



Board Meeting

The Falmouth Historical Society

May 5, 2020

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

New Business

Falmouth Heritage Museum



Secretary's Report

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New Business

Minutes

Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	45	11	2	58
Members pending renewal	28	8		36
Total	73	19	2	94
Lapsed	25	5		30

Renewal letters

Falmouth Heritage Museum



Treasurer's Report

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Financial Report

ACCOUNT BALANCES		
Checking—Society	Checking—Internet	Savings—Museum
\$665.40	\$288.18	\$2,222.21
Maine Community Foundation—The FHS Fund		\$18,548.44
PayPal		\$50.15

Falmouth Heritage Museum



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YEAR-TO-DATE PERFORMANCE

ACTUALS VS. BUDGET

July 2019 - April 2020

	ACTUAL	TOTAL BUDGET	OVER BUDGET
Revenue			
Donations	372.50		372.50
Dues	1,979.35		1,979.35
Grant	125.00		125.00
Investments	5,000.48		5,000.48
Sales	823.50		823.50
Total Revenue	\$8,300.83	\$0.00	\$8,300.83
GROSS PROFIT	\$8,300.83	\$0.00	\$8,300.83
Expenditures			
Fees	155.00	85.00	70.00
Information Services	1,083.36	992.00	91.36
Insurance	1,625.00	1,725.00	-100.00
Maintenance	1,041.40	1,552.00	-510.60
Membership	233.00	233.00	0.00
Merchandise	-50.00	0.00	-50.00
Misc	38.34	80.00	-41.66
Office Expense	795.39	721.00	74.39
Utilities	3,280.41	2,510.00	770.41
Total Expenditures	\$8,201.90	\$7,898.00	\$303.90
NET OPERATING REVENUE	\$98.93	\$ -7,898.00	\$7,996.93

Falmouth Heritage Museum



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INCOME AND EXPENSE											
STATEMENT OF ACTIVITY											
July 2019 - April 2020											
	JUL 2019	AUG 2019	SEP 2019	OCT 2019	NOV 2019	DEC 2019	JAN 2020	FEB 2020	MAR 2020	APR 2020	TOTAL
Revenue											
Donations	37.00	110.50		25.00	100.00	100.00					\$372.50
Dues	240.00	210.00		370.00	290.00	150.00		265.00	294.35	160.00	\$1,979.35
Grant							125.00				\$125.00
Investments	0.03	0.02	0.02	0.02	0.02	5,000.05	0.11	0.08	0.07	0.06	\$5,000.48
Sales	523.00			209.00	25.50					66.00	\$823.50
Total Revenue	\$800.03	\$320.52	\$0.02	\$604.02	\$415.52	\$5,250.05	\$125.11	\$265.08	\$294.42	\$226.06	\$8,300.83
GROSS PROFIT	\$800.03	\$320.52	\$0.02	\$604.02	\$415.52	\$5,250.05	\$125.11	\$265.08	\$294.42	\$226.06	\$8,300.83
Expenditures											
Fees				125.00		50.00		35.00		-55.00	\$155.00
Information Services								163.36	920.00		\$1,083.36
Insurance							225.00			1,400.00	\$1,625.00
Maintenance	210.00		312.00	210.00	30.00	100.00	125.00		54.40		\$1,041.40
Membership						98.00	35.00		100.00		\$233.00
Merchandise					-50.00						\$ -50.00
Misc	4.73	7.29	1.74		5.88	6.97		5.67	6.06		\$38.34
Office Expense	340.39	140.00	40.00	40.00	40.00	155.00		40.00			\$795.39
Utilities	275.77	252.59	231.42	276.83	626.00	592.22	352.10	286.29	348.08	39.11	\$3,280.41
Total Expenditures	\$830.89	\$399.88	\$585.16	\$651.83	\$651.88	\$1,002.19	\$737.10	\$530.32	\$1,428.54	\$1,384.11	\$8,201.90
NET OPERATING REVENUE	\$ -30.86	\$ -79.36	\$ -585.14	\$ -47.81	\$ -236.36	\$4,247.86	\$ -611.99	\$ -265.24	\$ -1,134.12	\$ -1,158.05	\$98.93

Accounts payable = **\$1,400.00**

Accounts receivable = None



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Foundation

- Last withdrawal: \$5,000 in December
- Expected to last through July

Operating accounts

- Operating accounts will be exhausted by early July
- Expenses higher, revenue lower than planned

Recommendation: Withdraw \$5,000 from Foundation

- Must submit now to have by June
- Dues & donations will determine whether we can stretch this withdrawal out for a full year

Falmouth Heritage Museum



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New Business

Administration

- Digital financial records are in good shape
 - QBO Advanced has reduced manual accounting
 - Nearly all documents stored digitally in Google Suite (Some scanning left before paper records return to Museum)
 - Applied lessons learned from tax filings (Keep QBO and WildApricot data in sync)
- Begun work on bookkeeping section for SOP
- All online financial records accessible to Board

- Report your out of pocket expenses for the Society!

Falmouth Heritage Museum



Programs Committee

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New Business

On hold for now

- Need to follow up on historic house class

Falmouth Heritage Museum



Museum Operations & Exhibits Committee

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New Business

Re-open the Museum?

- June?
- July?
- Wait and see?



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Collections Committee

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Digital Catalog



Donation

- Casco Village Improvement Society Records

Falmouth Heritage Museum



Local History Committee

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- **Local History**
- Communications
- Merchandise
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New Business

Requests from the community

- Quiet March-April
- Activity beginning to pick up

Web content

- Research guides being added
- Visible to Board members (switch into "Admin" mode)

*Spanish coin found
in West Falmouth*



Admin view



Falmouth Heritage Museum



Communications Committee

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- **Communications**
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New Business

Newsletter

- Being draft—will go out with renewal letters

Social media

- Need a volunteer to manage our presence on Facebook, Twitter and Instagram



Falmouth Heritage Museum



Merchandise Committee

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New Business

Cookbook

- Two meetings via Zoom
- Winnowing existing and newly submitted recipes

Falmouth-themed merchandise



Falmouth Heritage Museum



Museum Building & Grounds Committee

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New Business

Sump



Spring cleaning?

Plans for next winter

Falmouth Heritage Museum



Technology Committee

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New Business

Zoom video-teleconferencing is working well

Microsoft 365 for Nonprofits

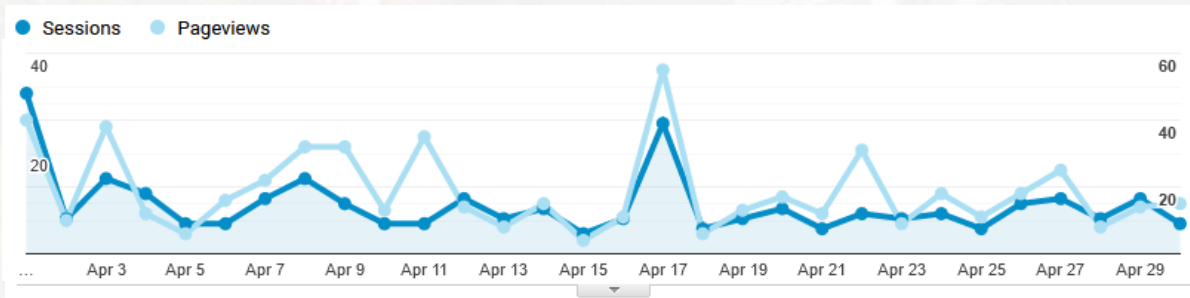
- Office apps including Teams and Sharepoint (stronger collaboration tools)
- Complements what we have with Google Suite
- Can serve as a backup for data stored in Google

Falmouth Heritage Museum



Website Activity

April 2020



Users 251	New Users 246
Sessions 289	Number of Sessions per User 1.15

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	251 % of Total: 100.00% (251)	246 % of Total: 100.00% (246)	289 % of Total: 100.00% (289)
1. desktop	197 (78.49%)	193 (78.46%)	231 (79.93%)
2. mobile	45 (17.93%)	44 (17.89%)	48 (16.61%)
3. tablet	9 (3.59%)	9 (3.66%)	10 (3.46%)



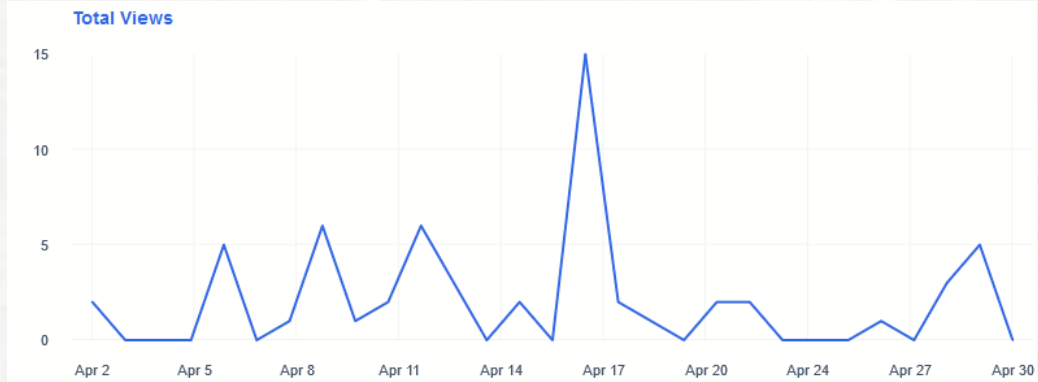
Country	Users
1. United States	184 (73.31%)
2. (not set)	27 (10.76%)
3. South Korea	12 (4.78%)
4. France	10 (3.98%)
5. Turkey	6 (2.39%)
6. China	3 (1.20%)
7. Ukraine	3 (1.20%)
8. Canada	1 (0.40%)
9. United Kingdom	1 (0.40%)
10. Ireland	1 (0.40%)

City	Users
1. (not set)	56 (22.31%)
2. Falmouth	39 (15.54%)
3. Muju-gun	12 (4.78%)
4. Yarmouth	11 (4.38%)
5. Paris	10 (3.98%)
6. Boston	8 (3.19%)
7. Portland	8 (3.19%)
8. Boardman	5 (1.99%)
9. Scarborough	5 (1.99%)
10. Gray	4 (1.59%)



Facebook Activity

April 2020



*Activity was very light
No posts this year*

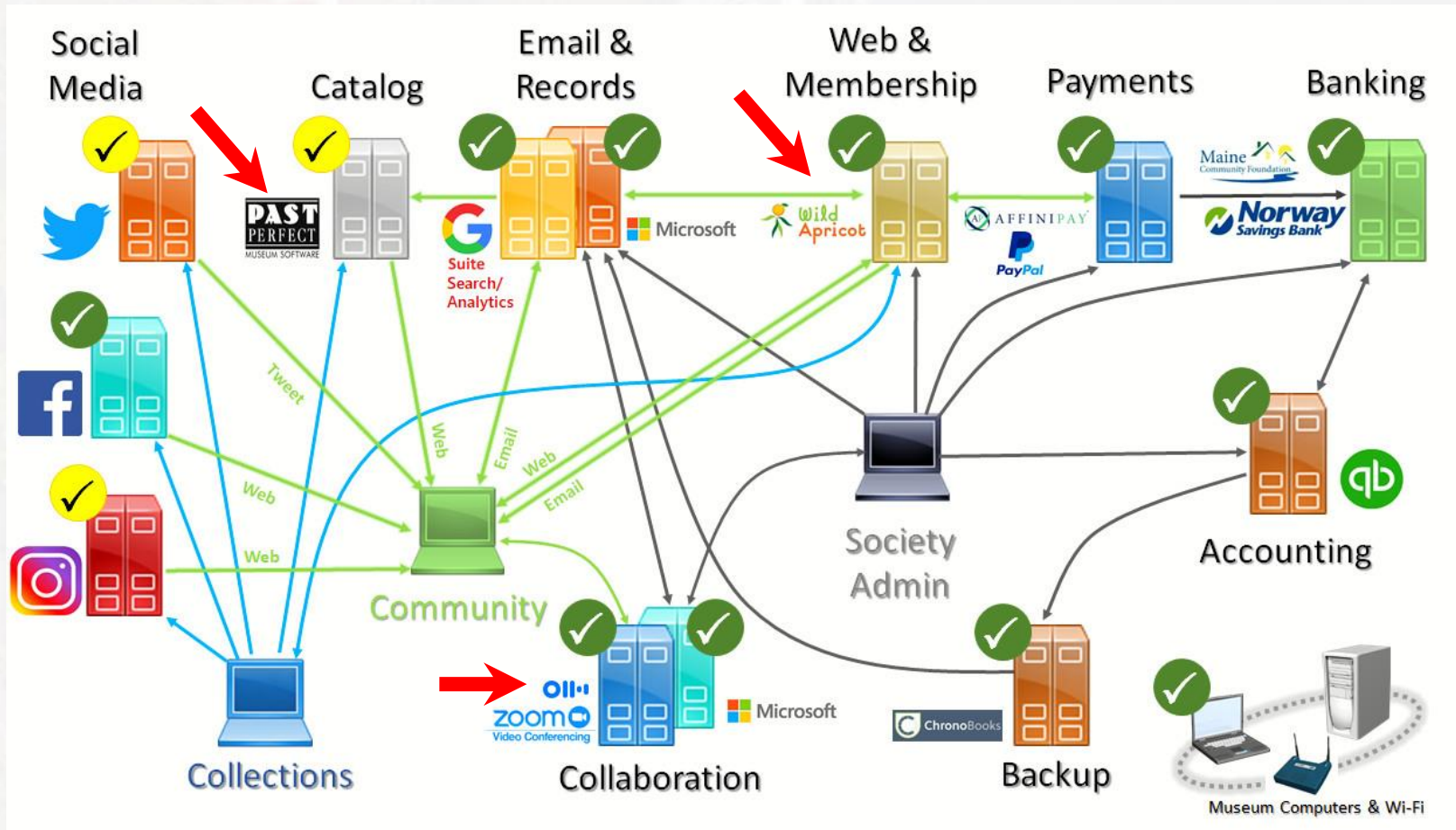


Falmouth Heritage Museum



System Status

May 5, 2020



Activity

Digital catalog development underway (PP)

Website improvements underway (WA)

- Expanding with additional content

New products

- Olli.ai voice transcription



New Business

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?



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