



# Board Meeting

The Falmouth Historical Society

April 4, 2023

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

Our busy season resumes next month

Museum should be in good shape (compared to last year)

Be thinking about:

- What we want to get done
- Anything we need



Falmouth Heritage Museum



# Secretary's Report

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Minutes (*approved online*)

## Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	79	14	4	97
Members pending renewal	3	3		6
Total	82	17	4	103
Lapsed	5	1		6

Two new members and six renewals

Falmouth Heritage Museum



# Treasurer's Report

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## Current Activity

- “Business as usual”

## Upcoming Activity

- Budget for FY23-24
- TY22-23 Return (Form 990)



Falmouth Heritage Museum



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## Financial Report

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

### FINANCIAL SUMMARY

April 4, 2023

<b>Operating Accounts Balance</b>	<b>\$11,334</b>	<b>Includes \$7,500 for scholarship</b>	<b>●</b>
<b>Projected Income</b>	<b>\$1,870</b>	<b>Pending dues</b>	<b>●</b>
<b>Projected Expenses</b>	<b>\$3,160</b>	<b>Not including scholarship</b>	<b>●</b>
<b>Projected Year-End Balance</b>	<b>\$2,094</b>	<b>In the black</b>	<b>●</b>
<b>Days Cash on Hand</b>	<b>262</b>		<b>●</b>
<b>Variance from Budget</b>	<b>\$272</b>	<b>Over budget (electric)</b>	<b>●</b>
<b>Investments</b>	<b>\$22,041</b>	<b>Doing well</b>	<b>●</b>
<b>Change in Unrestricted Net Current Assets</b>	<b>-\$241</b>	<b>Drifted into the red</b>	<b>●</b>

*Finances would be all green with an addition of \$2,500 to \$5,000 in cash*

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# Programs Committee

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## Education

- Working on pre-colonial map for Falmouth Schools
- Planning visit by students from Falmouth Elementary



Falmouth Heritage Museum



# Museum Operations & Exhibits Committee

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*Winter is over*



Falmouth Heritage Museum





# Collections Committee

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## Proposed donation

- Diorama of the 1775 Burning of Falmouth
- Created in 1937 by students at Butler Grammar School in Portland; reconstructed in 1975
- Mounted on a table  
42''W x 50''L x 34''H
- Donated to Habitat ReStore of Kennebunk



Falmouth Heritage Museum



# Local History

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## Responses to Queries

Conducted research; received/responded

	March	In Process
Collections	2	
Family History	1	3
Property History	1	2
Local History	2	2
<b>Total</b>	<b>6</b>	



## Two major projects

- Grant family
- Iversen saber (good topic for presentation at 2024 annual meeting)

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# 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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## Assembling Spring Newsletter

- Local history item
  - Falmouth's Mystery Grave  
*Piggyback on the Sanford mystery with our own mystery of the grave in Falmouth Community Park*
- Marion Perkins Memorial Scholarship
- Annual Meeting
- Reopening of Museum
- Website passwords



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# Merchandise Committee

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New Business

Cookbook pending second  
run of 16 pairs



The Falmouth Heritage Bookstore

Falmouth Heritage Museum



# Museum Building & Grounds Committee

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New Business

## Museum Internet

- Service failed 02/27, restored 03/14
- Spectrum replaced equipment

## Sump

- Manufacturer of failed pump accepted claim and will reimburse cost of replacement pump
- Will try to repair the previous failed pump

## Basement

- Dehumidifier (\$236) proposed



Falmouth Heritage Museum



# Technology

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New Business

Museum systems working properly

Online systems working properly

*Find details in [Technology Report](#)*



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# Development

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New Business

Still working on annual report for 2022  
MANP class on fundraising was filled  
with helpful tips



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# New Business

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# Supplemental Slides

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# Treasurer's Report

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## ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$1,859.70	\$312.67	\$9,161.62
Maine Community Foundation—The FHS Fund		\$22,040.78
PayPal		\$0.00
Venmo		\$0.25
Accounts receivable = \$0.00		
Accounts payable = \$445.61		
Sales tax payable = \$4.33		

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## LIQUIDITY

April 4, 2023

Operating Accounts Balance	\$11,334
Plus Accounts Receivable	\$0
Less Accounts Payable + Sales Tax	\$450
Less Remaining Budgeted Expenses	\$3,160
Less Grant Restrictions	\$7,500
Plus Estimated Revenue from Dues/Donations	\$1,870
<b>Estimated Fiscal Year-End Balance</b>	<b>\$2,094</b>
<hr/>	
Days Cash on Hand	262

Falmouth Heritage Museum



# Treasurer's Report

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## STATEMENT OF FINANCIAL POSITION

April 4, 2023

Assets	Without Donor Restrictions	With Donor Restrictions	Total
Checking	2,173		2,173
Savings	1,662	7,500	9,162
Inventory	4,744		4,744
Petty Cash	156		156
Undeposited Funds	0		0
Accounts Receivable	0		0
<b>Total Current Assets</b>	<b>8,734</b>	<b>7,500</b>	<b>16,234</b>
Land and Buildings	449,900		449,900
Fire Truck	35,000		35,000
Investments	22,041		22,041
<b>Total Long-Term Assets</b>	<b>506,941</b>		<b>506,941</b>
<b>Total Assets</b>	<b>515,675</b>	<b>7,500</b>	<b>523,175</b>

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<b>Liabilities</b>	<b>Without Donor Restrictions</b>	<b>With Donor Restrictions</b>	<b>Total</b>
Accounts Payable	446		446
Maine Revenue Service Payable	4		4
<b>Total Current Liabilities</b>	<b>450</b>		<b>450</b>
<b>Total Liabilities</b>	<b>450</b>		<b>450</b>
<b>Net Assets</b>			
Net Assets Beginning of Year	323,044	2,500	325,544
Change in Net Assets	192,181	5,000	197,181
Current Net Assets	<b>515,225</b>	<b>7,500</b>	<b>522,725</b>
<b>Total Liabilities and Net Assets</b>	<b>515,675</b>	<b>7,500</b>	<b>523,175</b>
Change in Net Current Assets	-241	5,000	4,759



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## PERFORMANCE

July 2022 - February 2023

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Revenue	\$12,190	\$0	\$12,190
Cost of Goods Sold	\$689	\$0	\$689
<b>GROSS PROFIT</b>	<b>\$11,501</b>	<b>\$0</b>	<b>\$11,501</b>
Expenditures			
Directed Donations		453	-453
Education	34	0	34
Fees	175	155	20
Information Services		0	0
Insurance	225	225	0
Maintenance	1,448	1,562	-114
Membership	312	388	-76
Misc	45	40	5
Office Expense	851	701	150
Utilities	2,485	2,130	355
<b>Total Expenditures</b>	<b>\$5,575</b>	<b>\$5,654</b>	<b>\$ -79</b>
<b>NET OPERATING REVENUE</b>	<b>\$5,926</b>	<b>\$ -5,654</b>	<b>\$11,580</b>

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## STATEMENT OF ACTIVITY

July 2022 - March 2023

	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	TOTAL
<b>Revenue</b>										
Discounts given	-5.69	-11.30	-7.61	-8.45	-1.90	-26.55				\$ -61.50
Donations	8,555.91	61.00	234.20	230.99	250.00	864.18	1,500.00		210.00	\$11,906.28
Dues	190.00	100.00	100.00	850.00	540.00	80.00	641.00	280.00	440.00	\$3,221.00
Grant					2,500.00			2,500.00		\$5,000.00
Investments	-8,391.29	0.14	0.12	0.12	0.13	0.17	0.18	0.22	0.25	\$ -8,389.96
Sales	60.66	63.51	140.30	192.68	6.63					\$463.78
Sales of Product Revenue	23.70	23.70	163.05	109.01	164.93	216.12				\$700.51
<b>Total Revenue</b>	<b>\$433.29</b>	<b>\$237.05</b>	<b>\$630.06</b>	<b>\$1,374.35</b>	<b>\$3,459.79</b>	<b>\$1,133.92</b>	<b>\$2,141.18</b>	<b>\$2,780.22</b>	<b>\$650.25</b>	<b>\$12,840.11</b>
Cost of Goods Sold	\$65.97	\$27.57	\$189.66	\$144.43	\$76.29	\$184.92	\$0.00	\$0.00	\$0.00	\$688.84
<b>GROSS PROFIT</b>	<b>\$367.32</b>	<b>\$209.48</b>	<b>\$440.40</b>	<b>\$1,229.92</b>	<b>\$3,383.50</b>	<b>\$949.00</b>	<b>\$2,141.18</b>	<b>\$2,780.22</b>	<b>\$650.25</b>	<b>\$12,151.27</b>
<b>Expenditures</b>										
Education			34.20							\$34.20
Fees		99.90			20.00		20.00	35.00		\$174.90
Information Services									1,190.00	\$1,190.00
Insurance						225.00				\$225.00
Maintenance		332.62	429.92	685.56						\$1,448.10
Membership					217.00		35.00	60.00	195.00	\$507.00
Misc	10.73	3.25	2.48	5.80	2.70	14.71	1.09	4.07	3.97	\$48.80
Office Expense	374.58	116.34		70.00			241.00	49.46		\$851.38
Utilities	231.89	246.43	248.14	228.33	236.12	358.10	440.81	495.23	463.61	\$2,948.66
<b>Total Expenditures</b>	<b>\$617.20</b>	<b>\$798.54</b>	<b>\$714.74</b>	<b>\$989.69</b>	<b>\$475.82</b>	<b>\$597.81</b>	<b>\$737.90</b>	<b>\$643.76</b>	<b>\$1,852.58</b>	<b>\$7,428.04</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -249.88</b>	<b>\$ -589.06</b>	<b>\$ -274.34</b>	<b>\$240.23</b>	<b>\$2,907.68</b>	<b>\$351.19</b>	<b>\$1,403.28</b>	<b>\$2,136.46</b>	<b>\$ -1,202.33</b>	<b>\$4,723.23</b>

Falmouth Heritage Museum





# Treasurer's Report

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## SALES ACTIVITY

July 2022 - February 2023

	TOTAL						
	QUANTITY	AMOUNT	% OF SALES	AVG PRICE	COGS	GROSS MARGIN	GROSS MARGIN %
Books		550.72	56.19 %		375.32		
Clothing		106.17	10.83 %		78.19		
Magnets		5.68	0.58 %		4.80		
Maps		13.28	1.35 %		11.20		
Other		52.13	5.32 %		16.80		
Throw/Coverlets		42.65	4.35 %		36.00		
Totes		209.50	21.37 %		132.93		
<b>TOTAL</b>		<b>\$980.13</b>	<b>100.00 %</b>		<b>\$655.24</b>		

**NO CHANGE SINCE LAST MONTH**

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## NEW MERCHANDISE INVESTMENT

As of February 28, 2023	Beanies	Totes	Savory	Sweet
New Inventory	35	35	7	7
Transfer of Cash to Inventory	\$480.03	\$516.95	\$152.32	\$171.29
Expense from Inventory				
Cost of Goods Sold	\$137.18	\$192.01	\$87.04	\$97.88
Income to Cash				
Margin on Goods Sold	\$52.42	\$112.29	\$15.32	\$15.88
Donation	\$75.00	\$75.00		
Net				
Cash Tied Up in Inventory	\$290.43	\$212.65	\$49.96	\$57.53
Profit				
Remaining Inventory	25	22	3	3

**NO CHANGE SINCE LAST MONTH**

*Standard accounting (& QuickBooks) considers cost of goods fully paid off when the last item is sold. This cost recovery chart shows when COGS + margin crosses breakeven point.*

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## MANUFACTURING

<i>As of February 28, 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>Total Current + Delivered</i>	<i>Remaining Volumes</i>
Paper stock (sheets)	8,750	6,875	1,750	375	135	1,365	8,615	74
Binders	47	0	47	33		14	47	33
Insert stock	100	0	100	70		30	100	22
Divider stock	250	50	200	158		42	250	69
Ink	0	0	0	2		14	16	
<b>Total cost</b>	<b>\$1,368.53</b>	<b>\$631.00</b>	<b>\$737.53</b>	<b>\$447.30</b> <sup>1</sup>		<b>\$323.61</b>	<b>\$1,367.82</b>	
Less unbilled ink/toner expense				\$413.21 <sup>2</sup>				
<b>Cash Tied Up in Manufacturing</b>	<b>\$1,078.30</b>							

<sup>1</sup> Value based on physical inventory of material

<sup>2</sup> Value in ledgers (due to unbilled ink/toner)

**NO CHANGE SINCE LAST MONTH**



# Website Activity

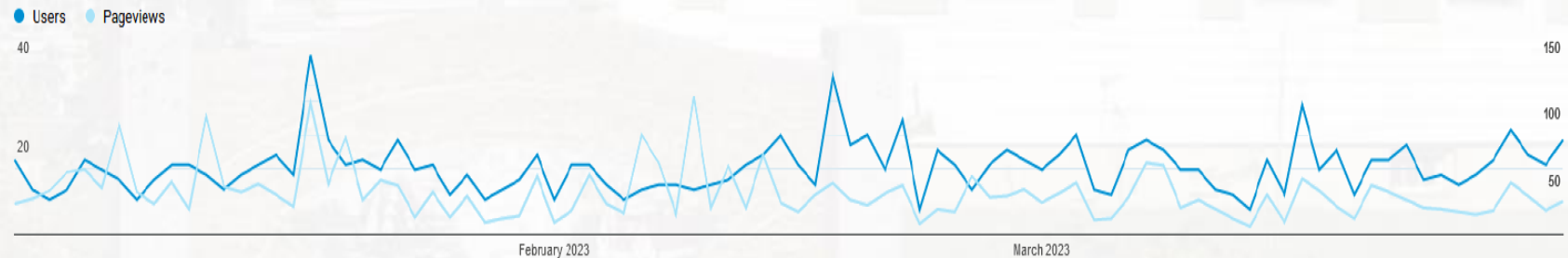
## January-March 2023 – “What”

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*What are they doing?*

Page	Views	Users
All	2,829	1,019
1 Welcome	948	490
2 Colonial Origins	180	149
3 The Almouchiquois	116	83
4 Falmouth Historical Maps	116	76
5 Falmouth Family References	60	46
6 Board of Directors	55	43
7 2023 Annual Meeting	143	37
8 Heritage Museum	71	36
9 About FHS	53	35
10 Contact FHS	37	33



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# Website Activity

January-March 2023 – “Who”

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Device Category	Acquisition		
	Users ↓	New Users	Sessions
	<b>1,019</b> % of Total: 100.00% (1,019)	<b>1,011</b> % of Total: 100.10% (1,010)	<b>1,425</b> % of Total: 100.00% (1,425)
1. desktop	<b>725</b> (71.15%)	<b>716</b> (70.82%)	<b>1,062</b> (75.93%)
2. mobile	<b>273</b> (26.79%)	<b>273</b> (27.00%)	<b>316</b> (22.18%)
3. tablet	<b>21</b> (2.06%)	<b>22</b> (2.18%)	<b>27</b> (1.89%)

*How do they get here?*

Country	Acquisition		
	Users	New Users ↓	Sessions
	<b>1,019</b> % of Total: 100.00% (1,019)	<b>1,011</b> % of Total: 100.10% (1,010)	<b>1,425</b> % of Total: 100.00% (1,425)
1.  United States	<b>817</b> (80.10%)	<b>810</b> (80.12%)	<b>1,215</b> (85.26%)
2.  China	<b>118</b> (11.57%)	<b>118</b> (11.67%)	<b>118</b> (8.28%)
3.  South Korea	<b>23</b> (2.25%)	<b>23</b> (2.27%)	<b>24</b> (1.68%)
4.  Canada	<b>16</b> (1.57%)	<b>15</b> (1.48%)	<b>21</b> (1.47%)
5.  United Kingdom	<b>8</b> (0.78%)	<b>8</b> (0.79%)	<b>8</b> (0.56%)
6.  Germany	<b>4</b> (0.39%)	<b>4</b> (0.40%)	<b>4</b> (0.28%)
7.  France	<b>4</b> (0.39%)	<b>4</b> (0.40%)	<b>4</b> (0.28%)
8.  Sweden	<b>4</b> (0.39%)	<b>4</b> (0.40%)	<b>4</b> (0.28%)
9.  Australia	<b>3</b> (0.29%)	<b>3</b> (0.30%)	<b>3</b> (0.21%)
10.  Ireland	<b>3</b> (0.29%)	<b>3</b> (0.30%)	<b>3</b> (0.21%)

*Where do they come from?*

Region	City	Acquisition		
		Users ↓	New Users	Sessions
		<b>817</b> % of Total: 80.18% (1,019)	<b>810</b> % of Total: 80.20% (1,010)	<b>1,215</b> % of Total: 85.26% (1,425)
1. Maine	Falmouth	<b>67</b> (7.91%)	<b>60</b> (7.41%)	<b>341</b> (28.07%)
2. Ohio	Columbus	<b>67</b> (7.91%)	<b>67</b> (8.27%)	<b>67</b> (5.51%)
3. (not set)	(not set)	<b>46</b> (5.43%)	<b>45</b> (5.56%)	<b>46</b> (3.79%)
4. Massachusetts	Boston	<b>43</b> (5.08%)	<b>40</b> (4.94%)	<b>47</b> (3.87%)
5. New York	New York	<b>30</b> (3.54%)	<b>28</b> (3.46%)	<b>48</b> (3.95%)
6. Maine	Portland	<b>27</b> (3.19%)	<b>27</b> (3.33%)	<b>28</b> (2.30%)
7. Virginia	Ashburn	<b>23</b> (2.72%)	<b>22</b> (2.72%)	<b>23</b> (1.89%)
8. Massachusetts	(not set)	<b>16</b> (1.89%)	<b>15</b> (1.85%)	<b>18</b> (1.48%)
9. Oregon	Boardman	<b>15</b> (1.77%)	<b>15</b> (1.85%)	<b>15</b> (1.23%)
10. Maine	Cumberland	<b>11</b> (1.30%)	<b>10</b> (1.23%)	<b>14</b> (1.15%)

Falmouth Heritage Museum



# Facebook Activity

January-March 2023

## Agenda

President's Remarks

Secretary's Report

Treasurer's Report

Committee Reports

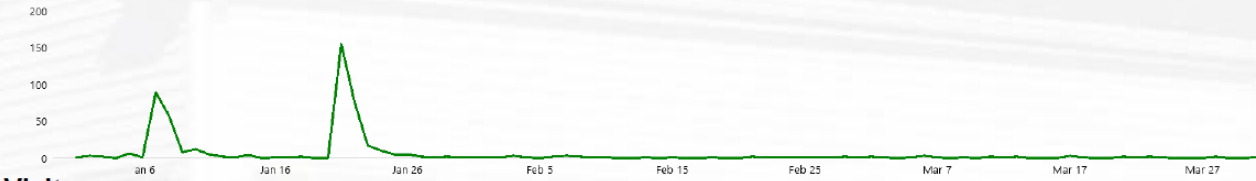
- Programs
- Museum Operation & Exhibits
- Collections
- Local History
- Communications
- Merchandise
- Museum Buildings & Grounds
- Technology
- Development

New Business

No recent posts

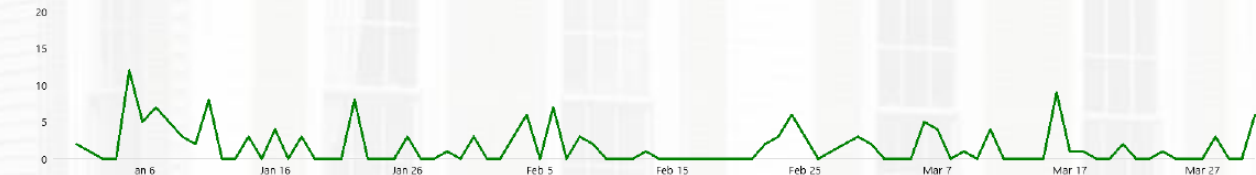
### Reach

354 ↑ 117.2%



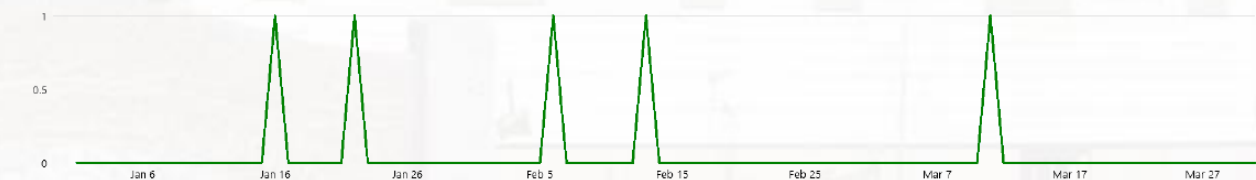
### Visits

151 ↑ 25.8%



### Likes

5 ↓ 16.7%



Falmouth Heritage Museum



# System Status

April 2023

## Agenda

President's Remarks

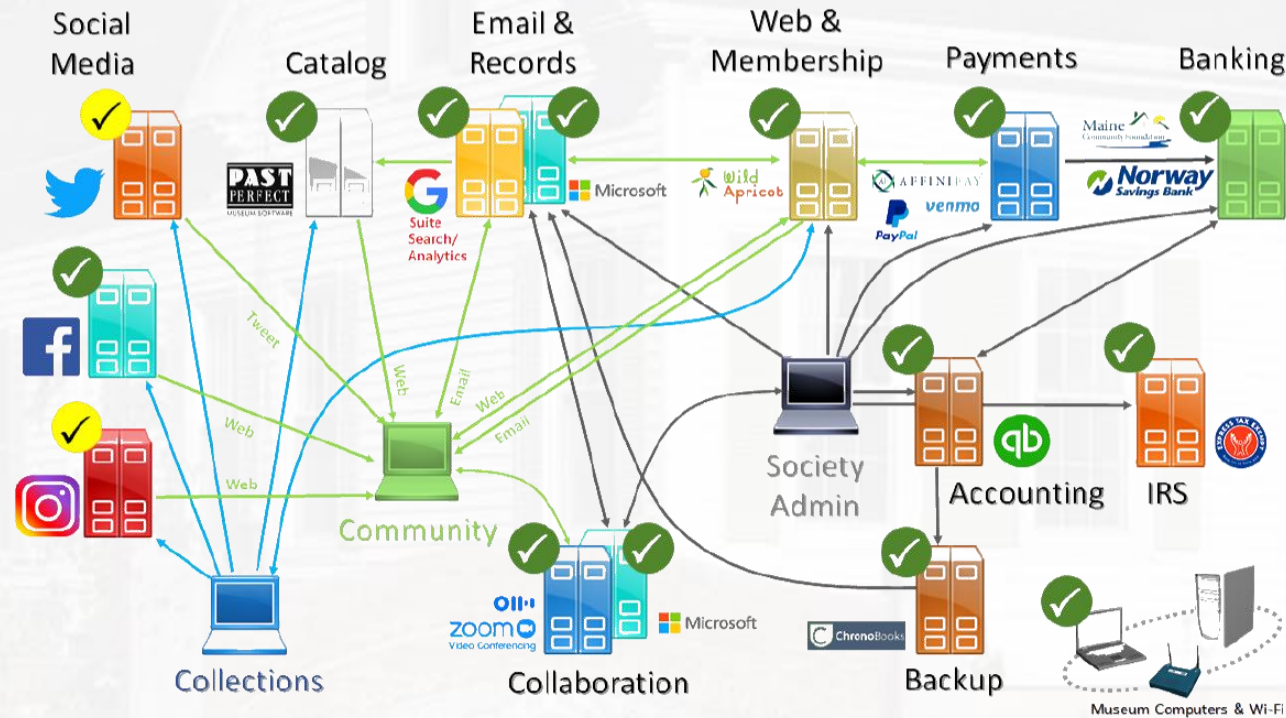
Secretary's Report

Treasurer's Report

Committee Reports

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

New Business



## Activity

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