



Board Meeting

The Falmouth Historical Society

June 2, 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

Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	42	9	2	53
Members pending renewal	32	10		42
Total	7743	19	2	95
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
\$2005.60	\$288.18	\$4,882.27
Maine Community Foundation—The FHS Fund		\$13,498.44
PayPal		\$50.15

Falmouth Heritage Museum



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YEAR-TO-DATE PERFORMANCE

ACTUALS VS. BUDGET

July 2019 - May 2020

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Revenue			
Donations	372.50		372.50
Dues	2,169.34		2,169.34
Grant	125.00		125.00
Investments	10,000.54		10,000.54
Sales	823.50		823.50
Total Revenue	\$13,490.88	\$0.00	\$13,490.88
GROSS PROFIT	\$13,490.88	\$0.00	\$13,490.88
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	1,990.81	1,752.00	238.81
Membership	233.00	233.00	0.00
Merchandise	-50.00	500.00	-550.00
Misc	38.34	90.00	-51.66
Office Expense	895.38	771.00	124.38
Utilities	3,490.06	2,881.00	609.06
Total Expenditures	\$9,460.95	\$9,029.00	\$431.95
NET OPERATING REVENUE	\$4,029.93	\$-9,029.00	\$13,058.93

Falmouth Heritage Museum



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INCOME AND EXPENSE

STATEMENT OF ACTIVITY

July 2019 - May 2020

	JUL 2019	AUG 2019	SEP 2019	OCT 2019	NOV 2019	DEC 2019	JAN 2020	FEB 2020	MAR 2020	APR 2020	MAY 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						\$2,169.34
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	5,000.06	\$10,000.54
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	\$5,190.05	\$13,490.88
GROSS PROFIT	\$800.03	\$320.52	\$0.02	\$604.02	\$415.52	\$5,250.05	\$125.11	\$265.08	\$294.42	\$226.06	\$5,190.05	\$13,490.88
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	949.41		\$1,990.81
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			99.99	\$895.38
Utilities	275.77	252.59	231.42	276.83	626.00	592.22	352.10	286.29	348.08	48.86	199.90	\$3,490.06
Total Expenditures	\$830.89	\$399.88	\$585.16	\$651.83	\$651.88	\$1,002.19	\$737.10	\$530.32	\$1,428.54	\$2,343.27	\$299.89	\$9,460.95
NET OPERATING REVENUE	\$ -30.86	\$ -79.36	\$ -585.14	\$ -47.81	\$ -236.36	\$4,247.86	\$ -611.99	\$ -265.24	\$ -1,134.12	\$ -2,117.21	\$4,890.16	\$4,029.93

Accounts payable = **\$2,359.16**

Accounts receivable = None

Falmouth Heritage Museum



Treasurer's Report

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New Business

Foundation

- \$5,000 withdrawal deposited
- Expected to last through July

Administration

- Compiled 105 screen shots for admin handbook
- Most common tasks
 - Bill processing and payments (autopay & check)
 - Dues processing through Affinipay, QBO & Wild Apricot; Need to document processing payment by check
 - Out-of-pocket expense processing for volunteers
 - Treasurer's report generation

Falmouth Heritage Museum



Programs Committee

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New Business

Nothing to report

- Need to follow up on historic house class

Falmouth Heritage Museum



Museum Operations & Exhibits Committee

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State order closing the Museum officially lifted June 1st

- EO 55 FY 19/20
- Museum falls under “public and community buildings”

Other historical societies aren't in a rush to reopen

- MHS says “Not before July 1st”
- Most area town societies are “indefinite”
- Gray says “likely September”

Just because we can doesn't mean we should

- State encourages digital and remote programs

Falmouth Heritage Museum



Today

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Museum has been closed to the public for seven months

- Winter: Nov-Mar
- Pandemic: Apr-May ... ???

Building shut down but accessible

- Building & Grounds
- Collections & Local History

Society still operating online

- Responding to requests from community
- Only exhibits are inaccessible to public



Falmouth Heritage Museum



Obstacles

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New Business

Coronavirus threatens the safety of volunteers & visitors

- Many are in risk categories

State guidelines are a heavy lift for a small institution

- Social distancing/masks
- Cleaning & disinfection
- Volunteer screening & training
- Grooming buildings & rest rooms
- Lots of signage
- Transaction safety
- Submission COVID-19 Prevention Form



Falmouth Heritage Museum



Proposed Strategy

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New Business

Proceed slowly and with caution

- Priority is safety of volunteers and visitors

Open only when confident we can do it safely

- Let others blaze the trail—learn from them
- Wait for the experts to tell us risk is low
- Volunteers and buildings are ready under new rules
- Schedule visits “by appointment” for compliance



No sooner than September—possible not until May 2021

Falmouth Heritage Museum



Until Then...

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New Business

Continue doing the work of the Society online

Plan for reopening

- Develop a written plan
- Obtain supplies
- Groom buildings
- Train volunteers



Allow community access to documents & artifacts

- Online if possible
- At a location prepared to handle visitors if portable
- At museum in exceptional cases

Falmouth Heritage Museum



Collections Committee

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- Programs
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New Business

Digital Catalog



Falmouth Heritage Museum



Local History Committee

Agenda

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New Business

Nothing to report

A wooden sign for the Falmouth Heritage Museum. The sign features a circular logo with a ship and a building, similar to the historical society logo. Below the logo, the text "Falmouth Heritage Museum" is written in a serif font. The sign is mounted on two wooden posts.

Falmouth Heritage Museum



Communications Committee

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- Merchandise
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New Business

Newsletter

- Being drafted—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

Agenda

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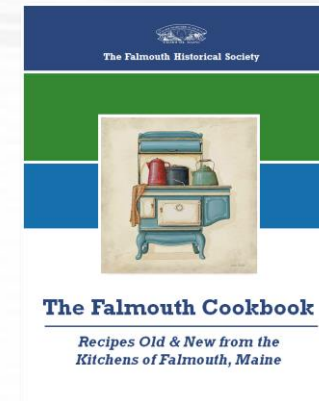
Committee Reports

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New Business

Cookbook

- Two meetings in May
- Slowly closing in on list of recipes
 - Some old, some new
 - Broader appeal
 - Include traditional as well as modern locavore cuisine
 - Highlight ties to Falmouth, Casco Bay, & Maine



Falmouth Heritage Museum



Merchandise Committee

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New Business

Tote Options

Jute Accent 12oz Cotton Canvas Rope Tote	12 oz. Cotton Canvas Capri Stripes Shopper Tote	Fletcher 16oz Cotton Canvas Market Tote	Baltic 18oz Cotton Canvas Boat Tote
			
Item #: 7900-22	Item #: 7900-40	Item #: 7900-17	Item # 7900-30
15" H X 20" W X 8" D	13.25" H X 18" W X 6.75" D	13" H X 17.5" W X 5" D	13.25" H X 19.75" W X 7" D
Unit Cost: \$9.43	Unit Cost: \$9.43	Unit Cost: \$9.55	Unit Cost: \$12.95
Shipping: \$45.95	Shipping: \$60.24	Shipping: \$48.31	Shipping: \$46.74
Est. Order Cost (75): \$795	Est. Order Cost (75): \$810	Est. Order Cost (60): \$655	Est. Order Cost (48): \$705
Est. Profit: \$705	Est. Profit: \$690	Est. Profit: \$545	Est. Profit: \$255

Town of Falmouth permission would be required to use the new Falmouth logo.

Alternate designs:



Falmouth Heritage Museum



Museum Building & Grounds Committee

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New Business

Drainage

Spring Summer cleaning?

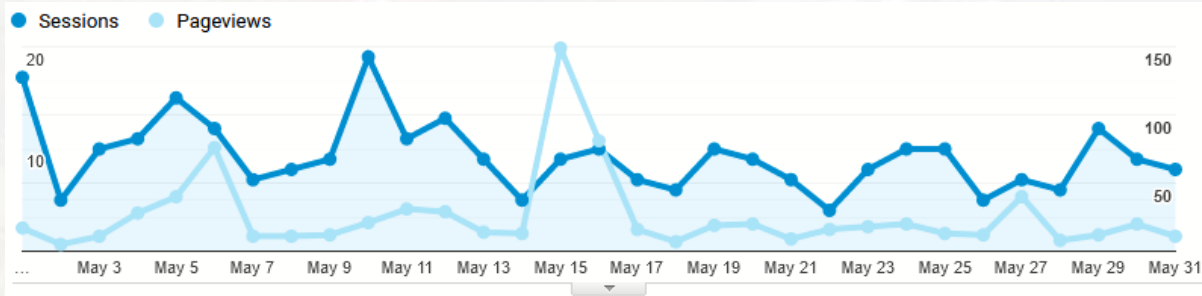


Falmouth Heritage Museum



Website Activity

May 2020



Country	Users
1. United States	205 (83.67%)
2. South Korea	12 (4.90%)
3. France	11 (4.49%)
4. China	6 (2.45%)
5. Canada	4 (1.63%)
6. India	2 (0.82%)
7. Ukraine	2 (0.82%)
8. Jamaica	1 (0.41%)
9. Turkey	1 (0.41%)
10. (not set)	1 (0.41%)

Users 245	New Users 234
Sessions 288	Number of Sessions per User 1.18

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	245 <small>% of Total: 100.00% (245)</small>	234 <small>% of Total: 100.00% (234)</small>	288 <small>% of Total: 100.00% (288)</small>
1. desktop	175 (71.43%)	165 (70.51%)	209 (72.57%)
2. mobile	56 (22.86%)	56 (23.93%)	60 (20.83%)
3. tablet	14 (5.71%)	13 (5.56%)	19 (6.60%)

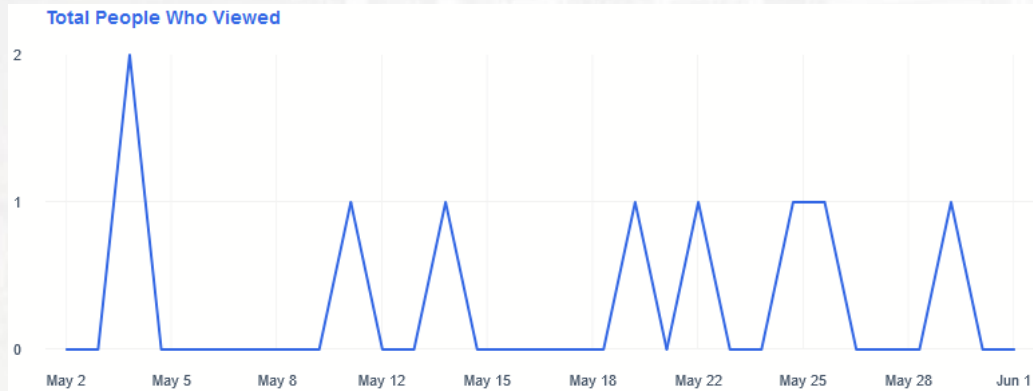


City	Users
1. (not set)	49 (20.00%)
2. Falmouth	34 (13.88%)
3. Chicago	19 (7.76%)
4. Paris	11 (4.49%)
5. Boston	8 (3.27%)
6. Yarmouth	8 (3.27%)
7. Muju-gun	6 (2.45%)
8. Boardman	5 (2.04%)
9. Windham	4 (1.63%)
10. Lake Forest	3 (1.22%)



Facebook Activity

May 2020



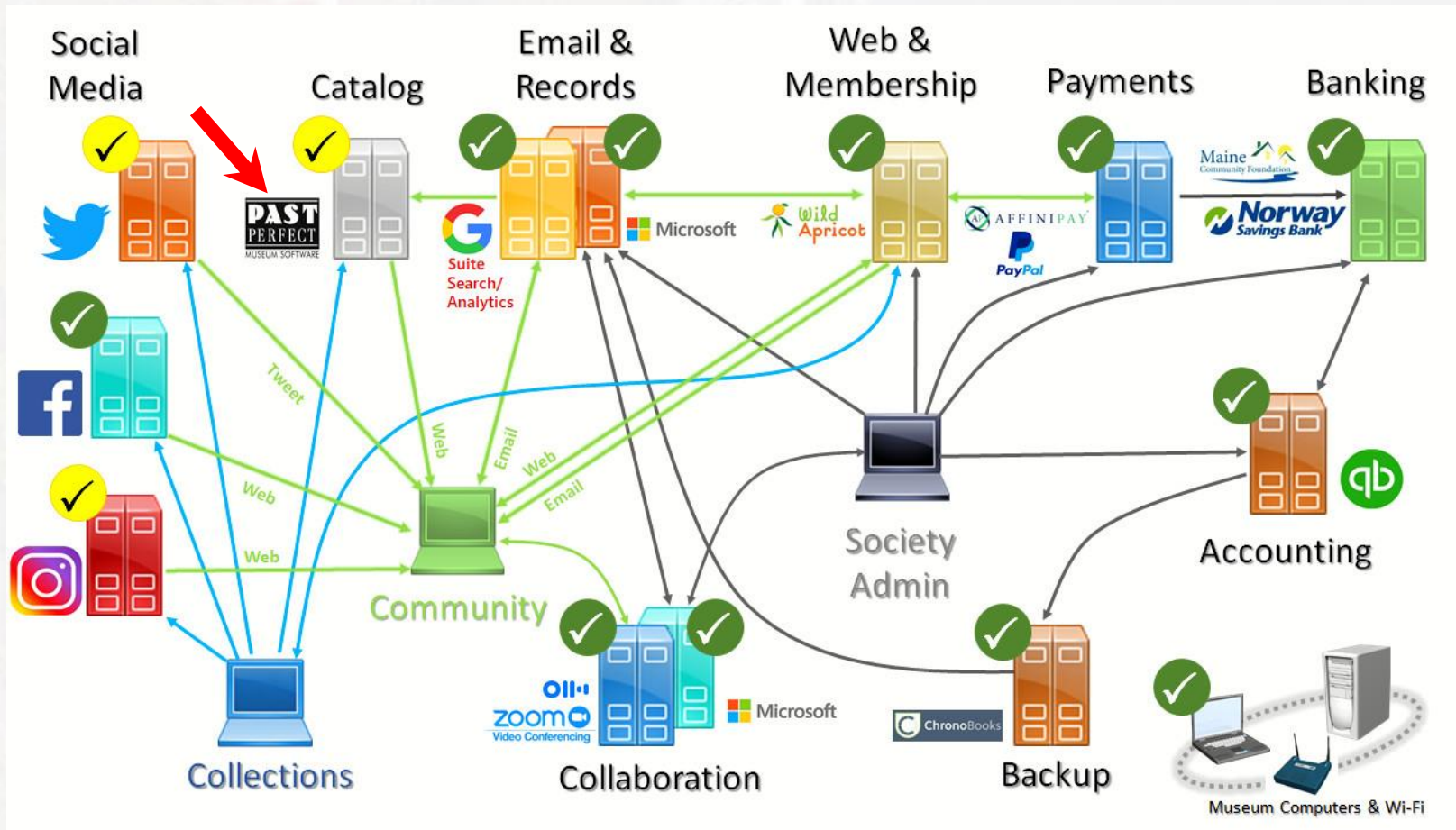
*Activity was very light
No posts this year*

Falmouth Heritage Museum



System Status

June 2, 2020



Activity

Digital catalog development underway (PP)



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?

Falmouth Heritage Museum