

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

A rectangular sign with a blue header containing the word "NOTICE" in white, and a white body containing the text "CLOSED FOR WINTER" in black. The sign is positioned in front of a white building with dark shutters.

NOTICE
CLOSED FOR
WINTER

A wooden sign for the Falmouth Heritage Museum, featuring a circular logo with a ship and a building, and the text "Falmouth Heritage Museum" below it. The sign is set against a background of a white building and greenery.

Falmouth Heritage Museum



Collections Committee

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

Digital Catalog



Falmouth Historical Society
Preserving Falmouth's Heritage

Home Keyword Search Advanced Search Random Images Archives Photos Libraries Objects

Welcome to our Online Collections Database!

Tips for Searching

Keyword Search

The Keyword Search button allows you to perform a general search across multiple fields for any catalog records online. Keyword searches use OR as the default connector between words (e.g. a search for *Hanley Ranch* will return records associated with *Hanley* OR *Ranch*). If you want to find records where both keywords are found, type in AND between the two words. To search for a specific phrase, be sure to put the phrase within quotes (e.g. "Rocky Pine Ranch"). You can also use the asterisk (*) as a wildcard (e.g. a search for *histor** would come up with records containing *history*, *histories*, *historical*, etc.). Searches are not case sensitive.

Advanced Search

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

Archives	266
Photos	77
Library	486
Objects	315
Total	1,144

NO CHANGE THIS MONTH

Falmouth Heritage Museum



Local History

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

Responses to Inquiries

Conducted research; received/responded via email

	Nov
Collections	2
Family History	2
Property History	2
Local History	1
Total	7

Falmouth Heritage Museum



Local History

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

Website Expansion

Category	Visible	Items/New	Status
Research – Ancient Falmouth	✗		
Research – Family History	✗		
Research – Property History	✗		
Research – Historical References	✓	14 / 0	
Research – Family References	✓	19 / 0	
Research – Historical Maps	✓	18 / 0	
Members Only -- Newsletters	✓	25 / 0	
Members Only – Local Resources	✗		
Members Only – Local Research	✓	3 / 0	

**NO CHANGE
THIS MONTH**



Communications Committee

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



Merchandise Committee

Agenda

President's Remarks

Secretary's Report

Treasurer's Report

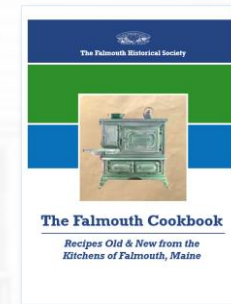
Committee Reports

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

Nothing significant to report

Cookbook

- No meetings
- Editing for “publication-ready” formatting



Tote & Beanies





Merchandise Committee

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

NEW MERCHANDISE INVESTMENT

<i>As of 12/06/21</i>	<i>Beanies</i>	<i>Totes</i>	<i>Total</i>
Transfer of Cash to Inventory	\$274.30	\$295.40	\$569.70
Expense from Inventory Cost of Goods Sold	\$84.87	\$29.54	\$84.41
Income to Cash Margin on Goods Sold	\$20.97	\$17.86	\$38.83
Net Cash Tied Up in Inventory	\$198.46	\$248.00	\$446.46

**NO CHANGE
THIS MONTH**

Potential profit after investment is recovered: \$710

Falmouth Heritage Museum



Museum Building & Grounds Committee

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

Sump Pump

- Continuing issue



Falmouth Heritage Museum



Website Activity

December 2021 – “What”

Agenda

President’s Remarks

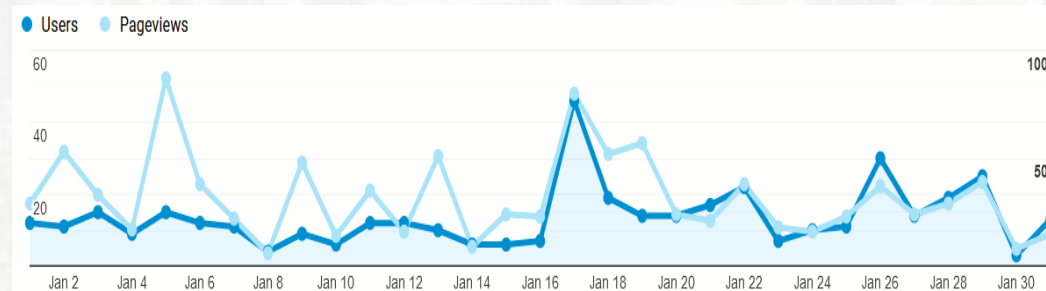
Secretary’s Report

Treasurer’s Report

Committee Reports

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

New Business



Page ?	Pageviews ?	Unique Pageviews ?
	986 % of Total: 100.00% (986)	821 % of Total: 100.00% (821)
1. Home	309 (31.34%)	255 (31.06%)
2. About Falmouth – Colonial Origins	75 (7.61%)	63 (7.67%)
3. 2022 Annual Meeting	41 (4.16%)	32 (3.90%)
4. Falmouth Historical Maps	39 (3.96%)	37 (4.51%)
5. Falmouth History References	30 (3.04%)	30 (3.65%)
6. Falmouth Retrospective	23 (2.33%)	19 (2.31%)
7. About Falmouth – From Town to ...	19 (1.93%)	16 (1.95%)
8. About FHS	18 (1.83%)	17 (2.07%)
9. Board of Directors	17 (1.72%)	16 (1.95%)
10. Falmouth Family References	16 (1.62%)	16 (1.95%)

Falmouth Heritage Museum



Website Activity

December 2021 – “Who”

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



Device Category	Acquisition		
	Users	New Users	Sessions
	356 % of Total: 100.00% (356)	344 % of Total: 100.00% (344)	515 % of Total: 100.00% (515)
1. desktop	274 (76.97%)	262 (76.16%)	408 (79.22%)
2. mobile	77 (21.63%)	77 (22.38%)	100 (19.42%)
3. tablet	5 (1.40%)	5 (1.45%)	7 (1.36%)

Country	Users	% Users
1. United States	283	79.49%
2. China	53	14.89%
3. India	4	1.12%
4. Poland	4	1.12%
5. Ireland	3	0.84%
6. Germany	2	0.56%
7. Australia	1	0.28%
8. Canada	1	0.28%
9. France	1	0.28%
10. South Korea	1	0.28%

City	Users	% Users
1. (not set)	57	15.83%
2. Ashburn	40	11.11%
3. Columbus	30	8.33%
4. Falmouth	26	7.22%
5. Portland	18	5.00%
6. Coffeyville	10	2.78%
7. Boston	9	2.50%
8. New York	8	2.22%
9. Falmouth	6	1.67%
10. Zhengzhou	5	1.39%

Who are they?

How do they get here?

Where do they come from?

Falmouth Heritage Museum



Facebook Activity

December 2021

Agenda

President's Remarks

Secretary's Report

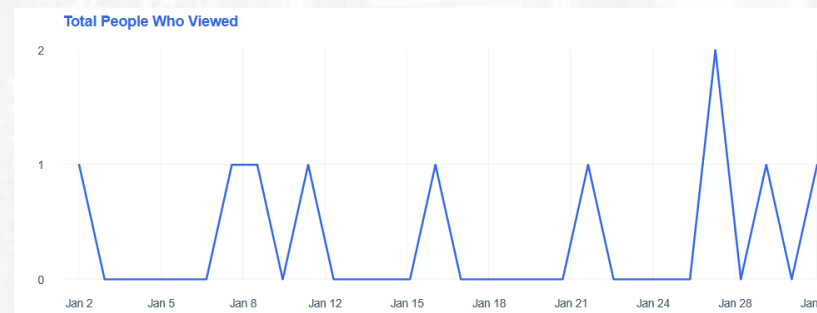
Treasurer's Report

Committee Reports

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

New Business

No posts, but the website address was updated in January

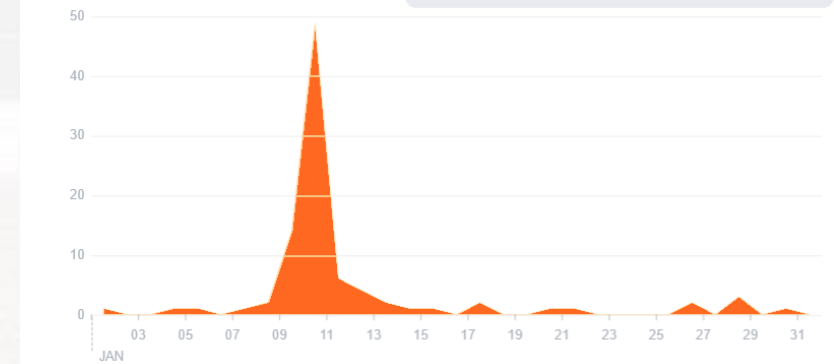


Last 28 days : Jan 4 - Jan 31

People reached **87**
▼ 52%

Post engagements **10**
▼ 33%

Page likes **4**
▲ 33%



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

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 sign is set against a background of a white, two-story house with a porch and a chimney, partially obscured by a light overlay.

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