



# Board Meeting

The Falmouth Historical Society

May 4, 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

- Development

New Business

Falmouth Heritage Museum



# Secretary's Report

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## Minutes



Falmouth Heritage Museum



# Secretary's Report

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## Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
<b>Current members</b>	53	16	2	71
<b>Members pending renewal</b>	10	2		12
<b>Total</b>	63	18	2	83
<b>Lapsed</b>	14	3		17

Falmouth Heritage Museum



# Treasurer's Report

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## FY22 budget at June meeting

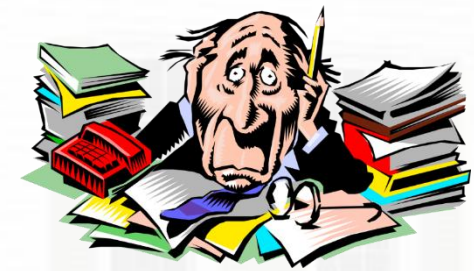
- Need input from board/committees

## Withdrawal from savings planned for July

- Advantageous for tax year 2020 Form 990

## Paperwork problem at bank

- Changes to account access were never completed & bank can't find signed forms
- Bank requires Board formally approve changes
- Recommend: President, Vice President, Treasurer, & at least one Board Member



Falmouth Heritage Museum



# Treasurer's Report

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## Financial Report

### ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$761.07	\$838.43	\$1,623.13
Maine Community Foundation—The FHS Fund		\$18,291.88
PayPal		\$0.00

Accounts receivable = \$0

Accounts payable = \$173.28

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## INCOME AND EXPENSE

Statement of Activity  
July 2020 - April 2021

	JUL 2020	AUG 2020	SEP 2020	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	MAR 2021	APR 2021	TOTAL
<b>Revenue</b>											
Donations		20.00		41.96	264.00		100.00	10.00		376.00	\$811.96
Dues	215.06	80.00	80.00		30.00		380.00	1,356.45	639.95	230.00	\$3,011.46
Investments	0.10	0.10	0.10	0.09	0.07	0.06	0.06	0.06	0.06	0.04	\$0.74
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>\$640.01</b>	<b>\$606.04</b>	<b>\$3,894.16</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>\$640.01</b>	<b>\$606.04</b>	<b>\$3,894.16</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						60.00		\$372.00
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	297.76	210.65	\$2,265.19
<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>\$1,458.83</b>	<b>\$1,617.79</b>	<b>\$6,187.12</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>\$ -1,011.75</b>	<b>\$ -2,292.96</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 - April 2021

		TOTAL	
	ACTUAL	BUDGET	OVER BUDGET
Revenue			
Donations	811.96		811.96
Dues	3,011.46		3,011.46
Investments	0.74		0.74
Sales	70.00		70.00
<b>Total Revenue</b>	<b>\$3,894.16</b>	<b>\$0.00</b>	<b>\$3,894.16</b>
<b>GROSS PROFIT</b>	<b>\$3,894.16</b>	<b>\$0.00</b>	<b>\$3,894.16</b>
Expenditures			
Fees	114.90	115.00	-0.10
Information Services	920.00	920.00	0.00
Insurance	1,625.00	1,625.00	0.00
Maintenance	372.00	412.00	-40.00
Membership	368.00	233.00	135.00
Misc	27.62	50.00	-22.38
Office Expense	494.41	616.00	-121.59
Utilities	2,265.19	2,190.00	75.19
<b>Total Expenditures</b>	<b>\$6,187.12</b>	<b>\$6,161.00</b>	<b>\$26.12</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -2,292.96</b>	<b>\$ -6,161.00</b>	<b>\$3,868.04</b>

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# Treasurer's Report

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New Business

## LIQUIDITY

Operating Accounts Balance	\$3,223
Less Accounts Payable	\$173
Less Remaining Budgeted Expenses	\$705
Plus Estimated Revenue from Dues	\$149
Projected Fiscal Year End Balance	<b>\$2,494</b>

**← Exceeds target by \$628**

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# Programs Committee

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New Business

## Education

- School expressed interest in map



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# Museum Operations & Exhibits Committee

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New Business

Tuesday, July 13th

- Schedule?
- Materials?
- Signage?



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# Collections Committee

## Agenda

Secretary's Report

Treasurer's Report

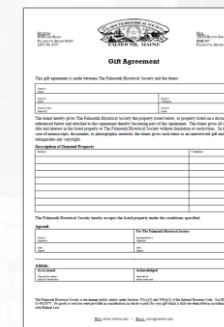
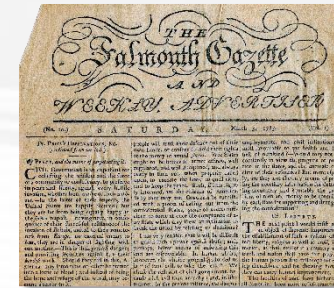
Committee Reports

- Programs
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New Business

## Acquisitions

- Early edition of the Falmouth Gazette & Weekly Advertiser
  - First newspaper in Maine
- Updated Gift Agreement Form
  - “Computer-friendly” form (can still complete with quill pen)
  - Minor changes for clarity



Falmouth Heritage Museum



# Collections Committee

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New Business

## Digital Catalog



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

Archives	139
Photos	75
Library	191
Objects	218
<b>Total</b>	<b>946</b>

*Total includes additional categories*

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# Local History

## Agenda

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New Business

## Responses to Inquiries

Conducted research; received/responded via email

	April
Collections	1
Family History	1
Property History	1
Local History	1
Other	2
<b>Total</b>	<b>6</b>

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# Local History

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New Business

## Website Expansion

- Continue to add material about Falmouth history
  - Split genealogical references into a separate category (Family)
- Additions to Society Records
  - Minutes for board and annual meetings back to 2000 (Archived Documents)
  - We can learn from our past!
  - Demonstrates continuity

The screenshot shows the website's header with the logo and tagline 'Falmouth Historical Society Preserving Falmouth's Heritage'. A dark green navigation bar contains links: Welcome, About FHS, About Falmouth, Heritage Museum, Events, Get Involved, Research, Documents, Corporate Sponsorship, and Members Only. Below this is a section titled 'Researching Falmouth History, People and Property' with a sub-header 'More content to be added soon!' and a list of new content items: Falmouth Town Reports, Falmouth History References, Falmouth Family References, and Family Historical Maps. A yellow 'UNDER CONSTRUCTION' banner is visible at the bottom of the page content area. The footer contains contact information for the Falmouth Heritage Museum and the Falmouth Historical Society, including addresses, phone numbers, and email addresses.

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# Local History

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New Business

## Website Expansion

Category	Visible	Items/New	Status
Research – Ancient Falmouth	✗		Being drafted
Research – Family History	✗		“
Research – Property History	✗		“
Research – Historical References	✓	6 / 2	2 per month
Research – Family References	✓	5 / 4	2 per month
Research – Historical Maps	✓	14 / 0	Done!
Members Only – Newsletters	✓	25 / 12	Done until we find more!
Members Only – Local Resources	✗		Being drafted
Members Only – Local Research	✓	3 / 0	2 per month

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# Communications Committee

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New Business

## Website

- Expansion continues
- “Retrospective” article on donation of 1795 Falmouth Gazette

## Social Media

- One post tied to Retrospective article

## Newsletter

- Next issue this month! Suggestions for items?

## Table outside polls

- Tuesday, June 8th



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# Merchandise Committee

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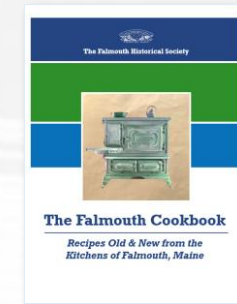
New Business

## Cookbook

- Revisions to recipes complete
- Building galley for second section

## Tote

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



Falmouth Heritage Museum



# Museum Building & Grounds Committee

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New Business



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# Technology Committee

## Agenda

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New Business

Some tweaks to the tech report this month

“Online Museum” is expanding its “exhibits”

- Likely to draw more online visitors
- We will track growth in website activity to understand which features are most useful



Falmouth Heritage Museum

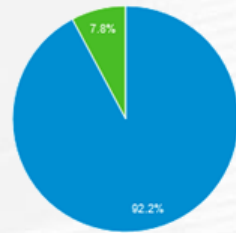


# Website Activity

April 2021

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■ New Visitor ■ Returning Visitor



*Who are they?*

Device Category	Users	New Users	Sessions
1. desktop	184 (66.19%)	177 (65.31%)	251 (72.13%)
2. mobile	86 (30.94%)	86 (31.73%)	88 (25.29%)
3. tablet	8 (2.88%)	8 (2.95%)	9 (2.59%)

*How do they get here?*

Country	Users	% Users
1. United States	211	75.90%
2. China	34	12.23%
3. Canada	4	1.44%
4. (not set)	4	1.44%
5. Switzerland	3	1.08%
6. Germany	3	1.08%
7. India	3	1.08%
8. Spain	2	0.72%
9. Mexico	2	0.72%
10. Australia	1	0.36%

*Where do they come from?*

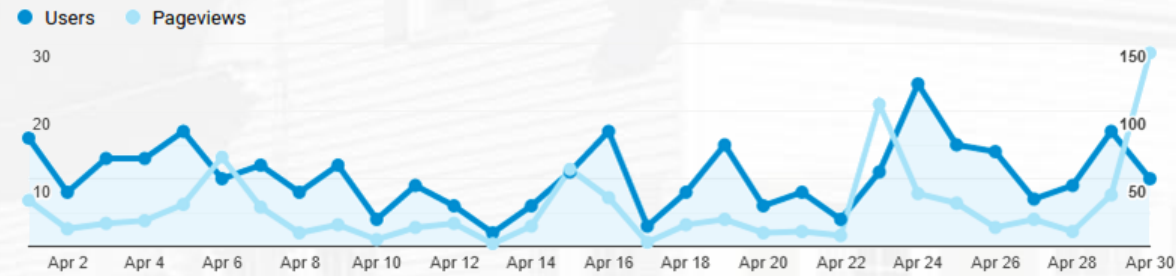
City	Users	% Users
1. Falmouth	34	12.14%
2. (not set)	19	6.79%
3. Ashburn	18	6.43%
4. Shanghai	14	5.00%
5. Zhengzhou	12	4.29%
6. Portland	11	3.93%
7. Boston	10	3.57%
8. New York	8	2.86%
9. Boardman	8	2.86%
10. Beijing	6	2.14%



# Website Activity

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*How much are they viewing?*

Page ?	Pageviews ?	Unique Pageviews ?
	<b>851</b> % of Total: 100.00% (851)	<b>613</b> % of Total: 100.00% (613)
1. Home	<b>234</b> (27.50%)	<b>175</b> (28.55%)
2. About Falmouth (1)	<b>96</b> (11.28%)	<b>86</b> (14.03%)
3. Research - Falmouth Historical Maps	<b>41</b> (4.82%)	<b>35</b> (5.71%)
4. Falmouth Retrospective	<b>28</b> (3.29%)	<b>16</b> (2.61%)
5. Research	<b>26</b> (3.06%)	<b>8</b> (1.31%)
6. About Falmouth (2)	<b>23</b> (2.70%)	<b>23</b> (3.75%)
7. The Falmouth Heritage Museum	<b>22</b> (2.59%)	<b>14</b> (2.28%)
8. Falmouth Retrospective	<b>22</b> (2.59%)	<b>1</b> (0.16%)
9. Research - Family History Refs	<b>21</b> (2.47%)	<b>18</b> (2.94%)
10. Research - Falmouth History Ref	<b>19</b> (2.23%)	<b>4</b> (0.65%)

*What are they viewing?*

Falmouth Heritage Museum



# Facebook Activity

April 2021

One post in April

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Last 28 days : Apr 5 - May 2 ▼

People Reached	<b>187</b> ▲368%
Post Engagements	<b>24</b> ▲700%
Page Likes	<b>30</b> ▼19%

### Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.

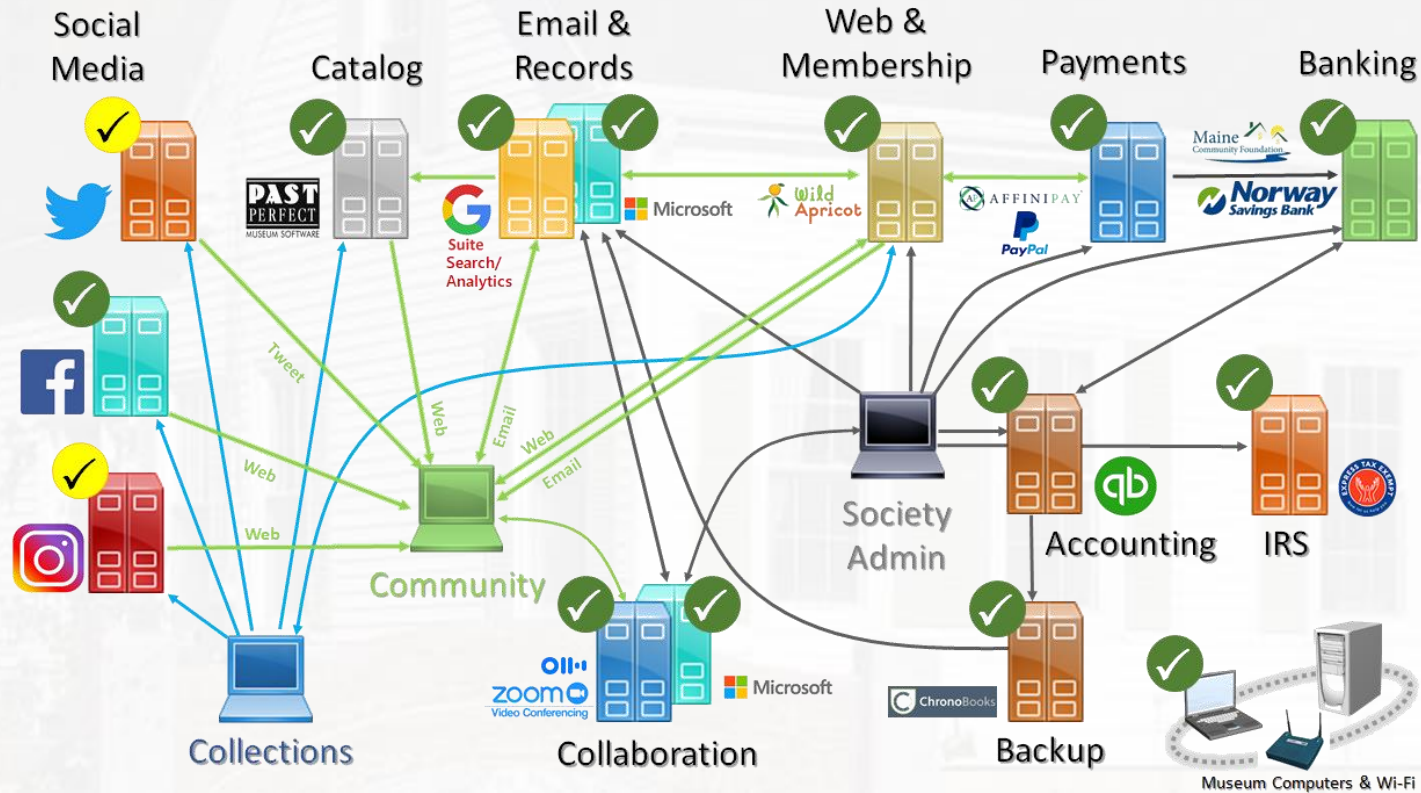




# System Status

May 2021

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# Development

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Nothing significant to report



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# New Business

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