



# Board Meeting

The Falmouth Historical Society

March 2, 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

- Fundraising

New Business

Falmouth Heritage Museum



# Secretary's Report

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Minutes

Mailing

- Renewal letters
- Tax letters
- Newsletter



Falmouth Heritage Museum



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## Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
<b>Current members</b>	52	15	2	69
<b>Members pending renewal</b>	18	3		21
<b>Total</b>	70	18	2	90
<b>Lapsed</b>	9	3		12

Membership numbers are returning to normal

*Chart reflects fixing the double-counting sponsors as primary members*

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# Treasurer's Report

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**Treasurer's Report**

Committee Reports

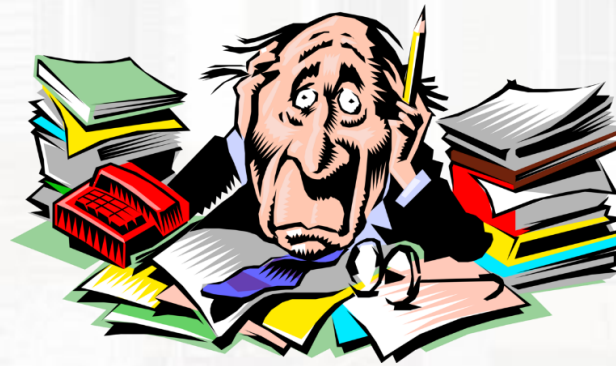
- Programs
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## Monthly financials

Close to having sufficient operating income to make it through the fiscal year

- Withdrawal from savings in June based upon estimate of expenses to reopen the Museum



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## Financial Report

ACCOUNT BALANCES		
Checking—Society	Checking—Internet	Savings—Museum
\$796.40	\$1,984.28	\$2,423.03
Maine Community Foundation—The FHS Fund		\$17,758.94
PayPal		\$50.15
Accounts receivable = \$0		
Accounts payable = \$230.01		

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## INCOME AND EXPENSE

Statement of Activity  
July 2020 - February 2021

	JUL 2020	AUG 2020	SEP 2020	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	TOTAL
<b>Revenue</b>									
Donations		20.00		41.96	264.00		100.00	10.00	\$435.96
Dues	215.06	80.00	80.00		30.00		380.00	1,356.45	\$2,141.51
Investments	0.10	0.10	0.10	0.09	0.07	0.06	0.06	0.06	\$0.64
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>\$2,648.11</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>\$2,648.11</b>
<b>Expenditures</b>									
Fees		59.90		20.00				35.00	\$114.90
Insurance							225.00		\$225.00
Maintenance			312.00						\$312.00
Membership					98.00		35.00	60.00	\$193.00
Misc	2.32	7.74						4.35	\$14.41
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	\$1,756.78
<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>\$3,110.50</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>\$ -462.39</b>

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New Business

### YEAR-TO-DATE PERFORMANCE

Budget vs. Actuals: FY20-21 - FY21 P&L  
July 2020 - February 2021

	ACTUAL	TOTAL BUDGET	OVER BUDGET
<b>Revenue</b>			
Donations	435.96		435.96
Dues	2,141.51		2,141.51
Investments	0.64		0.64
Sales	70.00		70.00
<b>Total Revenue</b>	<b>\$2,648.11</b>	<b>\$0.00</b>	<b>\$2,648.11</b>
<b>GROSS PROFIT</b>	<b>\$2,648.11</b>	<b>\$0.00</b>	<b>\$2,648.11</b>
<b>Expenditures</b>			
Fees	114.90	115.00	-0.10
Insurance	225.00	225.00	0.00
Maintenance	312.00	312.00	0.00
Membership	193.00	133.00	60.00
Misc	14.41	40.00	-25.59
Office Expense	494.41	616.00	-121.59
Utilities	1,756.78	1,760.00	-3.22
<b>Total Expenditures</b>	<b>\$3,110.50</b>	<b>\$3,201.00</b>	<b>\$ -90.50</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -462.39</b>	<b>\$ -3,201.00</b>	<b>\$2,738.61</b>

3% under budget



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# Treasurer's Report

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## LIQUIDITY

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Operating Accounts Balance	\$5,304
Less Accounts Payable	\$230
Less Remaining Budgeted Expenses	\$3,665
Plus Estimated Revenue from Dues	\$400
Projected Fiscal Year End Balance	<b>\$1,809</b>

**Short by \$87**



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# Programs Committee

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New Business

## Education



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# Museum Operations & Exhibits Committee

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New Business

## Re-opening Criteria

- Volunteers vaccinated
- Compliance with state requirements

No sooner than 4<sup>th</sup> of July



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# Collections Committee

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New Business

## Digital Catalog



The screenshot shows the website's header with the logo and the text "Falmouth Historical Society Preserving Falmouth's Heritage". Below the header is a navigation menu with links: Home, Keyword Search, Advanced Search, Random Images, Archives, Photos, Libraries, and Objects. The main content area displays a welcome message: "Welcome to our Online Collections Database!". Underneath, there is a section titled "Tips for Searching" followed by a "Keyword Search" heading and a paragraph explaining search functionality. At the bottom of the visible content, there is a link for "Advanced Search".

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

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# Local History

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New Business

## Responses to Inquiries

Conducted research; received/responded via email

	Past 4 Weeks
Collections	1
Family History	-
Property History	2
Local History	
<b>Total</b>	<b>3</b>

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# Communications Committee

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New Business

## Website

- Retrospective item on donation of photographic portraits

## Social Media

- Two posts on Facebook

## Newsletter



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# Merchandise Committee

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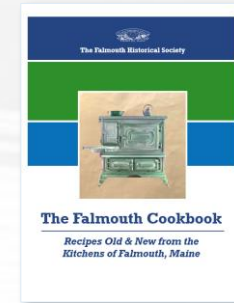
New Business

## Cookbook

- One meeting—continued first pass on complete list of recipes

## Tote

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



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# Museum Building & Grounds Committee

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# Technology Committee

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New Business

## Technology Activity

- NSTR



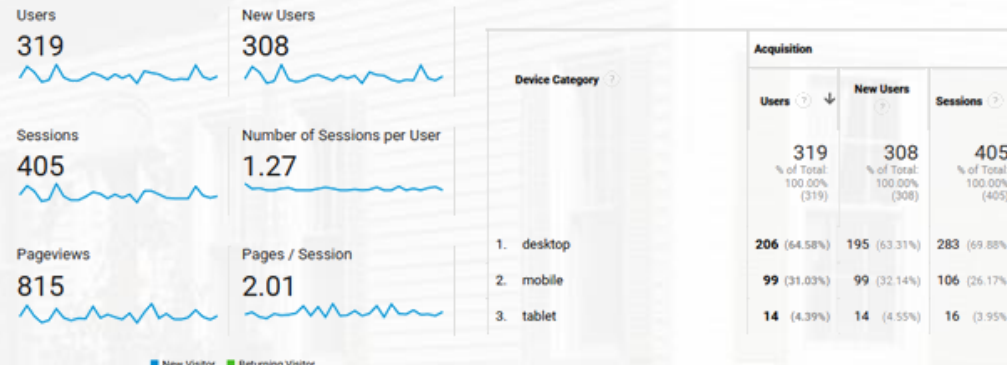
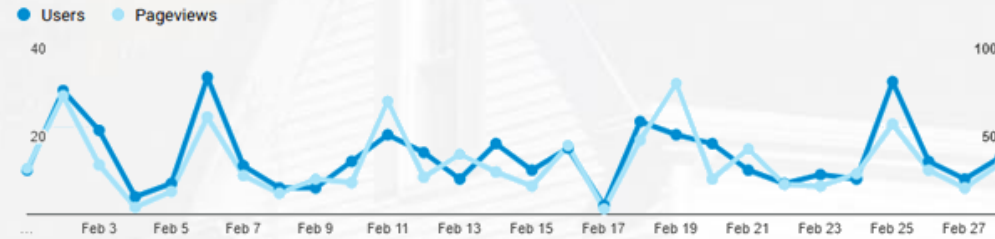
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# Website Activity

February 2021

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Country	Users	% Users
1. United States	236	73.98%
2. China	40	12.54%
3. Brazil	18	5.64%
4. Canada	6	1.88%
5. United Kingdom	4	1.25%
6. (not set)	4	1.25%
7. Germany	2	0.63%
8. Philippines	2	0.63%
9. United Arab Emirates	1	0.31%
10. Azerbaijan	1	0.31%

City	Users	% Users
1. Falmouth	32	10.00%
2. (not set)	23	7.19%
3. Ashburn	21	6.56%
4. Manaus	17	5.31%
5. Portland	17	5.31%
6. Shanghai	14	4.38%
7. Xiamen	13	4.06%
8. Beijing	8	2.50%
9. Los Angeles	7	2.19%
10. Yarmouth	7	2.19%

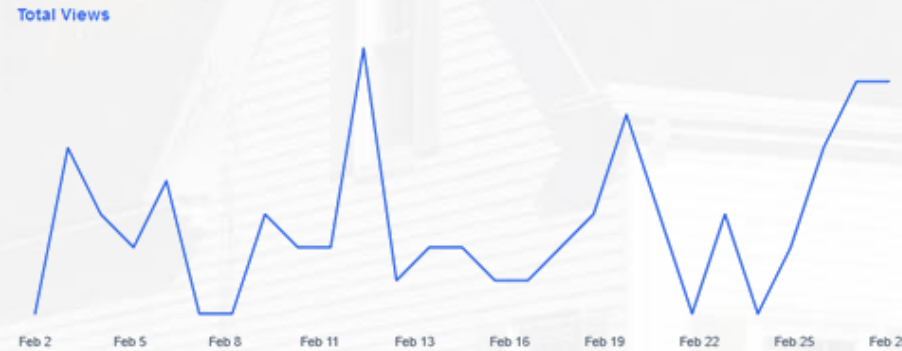
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# Facebook Activity

February 2021

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## Insights

Last 28 days : Feb 1 - Feb 28 ▼

People Reached **241**  
▲39%

Post Engagements **51**  
▲28%

Page Likes **47**  
▼22%

*Activity continuing!  
(Two posts in February)*

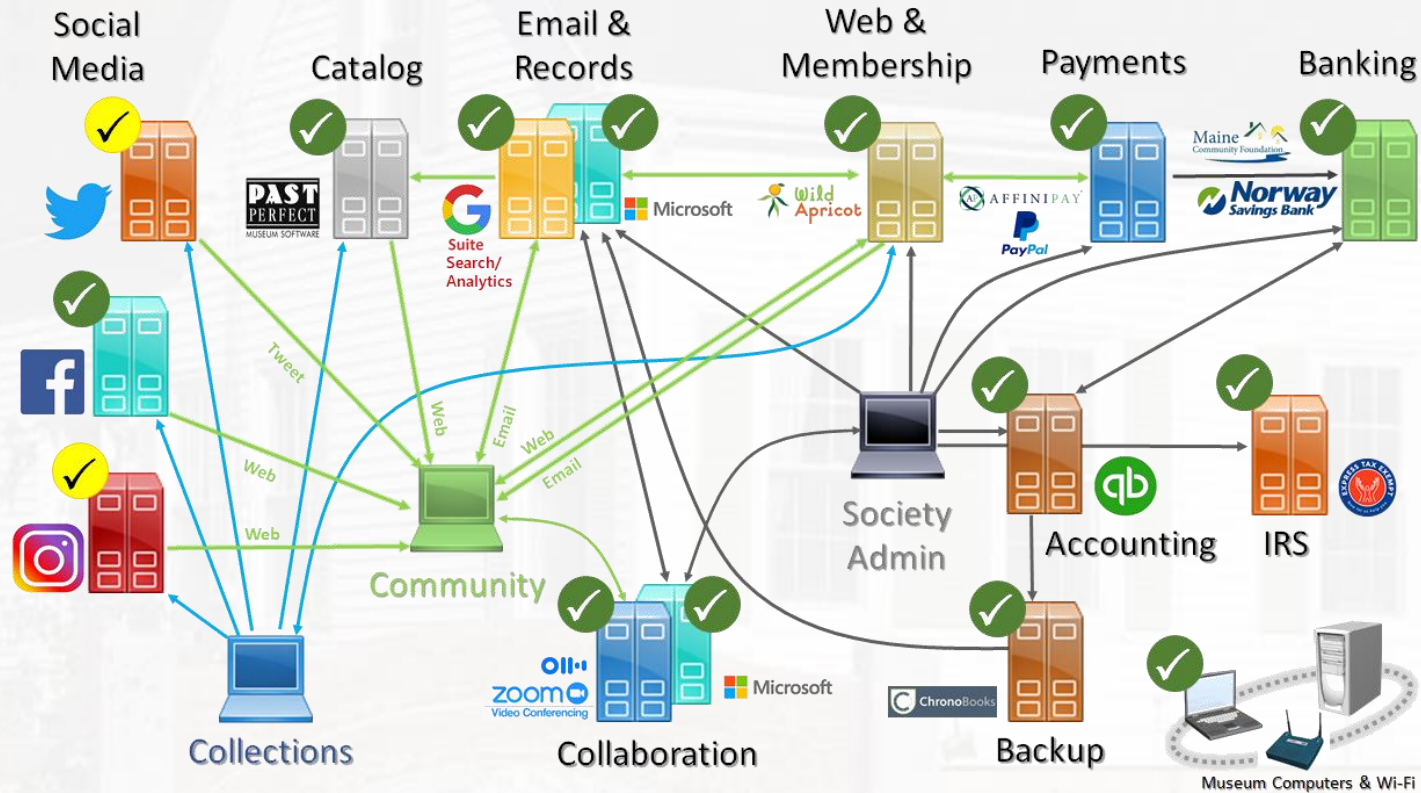
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# System Status

March 2021

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# Fundraising

## Agenda

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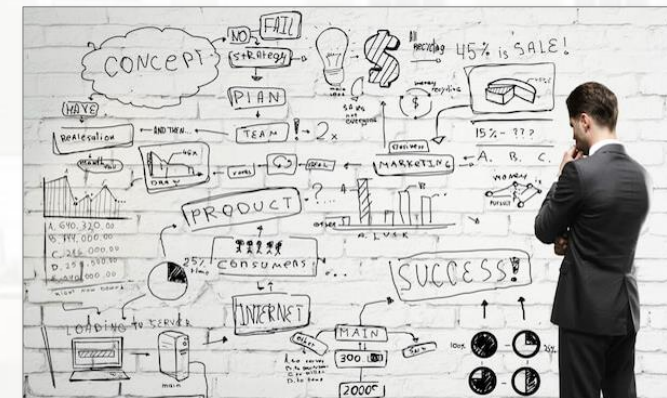
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New Business

Last month we focused on a targeted program to solicit donations

Now we step back and examine the “big picture”



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# Fundraising

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New Business

We have made good progress in restoring the Society to full health

Financially, we're barely treading water

- Can't keep it up much longer



Falmouth Heritage Museum



# Fundraising

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New Business

Current income is not enough to keep the lights on

- Only 40% of expenses for reduced operations (Museum shut down for half the year)
- Only 20% of expenses for normal operations



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New Business

Must grow income five-fold

1. Bounce back from Covid
2. Expand our traditional sources
3. Develop new sources
4. The Last Resort



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# Fundraising

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## Bouncing back from Covid

1. Ongoing campaign to restore membership to normal levels (and keep it there)
2. Re-open the Museum
3. FHS table at town events

Timeframe: this year



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# Fundraising

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New Business

## Expand our traditional sources of income

1. New merchandise
  - Cookbook
  - Tote bag
2. Campaign to attract new members
3. Renew existing sponsors
  - Glossy to tell our story

Timeframe: this year into next



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# Fundraising

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New Business

## Dependent upon building our “brand”

1. Sustained outreach
  - Printed newsletter (quarterly)
  - Online content via website & social media
2. Resumption of traditional programs

Timeframe: this year  
into next



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# Fundraising

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New Business

## Develop new sources of income

1. Targeted fundraising
2. Grants

Timeframe: late this year  
into next



Maine  
Philanthropy  
Center



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# Fundraising

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## The Last Resort

### 1. Funding from town

Every other historical society in the area receives support from its town

Timeframe: if and when the situation becomes dire



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# New Business

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