



Board Meeting

The Falmouth Historical Society

May 3, 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



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New Business

Welcome Wendy Morrissette to
the Board

Our busy season will soon be upon us

- We have a lot of irons in the fire
- We anticipate resuming a pre-pandemic tempo of activity
- Gearing up our communications is key
- We need all of you—be mindful of burnout



Falmouth Heritage Museum



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April & May minutes approved online

Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	40	7	4	51
Members pending renewal	30	13		43
Total	70	20	4	94
Lapsed	9	1		10

Renewal Time!

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Financial Report

25% of this slide deck deals with financial admin

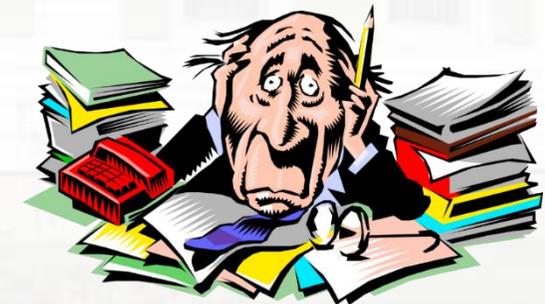
- Financial oversight is a key board responsibility
- Timely, accurate, and compliant financial admin is key to a nonprofit's survival

Streamlined production of two reports using Excel

- Statement of financial position
- Liquidity statement

Faster & easier to prepare

Improved accuracy



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ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$1,199.12	\$191.45	\$8,644.79
Maine Community Foundation—The FHS Fund		\$15,058.05
PayPal		\$0.05
Venmo		\$0.00
Accounts receivable =	\$0.00	
Accounts payable =	\$181.80	
Sales tax payable =	\$5.42	

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LIQUIDITY

May 3, 2022

Operating Accounts Balance	\$10,035
Plus Accounts Receivable	\$0
Less Accounts Payable + Sales Tax	\$187
Less Remaining Budgeted Expenses	\$1,365
Less Grant Restrictions	\$5,500
Plus Estimated Revenue from Dues/Donations	\$2,130
Projected Fiscal Year-End Balance	\$5,113

Days Cash on Hand	200
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STATEMENT OF FINANCIAL POSITION

May 3, 2022

Assets	Without Donor Restrictions	With Donor Restrictions	Total
Checking	1,391		1,391
Savings	3,145	5,500	8,645
Inventory	3,702		3,702
Petty Cash	117		117
Undeposited Funds	0		0
Accounts Receivable	0		0
Total Current Assets	8,355	5,500	13,855
Land and Buildings	265,100		265,100
Fire Truck	35,000		35,000
Investments	15,058		15,058
Total Long-Term Assets	315,158		315,158
Total Assets	323,513	5,500	329,013
Liabilities			
Accounts Payable	182		182
Maine Revenue Service Payable	5		5
Total Current Liabilities	187		187
Total Liabilities	187		187
Net Assets			
Net Assets Beginning of Year	323,458		323,458
Change in Net Assets	-132	5,500	5,368
Current Net Assets	323,326	5,500	328,826
Total Liabilities and Net Assets	323,513	5,500	329,013



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New Business

PERFORMANCE

Budget vs. Actuals: FY22 - FY22 P&L

July 2021 - April 2022

		TOTAL	
	ACTUAL	BUDGET	OVER BUDGET
Revenue	\$17,834	\$0	\$17,834
Cost of Goods Sold	\$520	\$0	\$520
GROSS PROFIT	\$17,314	\$0	\$17,314
Expenditures			
Directed Donations		2,136	-2,136
Education		0	0
Fees	204	115	89
Information Services	1,193	1,193	0
Insurance	1,648	1,625	23
Maintenance	2,774	512	2,262
Membership	388	308	80
Misc	37	50	-13
Office Expense	1,125	605	520
Utilities	2,803	2,512	291
Total Expenditures	\$10,172	\$9,056	\$1,116
NET OPERATING REVENUE	\$7,142	\$ -9,056	\$16,198



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STATEMENT OF ACTIVITY

Statement of Activity
July 2021 - April 2022

	JUL 2021	AUG 2021	SEP 2021	OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2022	APR 2022	TOTAL
Revenue											
Discounts given			-1.89	-2.86		-0.94		-7.59			\$ -13.28
Donations	361.93	86.02	75.88	310.45	180.69	3,490.00	135.00	122.60	74.95	225.00	\$5,062.52
Dues	140.00		100.00	90.00	30.00	200.00	310.00	190.00	460.00	30.00	\$1,550.00
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	\$5,001.58
Sales			190.52	188.55		117.52		39.81			\$536.40
Sales of Product Revenue				7.58		123.24		66.36			\$197.18
Total Revenue	\$501.97	\$86.05	\$364.54	\$5,593.82	\$210.81	\$6,930.05	\$445.26	\$411.41	\$3,035.24	\$255.25	\$17,834.40
Cost of Goods Sold	\$0.00	\$0.00	\$160.80	\$99.20	\$0.00	\$183.61	\$0.00	\$76.86	\$0.00	\$0.00	\$520.47
GROSS PROFIT	\$501.97	\$86.05	\$203.74	\$5,494.62	\$210.81	\$6,746.44	\$445.26	\$334.55	\$3,035.24	\$255.25	\$17,313.93
Expenditures											
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	\$2,773.98
Membership					98.00		95.00	195.00			\$388.00
Misc	3.49	2.55		7.25	2.11	2.18	6.43	2.63	6.55	3.94	\$37.13
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	\$2,802.51
Total Expenditures	\$779.12	\$442.06	\$600.63	\$645.50	\$680.89	\$1,153.42	\$666.50	\$880.48	\$1,429.85	\$2,893.51	\$10,171.96
NET OPERATING REVENUE	\$ -277.15	\$ -356.01	\$ -396.89	\$4,849.12	\$ -470.08	\$5,593.02	\$ -221.24	\$ -545.93	\$1,605.39	\$ -2,638.26	\$7,141.97

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Programs Committee

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New Business

Marion Perkins Memorial Scholarship

- Awards night is June 2nd

Falmouth Elementary 2nd Grade Visits

- Date TBA

Falmouth Memorial Library Collaboration

- First event: Maps of Falmouth
- May 25th, 5:30 p.m.
- In-person @ FML and via Zoom



Falmouth Heritage Museum



Museum Operations & Exhibits Committee

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New Business

Preparing to re-open

- Light cleaning on the main floor
- Heavy cleaning in the basement

Summer Schedule Posted

- Jun 7 through Oct 4
 - 15 days (and by appointment)
 - Closed for election/holidays
- Tuesdays, 9:00-3:00



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Collections Committee

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New Business

Digital Catalog



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

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

NO CHANGE THIS MONTH

Falmouth Heritage Museum



Local History

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New Business

Responses to Inquiries

Conducted research; received/responded via email

	April
Collections	-
Family History	2
Property History	2
Local History	3
Total	7

Most queries last month were simple

- One family history request may turn out to have no connection to Falmouth

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	✓	14 / 0	
Research – Family References	✓	20 / 1	
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

The Mailing is overdue!

- Expected to have it out two months ago

Social media



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Merchandise Committee

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New Business

Nothing significant to report

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Museum Building & Grounds Committee

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New Business

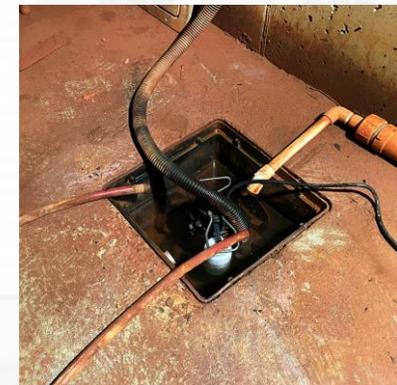
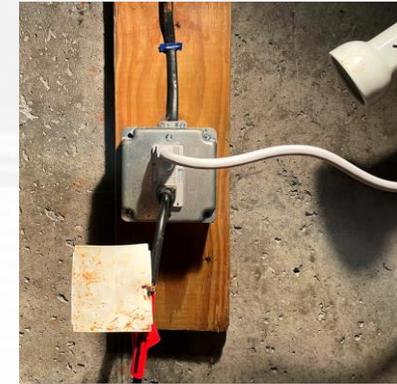
Sump Failure

Immediate Actions

- ✓ New GFCI breaker installed
- ✓ New, stronger (1 hp) pump installed
- Install wi-fi connected overflow alarm
- Repair or replace old (1/2 hp) pump

Near-term Actions

- Configure old pump for emergency use
- Schedule routine cleaning of pump
- Upgrade hose to increase capacity





Website Activity

April 2022 – “What”

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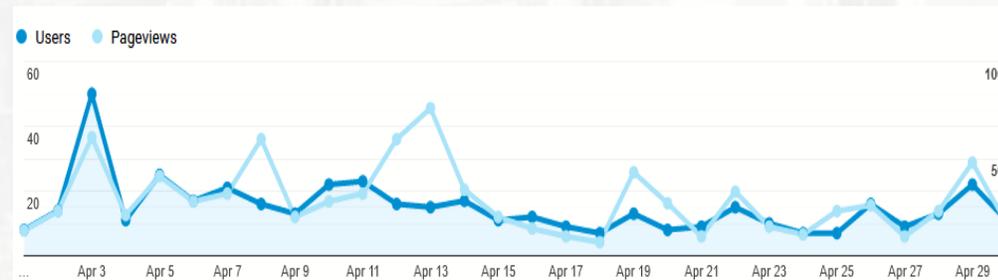
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New Business



Page ?	Pageviews ? ↓	Unique Pageviews ?
	866 % of Total: 100.00% (866)	735 % of Total: 100.00% (735)
1. Home	271 (31.29%)	219 (29.80%)
2. About Falmouth – Colonial Origins	69 (7.97%)	59 (8.03%)
3. Falmouth Historical Maps	43 (4.97%)	40 (5.44%)
4. Board of Directors	30 (3.46%)	23 (3.13%)
5. The Almouchiquois	17 (1.96%)	13 (1.77%)
6. Falmouth History References	17 (1.96%)	15 (2.04%)
7. Contact	16 (1.85%)	15 (2.04%)
8. May 2022 Board Meeting	16 (1.85%)	14 (1.90%)
9. April 2022 Board Meeting	16 (1.85%)	13 (1.77%)
10. From Town, to Destination...	13 (1.50%)	12 (1.63%)

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Website Activity

April 2022 – “Who”

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Who are they?



Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	401 % of Total: 100.00% (401)	384 % of Total: 100.00% (384)	487 % of Total: 100.00% (487)
1. desktop	324 (80.80%)	308 (80.21%)	400 (82.14%)
2. mobile	70 (17.46%)	69 (17.97%)	80 (16.43%)
3. tablet	7 (1.75%)	7 (1.82%)	7 (1.44%)

How do they get here?

Country	Users	% Users
1. United States	285	71.07%
2. China	103	25.69%
3. United Kingdom	3	0.75%
4. Germany	2	0.50%
5. India	2	0.50%
6. Australia	1	0.25%
7. Bangladesh	1	0.25%
8. Switzerland	1	0.25%
9. Ireland	1	0.25%
10. Nigeria	1	0.25%

City	Users	% Users
1. (not set)	157	38.39%
2. Ashburn	37	9.05%
3. Falmouth	28	6.85%
4. Portland	15	3.67%
5. Yarmouth	15	3.67%
6. Coffeyville	12	2.93%
7. Gray	6	1.47%
8. New York	5	1.22%
9. South Portland	4	0.98%
10. Washington	4	0.98%

Where do they come from?

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Facebook Activity

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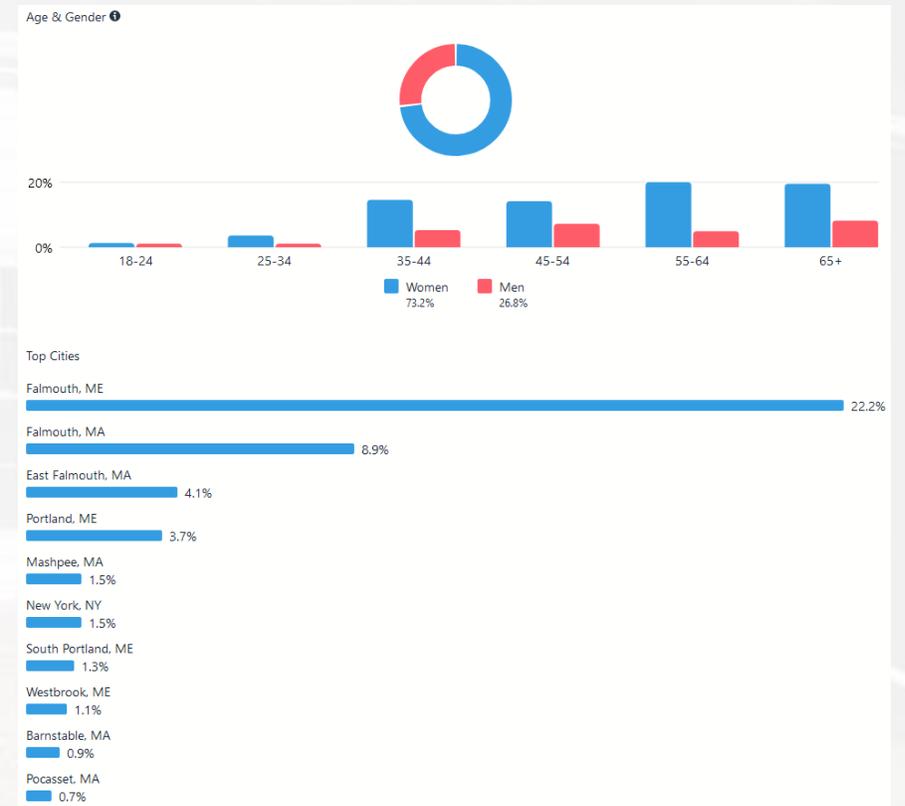
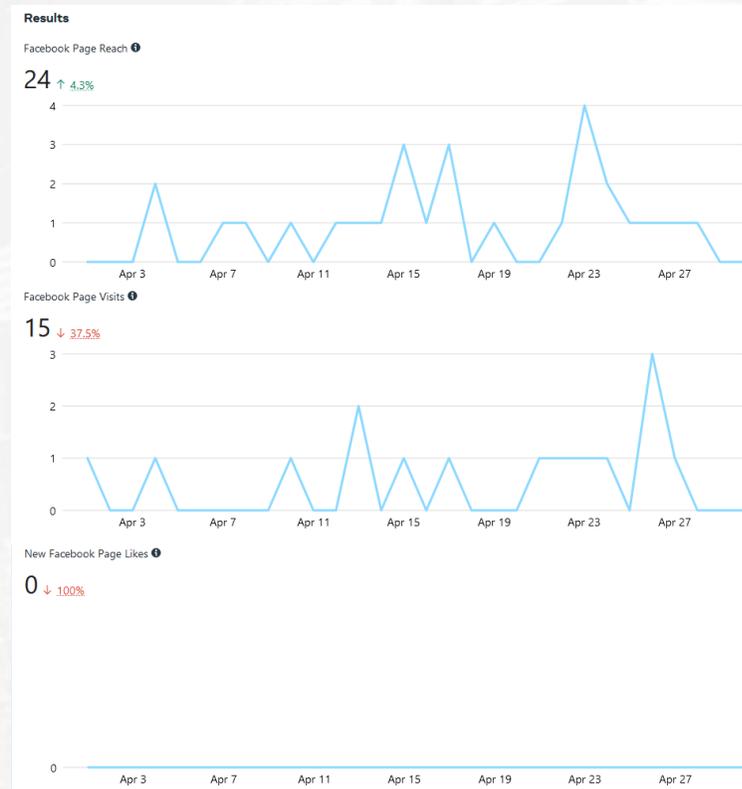
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No posts in April



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System Status

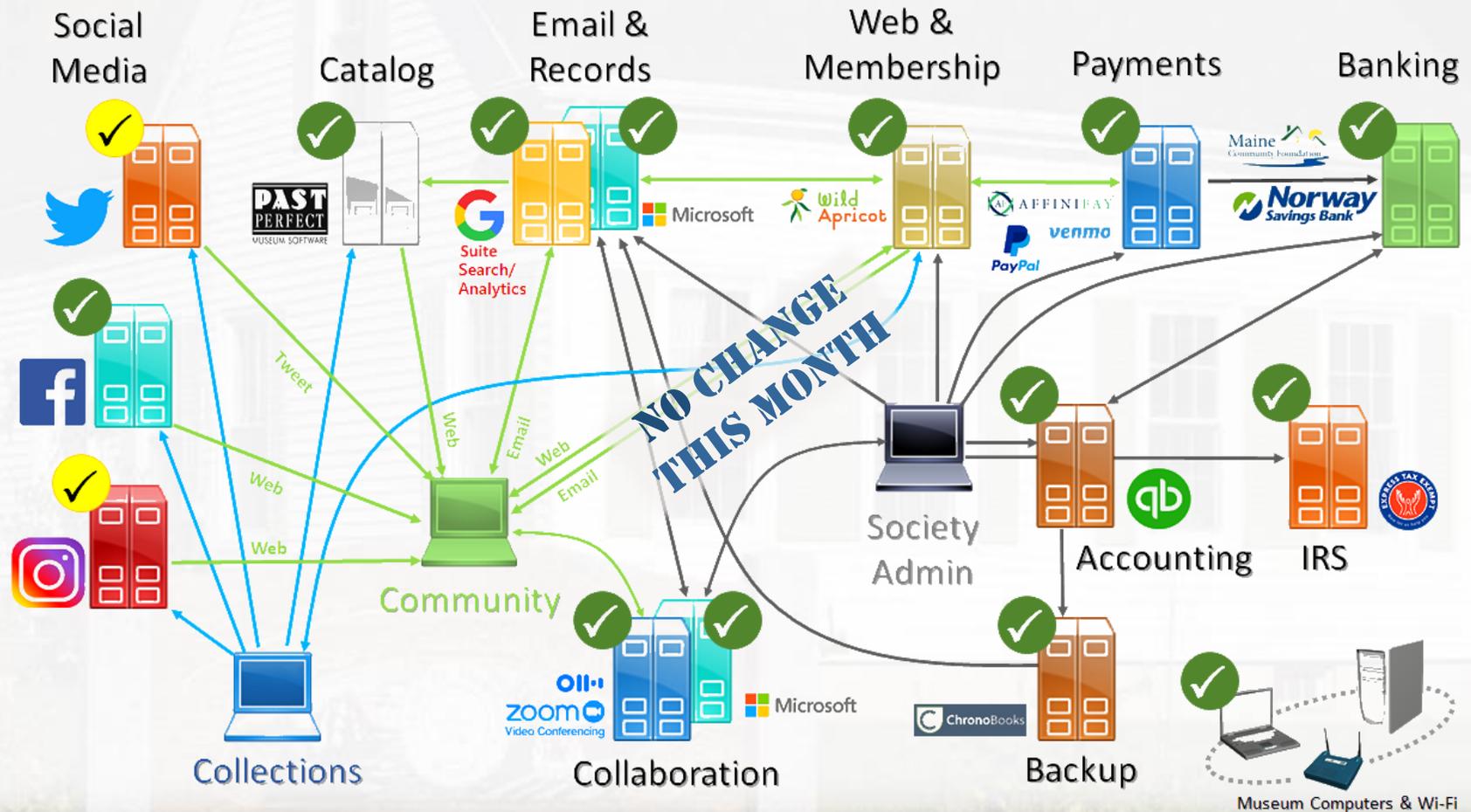
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