



# Board Meeting

The Falmouth Historical Society

April 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

- Fundraising

New Business

Falmouth Heritage Museum



# Secretary's Report

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## Minutes



Falmouth Heritage Museum





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## Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
<b>Current members</b>	54	16	2	72
<b>Members pending renewal</b>	11	2		13
<b>Total</b>	65	18	2	85
<b>Lapsed</b>	14	3		17

- Membership has stabilized
- Increase in lapsed members in April is part of normal renewal rhythm

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# Treasurer's Report

## Agenda

Secretary's Report

**Treasurer's Report**

Committee Reports

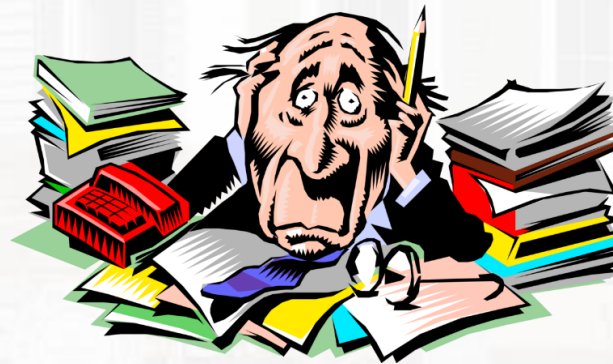
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## Monthly financials

Have sufficient operating income to make it through the fiscal year

- Withdrawal from savings in June based upon estimate of expenses to reopen the Museum



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## Financial Report

### ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$2,171.45	\$462.43	\$1,623.09
Maine Community Foundation—The FHS Fund		\$17,708.94
PayPal		\$0.00

Accounts receivable = \$0

Accounts payable = \$1,573.01 (includes \$1,400 annual museum insurance in flight)

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## INCOME AND EXPENSE

Statement of Activity  
July 1, 2020 - April 5, 2021

	JUL 2020	AUG 2020	SEP 2020	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	MAR 2021	APR 1-5, 2021	TOTAL
<b>Revenue</b>											
Donations		20.00		41.96	264.00		100.00	10.00			\$435.96
Dues	215.06	80.00	80.00		30.00		380.00	1,356.45	505.00	30.00	\$2,676.51
Investments	0.10	0.10	0.10	0.09	0.07	0.06	0.06	0.06	0.06		\$0.70
Sales		44.00	26.00								\$70.00
<b>Total Revenue</b>	<b>\$215.16</b>	<b>\$144.10</b>	<b>\$106.10</b>	<b>\$42.05</b>	<b>\$294.07</b>	<b>\$0.06</b>	<b>\$480.06</b>	<b>\$1,366.51</b>	<b>\$505.06</b>	<b>\$30.00</b>	<b>\$3,183.17</b>
<b>GROSS PROFIT</b>											
	<b>\$215.16</b>	<b>\$144.10</b>	<b>\$106.10</b>	<b>\$42.05</b>	<b>\$294.07</b>	<b>\$0.06</b>	<b>\$480.06</b>	<b>\$1,366.51</b>	<b>\$505.06</b>	<b>\$30.00</b>	<b>\$3,183.17</b>
<b>Expenditures</b>											
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								\$312.00
Membership					98.00		35.00	60.00	175.00		\$368.00
Misc	2.32	7.74						4.35	6.07	7.14	\$27.62
Office Expense	216.00			41.96			160.00	76.45			\$494.41
Utilities	197.54	204.58	208.04	211.25	202.58	217.93	230.36	284.50	222.81		\$1,979.59
<b>Total Expenditures</b>	<b>\$415.86</b>	<b>\$272.22</b>	<b>\$520.04</b>	<b>\$273.21</b>	<b>\$300.58</b>	<b>\$217.93</b>	<b>\$650.36</b>	<b>\$460.30</b>	<b>\$1,323.88</b>	<b>\$1,407.14</b>	<b>\$5,841.52</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -200.70</b>	<b>\$ -128.12</b>	<b>\$ -413.94</b>	<b>\$ -231.16</b>	<b>\$ -6.51</b>	<b>\$ -217.87</b>	<b>\$ -170.30</b>	<b>\$906.21</b>	<b>\$ -818.82</b>	<b>\$ -1,377.14</b>	<b>\$ -2,658.35</b>

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# Treasurer's Report

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New Business

## YEAR-TO-DATE PERFORMANCE

Budget vs. Actuals: FY20-21 - FY21 P&L

July 2020 - March 2021

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Revenue			
Donations	435.96		435.96
Dues	2,646.51		2,646.51
Investments	0.70		0.70
Sales	70.00		70.00
<b>Total Revenue</b>	<b>\$3,153.17</b>	<b>\$0.00</b>	<b>\$3,153.17</b>
GROSS PROFIT	<b>\$3,153.17</b>	<b>\$0.00</b>	<b>\$3,153.17</b>
Expenditures			
Fees	114.90	115.00	-0.10
Information Services	920.00	920.00	0.00
Insurance	225.00	225.00	0.00
Maintenance	312.00	412.00	-100.00
Membership	368.00	233.00	135.00
Misc	20.48	45.00	-24.52
Office Expense	494.41	616.00	-121.59
Utilities	1,979.59	1,975.00	4.59
<b>Total Expenditures</b>	<b>\$4,434.38</b>	<b>\$4,541.00</b>	<b>\$ -106.62</b>
NET OPERATING REVENUE	<b>\$ -1,281.21</b>	<b>\$ -4,541.00</b>	<b>\$3,259.79</b>

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# Treasurer's Report

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New Business

## LIQUIDITY

Operating Accounts Balance	\$4,260
Less Accounts Payable	\$1,573
Less Remaining Budgeted Expenses	\$925
Plus Estimated Revenue from Dues	\$270
Projected Fiscal Year End Balance	<b>\$2,032</b>

**← Exceeds target by \$166**

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# Programs Committee

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New Business

## Education



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# Museum Operations & Exhibits Committee

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New Business

## Re-opening Criteria

- Volunteers vaccinated
- Compliance with state requirements

## Date?



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# Collections Committee

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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/>

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# Local History

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New Business

## Responses to Inquiries

Conducted research; received/responded via email

	Past 4 Weeks
Collections	-
Family History	-
Property History	2
Local History	
<b>Total</b>	<b>2</b>

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# Local History

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Treasurer's Report

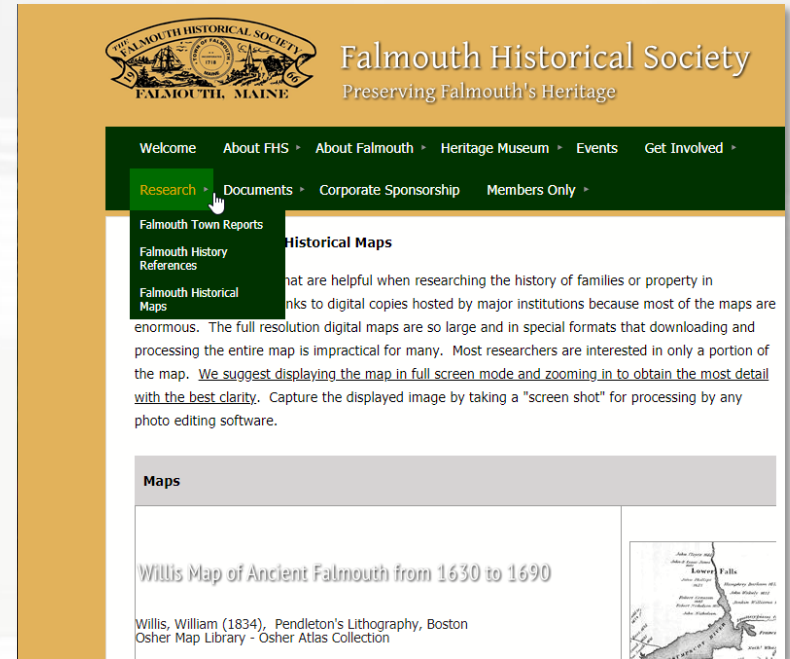
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New Business

## Website Expansion

- Addition of information about Falmouth history has begun
  - Ancient Falmouth
  - Modern Falmouth
- New “Research” tab accessible to all visitors
- New categories under “Members Only” tab



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# Local History

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New Business

## Website Expansion

Category	Visible	Items to Date	Status
Research – Ancient Falmouth	✗		Being drafted
Research – Family History	✗		“
Research – Property History	✗		“
Research – Historical References	✓	5	2-3 per week
Research – Historical Maps	✓	14	Done!
Members Only – Newsletters	✓	13	~10 per week
Members Only – Local Resources	✗		Being drafted
Members Only – Local Research	✓	3	1 per week

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# Communications Committee

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New Business

## Website

- General cleanup done
- Expansion underway

## Social Media

- No posts (busy with website)



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# Merchandise Committee

## Agenda

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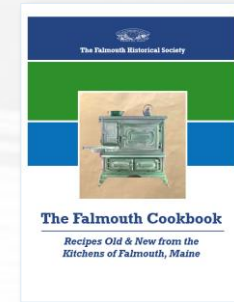
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New Business

## Cookbook

- One meeting—completed first pass
- Building galley for one section



## Tote

- Pending a visit to BGA in Cumberland
- Good project for a volunteer to lead



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# Museum Building & Grounds Committee

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New Business



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# Technology Committee

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New Business

## Technology Activity

- NSTR



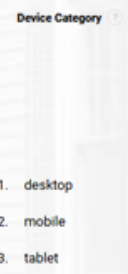
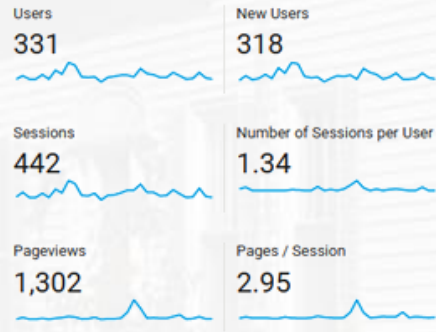
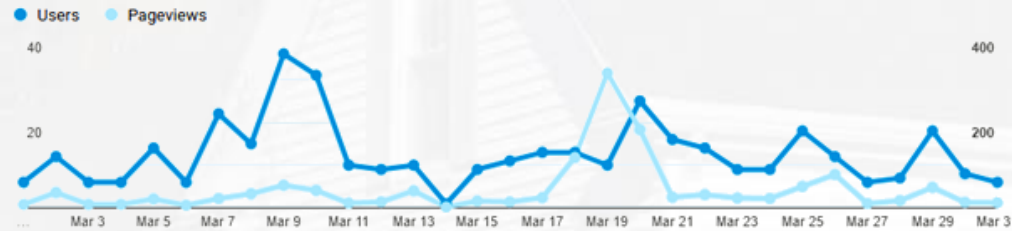
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# Website Activity

March 2021

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Acquisition		
Users	New Users	Sessions
331 % of Total: 100.00% (331)	318 % of Total: 100.00% (318)	442 % of Total: 100.00% (442)
177 (53.47%)	166 (52.20%)	274 (61.99%)
143 (43.20%)	142 (44.65%)	155 (35.07%)
11 (3.32%)	10 (3.14%)	13 (2.94%)



Country	Users	% Users
1. United States	254	76.74%
2. China	47	14.20%
3. Brazil	17	5.14%
4. Nigeria	3	0.91%
5. Canada	2	0.60%
6. United Kingdom	2	0.60%
7. Bulgaria	1	0.30%
8. Colombia	1	0.30%
9. Japan	1	0.30%
10. Pakistan	1	0.30%

City	Users	% Users
1. Falmouth	48	14.20%
2. (not set)	26	7.69%
3. Shanghai	23	6.80%
4. Boston	12	3.55%
5. Zhengzhou	11	3.25%
6. Portland	11	3.25%
7. Yarmouth	10	2.96%
8. Raymond	8	2.37%
9. Beijing	7	2.07%
10. New York	6	1.78%

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# Facebook Activity

March 2021

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Total Views



Total People Who Viewed



## Insights

Last 28 days : Mar 8 - Apr 4 ▼

People Reached

**40**

▼81%

Post Engagements

**3**

▼90%

Page Likes

**37**

▼20%

*Slacked off!  
(No posts in March)*

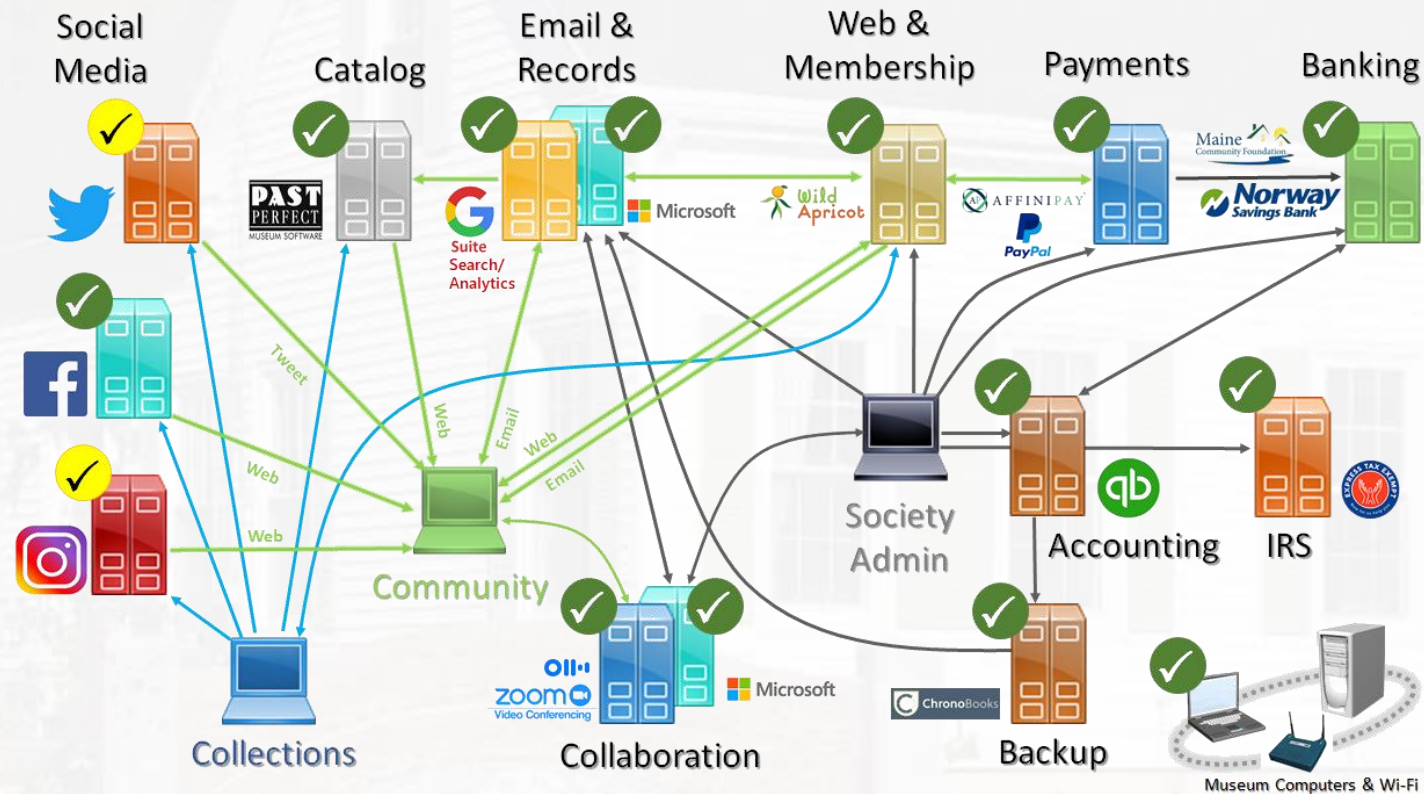
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# System Status

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# Fundraising

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New Business

## Activities for next six months

### Continue building credibility

#### *Prerequisite #1 for successful fundraising*

- Sustain business fundamentals with publicly visible body of evidence
- Strengthen Society administration
  - Draft administrative handbook
  - Recruit two members for Board of Directors



Continuous

Sep

Oct

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# Fundraising

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## Continue building brand

*Prerequisite #2 for successful fundraising*

- Outreach
  - Newsletter
  - Social media (Facebook)
  - Website expansion
  - Online catalog
- Presence
  - Table @ elections
  - Re-open Museum (one day/week)



May, Aug, Nov

2 x monthly

Jul

TBD

Jun, Nov

Jul-Oct

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# Fundraising

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## Double down on traditional sources of income

*Essential to keeping the lights on*

- Membership
  - Membership renewal
  - New membership campaign
  - Sponsor renewal
- Merchandise
  - Publish new cookbook
  - Tote bag



Feb, Aug

TBA

Aug

Sep

Sep

Falmouth Heritage Museum



# New Business

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