



Board Meeting

The Falmouth Historical Society

August 8, 2023

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



President's Remarks

Agenda

President's Remarks

Secretary's Report

Treasurer's Report

Committee Reports

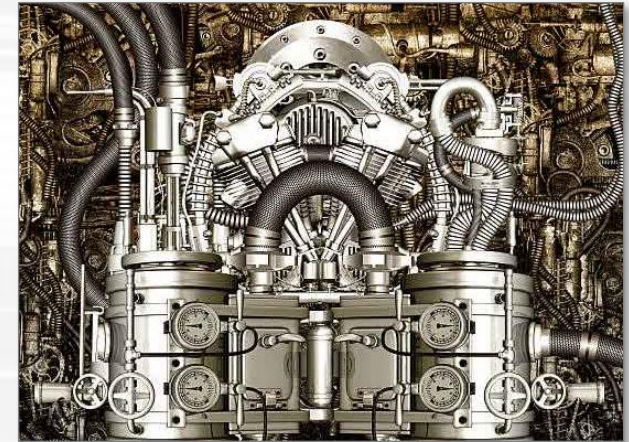
- Programs
- Museum Operation
& Exhibits
- Collections
- Local History
- Communications
- Merchandise
- Museum Buildings
& Grounds
- Technology
- Development

New Business

Society is running smoothly
like a well-oiled machine

- Due entirely to the hard work
by our volunteers

Trying to stay on top of the
items that fall between the
cracks



Falmouth Heritage Museum



Secretary's Report

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

Minutes (*approved online*)

Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	72	15	4	91
Members pending renewal	10	1		8
Total	82	16	4	102
Lapsed	6	-		6

Time to produce an updated membership form

Falmouth Heritage Museum



Treasurer's Report

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

Financial Report

Find details in [Treasurer's Report](#)

FINANCIAL SUMMARY

August 8, 2023

Operating Accounts Balance	\$3,309	Minus restricted grants	●
Projected Income	\$6,910	"	●
Projected Expenses	\$11,256	"	●
Actual Year-End Balance	-\$1,242	In the red but early days	●
Variance from Budget	-\$263	Tracking close to budget	●
Change in Unrestricted Net Current Assets	-\$391	In the red but early days	●
Investments	\$23,641	Doing well	●

Falmouth Heritage Museum



Treasurer's Report

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

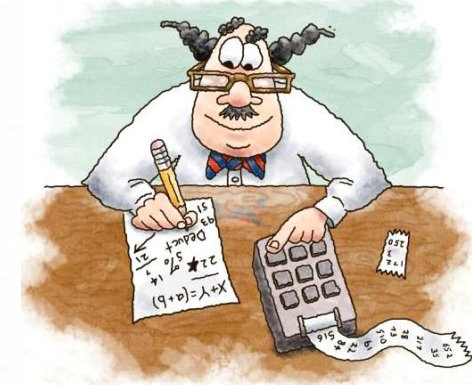
Audit Committee “internal financial review” scheduled for 08/14 at the Museum

- Will review FY21-22 & FY22-23 records

Form 990-N submitted to IRS

- 990-N & Treasurer's Report posted on GuideStar
- 990-N posted on Impala

FY2023-24 proposed budget



Falmouth Heritage Museum



Treasurer's Report

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

Proposed Fiscal Year 2023-24 Budget

Category	2023						2024						Total	
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun		
Education													\$5,000	\$5,000
Fees					\$20			\$35						\$55
Information Services									\$1,374					\$1,374
Insurance						\$225				\$1,730				\$1,955
Maintenance	\$50	\$289	\$378	\$500	\$100		\$50		\$50	\$500	\$100			\$2,017
Membership					\$217		\$35	\$60	\$195		\$119	\$40		\$666
Misc	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$60
Office Expense	\$331	\$35	\$35	\$115	\$35	\$35	\$275	\$35	\$62	\$115	\$162	\$35		\$1,270
Utilities	\$301	\$301	\$301	\$301	\$371	\$436	\$436	\$436	\$534	\$311	\$301	\$301		\$4,330
Total	\$687	\$630	\$719	\$921	\$748	\$701	\$801	\$571	\$2,220	\$2,661	\$687	\$5,381		\$16,727

- Austere, zero-based budget (like past three years)
- Increases for inflation; retained maintenance contingency
- \$1,364 (9%) Δ above FY22-23 approved budget
- \$929 (6%) Δ above FY22-23 amended budget



Programs Committee

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

Upcoming Events

- FHS Table at Community Wellness Annual Event?
Gardens at Tidewater Farms
Fri, Aug 25th, 10:00 a.m. to 6:00 p.m.
- FHS Table at Cumberland Fair
Sun, Sep 24th, to Sat, Sep 30th, 9:00 a.m. to 5:00 p.m.
- Falmouth P&CP Bus Tour of Falmouth
Oct, TBA

Falmouth Heritage Museum



Museum Operations & Exhibits Committee

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

Museum and Barn

- Tuesday, 07/18
2 visitors (rainy)
- Tuesday, 08/01
7 visitors + an extended consultation by phone
- Tuesday, 08/08
1 visitor (rainy)



Falmouth Heritage Museum



Collections Committee

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

Digital Catalog



Recent activity:

- Lara (Hodgdon) Deritter donated Iverson family images
- Initial review of Marge Merrill Devine Collection underway
- Review, cleanup, and reorganization of files continues

Archives	267
Photos	76
Library	487
Artifacts	333
Total	1,163

**NO CHANGE
THIS MONTH**

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

Falmouth Heritage Museum



Local History

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

Responses to Queries

Conducted research; received/responded

	June	In Process
Collections	2	
Family History	4	2
Property History	1	3
Local History	1	2
Total	9	



Reconstructing history of the barn at Hurricane Valley Farm was challenging

Falmouth Heritage Museum



Local History

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

Website Expansion

Category	Visible	Items/New	Status
Research – Ancient Falmouth	✗		
Research – Family History	✗		
Research – Property History	✗		
Research – Historical References	✓	14 / 0	NO CHANGE THIS MONTH
Research – Family References	✓	20 / 0	
Research – Historical Maps	✓	18 / 0	
Members Only -- Newsletters	✓	25 / 0	
Members Only – Local Resources	✗		
Members Only – Local Research	✓	3 / 0	

Falmouth Heritage Museum



Communications Committee

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

Backsliding

- Other time-sensitive demands (mostly administrative) delayed newsletter
- Our Facebook account has been languishing
- Now moving to front burner



Falmouth Heritage Museum



Merchandise Committee

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

Annual inventory in process

- Count complete
- Now reconciling in QuickBooks

No mail orders received yet



The Falmouth Heritage Bookstore

Falmouth Heritage Museum



Museum Building & Grounds Committee

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

Any issues?



Falmouth Heritage Museum



Technology

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

Everything is working properly

Changes to tech report

- Website activity now being monitored by Google Analytics 4
- System status chart dropped Twitter, Instagram, and Express Tax Exempt; added Maine Tax Portal

Cloud resources overdue for an offsite backup

Find details in [Technology Report](#)



Falmouth Heritage Museum



Development

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

Inflation is making our financial situation a bit more precarious

- Began year with a \$1,242 projected shortfall
- Offset by \$1,272 distribution from MCF
- Still a gap due to directed donations
 - Estimate ~\$750 will go to unbudgeted expenses

Need to increase donation revenue

- Public record reflects competency and credibility
- Will begin with an existing corporate sponsor



Falmouth Heritage Museum



New Business

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



Supplemental Slides

Falmouth Heritage Museum



Treasurer's Report

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

ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$1,425.37	\$100.48	\$9,282.60
Maine Community Foundation—The FHS Fund		\$23,641.36
PayPal		\$0.00
Venmo		\$0.25
Accounts receivable = \$0.00		
Accounts payable = \$182.85		
Sales tax payable = \$22.11		

Falmouth Heritage Museum



Treasurer's Report

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

LIQUIDITY

August 6, 2023

Operating Accounts Balance	\$10,809
Plus Accounts Receivable	\$0
Less Accounts Payable + Sales Tax	\$205
Less Remaining Budgeted Expenses	\$11,256
Less Grant Restrictions	\$7,500
Plus Estimated Revenue from Dues/Donations	\$6,910
Estimated Fiscal Year-End Balance	-\$1,242

Falmouth Heritage Museum



Treasurer's Report

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

STATEMENT OF FINANCIAL POSITION

August 8, 2023

Assets	Without Donor Restrictions	With Donor Restrictions	Total
Checking	1,526		1,526
Savings	1,783	7,500	9,283
Inventory	4,596		4,596
Petty Cash	162		162
Undeposited Funds	0		0
Accounts Receivable	0		0
Total Current Assets	8,066	7,500	15,566
Land and Buildings	449,900		449,900
Fire Truck	35,000		35,000
Investments	23,641		23,641
Total Long-Term Assets	508,541		508,541
Total Assets	516,608	7,500	524,108

Falmouth Heritage Museum



Treasurer's Report

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

STATEMENT OF FINANCIAL POSITION

August 8, 2023

Liabilities	Without Donor Restrictions	With Donor Restrictions	Total
Accounts Payable	183		183
Maine Revenue Service Payable	22		22
Total Current Liabilities	205		205
Total Liabilities	205		205
Net Assets			
Net Assets Beginning of Year	516,280	7,500	523,780
Change in Net Assets	123	0	123
Current Net Assets	516,403	7,500	523,903
Total Liabilities and Net Assets	516,608	7,500	524,108
Change in Net Current Assets	-391	0	-391

Falmouth Heritage Museum



Treasurer's Report

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

STATEMENT OF ACTIVITY

July 2023

	JUL 2023	TOTAL
Revenue		
Discounts given	-21.82	\$ -21.82
Dues	30.00	\$30.00
Investments	0.24	\$0.24
Sales	50.24	\$50.24
Sales of Product Revenue	185.79	\$185.79
Total Revenue	\$244.45	\$244.45
Cost of Goods Sold	\$194.26	\$194.26
GROSS PROFIT	\$50.19	\$50.19
Expenditures		
Misc	2.21	\$2.21
Office Expense	81.93	\$81.93
Utilities	339.42	\$339.42
Total Expenditures	\$423.56	\$423.56
NET OPERATING REVENUE	\$ -373.37	\$ -373.37

Falmouth Heritage Museum



Treasurer's Report

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

PERFORMANCE

July 2023

	ACTUAL	TOTAL BUDGET	OVER BUDGET
Revenue	\$244	\$0	\$244
Cost of Goods Sold	\$194	\$0	\$194
GROSS PROFIT	\$50	\$0	\$50
Expenditures			
Directed Donations		0	0
Education		0	0
Fees		0	0
Information Services		0	0
Insurance		0	0
Maintenance		50	-50
Membership		0	0
Misc		5	-5
Card Expense	2		2
Total Misc	2	5	-3
Office Expense	82	331	-249
Utilities	339	301	38
Total Expenditures	\$424	\$687	\$ -263
NET OPERATING REVENUE	\$ -373	\$ -687	\$314

Falmouth Heritage Museum



Treasurer's Report

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

SALES ACTIVITY

July 2023

	TOTAL							
	QUANTITY	AMOUNT	% OF SALES	AVG PRICE	COGS	GROSS MARGIN	GROSS MARGIN %	
Books								
Connecting Maine	1.00	23.70	10.04 %	23.70	20.00	3.70	15.61 %	
Falmouth Cookbook V1 (Savory)	3.00	76.77	32.53 %	25.59	65.28	11.49	14.97 %	
Falmouth Cookbook V2 (Sweet)	3.00	85.32	36.15 %	28.44	73.41	11.91	13.96 %	
History of the Falmouth Fire Department	2.00	17.06	7.23 %	8.53	12.80	4.26	24.97 %	
Wallace History	1.00	9.48	4.02 %	9.48	8.00	1.48	15.61 %	
Total Books		212.33	89.96 %		179.49			
Totes								
Falmouth Jute Rope Tote	1.00	23.70	10.04 %	23.70	14.77	8.93	37.68 %	
Total Totes		23.70	10.04 %		14.77			
TOTAL		\$236.03	100.00 %		\$194.26			



Treasurer's Report

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

NEW MERCHANDISE INVESTMENT

As of July 31, 2023	Beanies	Totes	Savory	Sweet	Total
New Inventory	35	35	23	23	
Transfer of Cash to Inventory	\$480.03	\$516.95	\$500.48	\$562.81	\$2,060.27
Expense from Inventory					
Cost of Goods Sold	\$137.18	\$236.32	\$152.32	\$171.29	\$697.11
Income to Cash					
Margin on Goods Sold	\$52.42	\$128.25	\$15.32	\$15.88	\$211.87
Donation	\$75.00	\$75.00	\$44.16	\$67.85	\$262.01
Net					
Cash Tied Up in Inventory	\$215.43	\$77.38	\$288.68	\$307.79	\$889.28
Profit					\$0.00
Remaining Inventory	25	19	16	16	

Standard accounting (& QuickBooks) considers cost of goods fully paid off when the last item is sold. This cost recovery chart shows when COGS + margin crosses breakeven point.

Falmouth Heritage Museum



Treasurer's Report

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

MANUFACTURING

<i>As of June 30, 2023</i>	<i>Total Purchased</i>	<i>Current Material</i>	<i>Total Requisitioned</i>	<i>Current Finished Goods</i>	<i>Wastage</i>	<i>Total Delivered</i>	<i>Remaining Volumes</i>
Paper stock (sheets)	8,750	3,625	5,125	0	640	4,485	37
Binders	47	0	47	1		46	1
Insert stock	100	0	100	0		97	0
Divider stock	250	50	200	63		138	37
Ink	46	0	46	0		46	
Total cost	\$1,480.54	\$332.92	\$1,147.62	\$27.73	\$56.60	\$1,063.29	
Less unbilled ink/toner expense				\$0.00			
Cash Tied Up in Manufacturing	\$360.65						

NO CHANGE SINCE LAST MONTH

Falmouth Heritage Museum

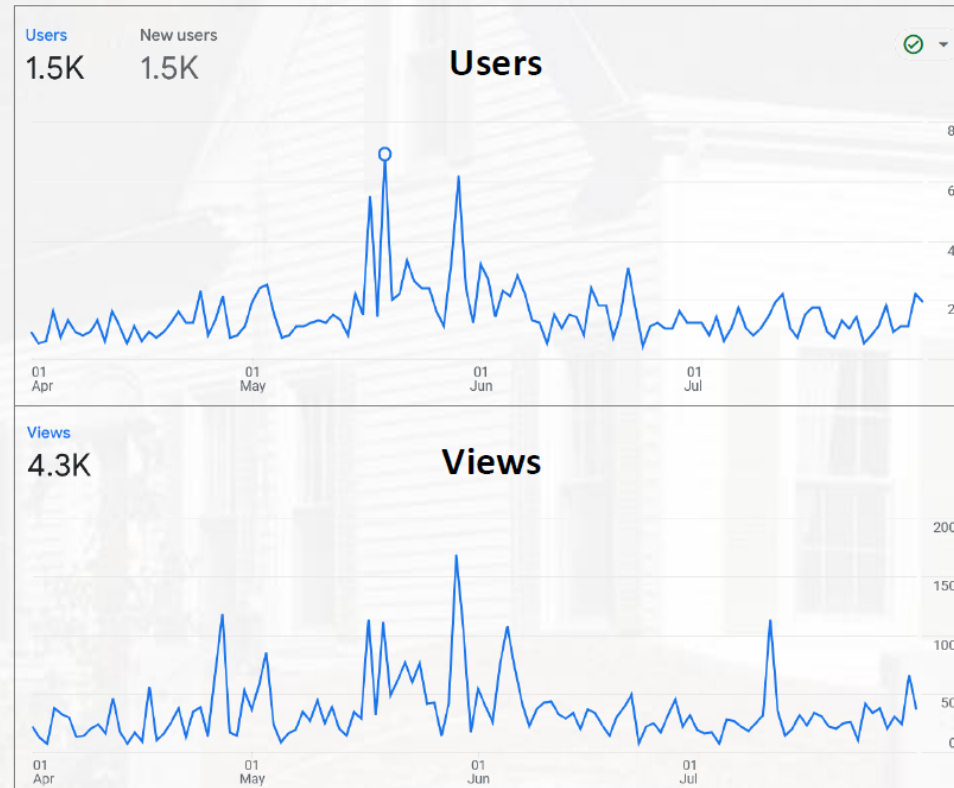


Website Activity

April-July – “What”

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



Pages

Page	Views	Users
All	4,318	1,517
1 Welcome	1,202	595
2 Colonial Origins	459	296
3 The Almouchiquois	360	217
4 Falmouth Historical Maps	211	123
5 Falmouth Retrospective	122	20
6 About FHS	92	45
7 Falmouth Memorial Day Parade	90	79
8 Museum and Barn Open	88	66
9 Events	80	43
10 Falmouth History References	74	42

What were they doing?

Falmouth Heritage Museum



Website Activity

April-July 2023 – “Who”

Agenda

President’s Remarks

Secretary’s Report

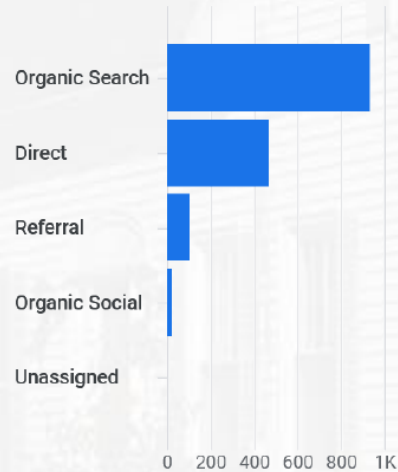
Treasurer’s Report

Committee Reports

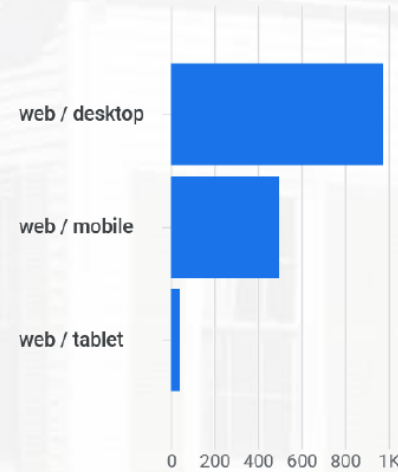
- Programs
- Museum Operation & Exhibits
- Collections
- Local History
- Communications
- Merchandise
- Museum Buildings & Grounds
- **Technology**
- Development

New Business

Source



Client



Origin		1,517 100% of total
1	Falmouth	221
2	(not set)	209
3	Columbus	95
4	Boston	92
5	Portland	67
6	New York	64
7	Cumberland	26
8	Ashburn	24
9	Yarmouth	24
10	Gray	22

How did they get here?

Where did they come from?

Falmouth Heritage Museum



Facebook Activity

April-July 2023

Agenda

President's Remarks

Secretary's Report

Treasurer's Report

Committee Reports

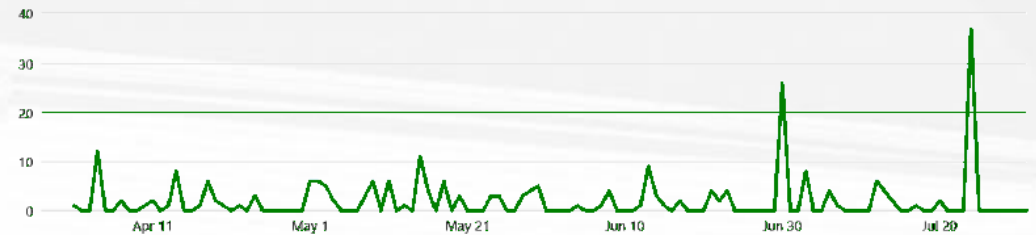
- Programs
- Museum Operation & Exhibits
- Collections
- Local History
- Communications
- Merchandise
- Museum Buildings & Grounds
- Technology
- Development

New Business

No recent posts

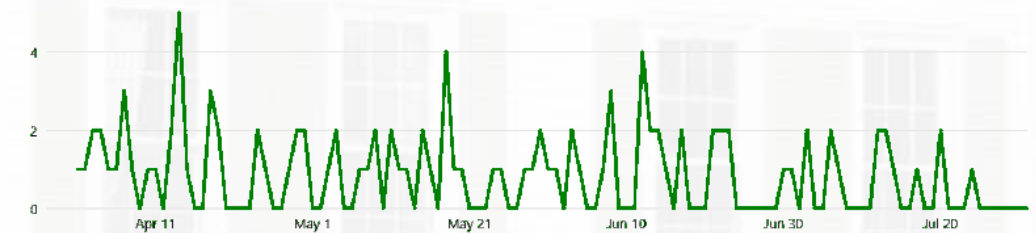
Reach

241 ↑ 18.32%



Visits

88 ↓ 76%



Likes

4 ↓ 50%



Falmouth Heritage Museum

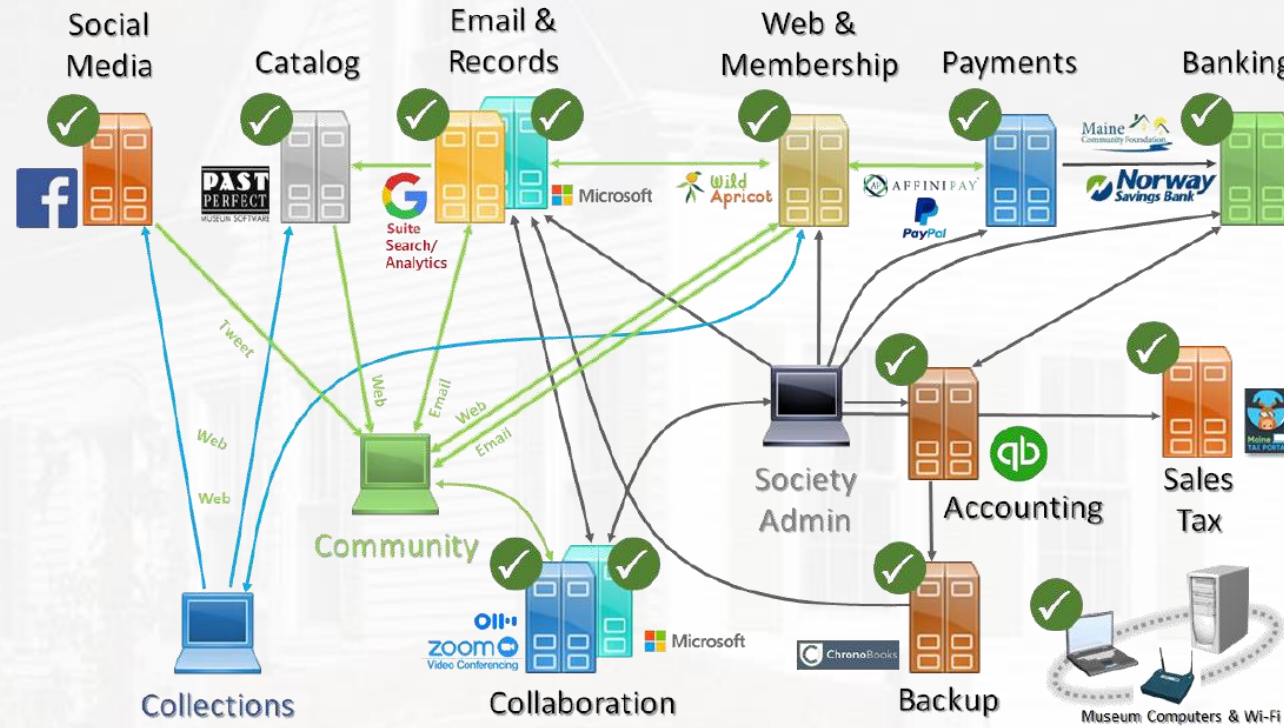


System Status

August 2023

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



Activity

- Digital catalog development underway (PP)
- Website expansion underway (WA)
 - Historical content