



Board Meeting

The Falmouth Historical Society

August 3, 2021

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



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New Business

Re-opening was a big milestone

- It took “all hands” to succeed

Good time to step back and see all
← the work we are doing

We are accomplishing a lot for a small non-profit

Re-opening exposed our limits—work placed on hold

- Reminder that we need to grow our team of volunteers

After so many months, we're off to a good start

Thank you! Thank you! Thank you!



Falmouth Heritage Museum



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New Business

Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	55	18	2	75
Members pending renewal	12	1		13
Total	67	19	2	88
Lapsed	10	2		12

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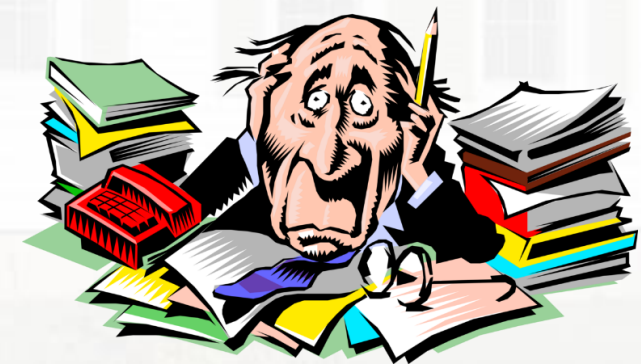
IRS Filing

- FY20-21 financials reconciled
- Accounts balanced and consistent across QuickBooks & WildApricot
- Next step is to complete return

Merchandise

- Will begin tracking inventory in QuickBooks after inventory is completed and pricing approved

Monthly financials



Falmouth Heritage Museum



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FY20-21 Final

PRIOR-YEAR INCOME AND EXPENSE (RECONCILED)

Statement of Activity July 2020 - June 2021													
	JUL 2020	AUG 2020	SEP 2020	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	JUN 2021	TOTAL
Revenue													
Donations		20.00	63.58	41.96	264.00		100.00	146.45	209.95	576.00	167.99	109.67	\$1,699.60
Dues	215.06	80.00	80.00		30.00		380.00	1,280.00	430.00	30.00	190.00	140.00	\$2,855.06
Investments	0.10	0.10	0.10	0.09	0.07	0.06	0.06	0.06	0.06	0.04	0.04	0.04	\$0.82
Sales		44.00	26.00										\$70.00
Total Revenue	\$215.16	\$144.10	\$169.68	\$42.05	\$294.07	\$0.06	\$480.06	\$1,426.51	\$640.01	\$606.04	\$358.03	\$249.71	\$4,625.48
GROSS PROFIT	\$215.16	\$144.10	\$169.68	\$42.05	\$294.07	\$0.06	\$480.06	\$1,426.51	\$640.01	\$606.04	\$358.03	\$249.71	\$4,625.48
Expenditures													
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			375.58						60.00			84.38	\$519.96
Membership					98.00		35.00	60.00	175.00				\$368.00
Misc	2.32	7.74						4.35	6.07	7.14	6.08	3.49	\$37.19
Office Expense	216.00			41.96			160.00	76.45	60.00		162.99	114.95	\$832.35
Utilities	197.54	204.58	208.04	211.25	202.58	217.93	230.36	284.50	297.76	210.65	173.28	273.68	\$2,712.15
Total Expenditures	\$415.86	\$272.22	\$583.62	\$273.21	\$300.58	\$217.93	\$650.36	\$460.30	\$1,518.83	\$1,617.79	\$342.35	\$476.50	\$7,129.55
NET OPERATING REVENUE	\$ -200.70	\$ -128.12	\$ -413.94	\$ -231.16	\$ -6.51	\$ -217.87	\$ -170.30	\$966.21	\$ -878.82	\$ -1,011.75	\$15.68	\$ -226.79	\$ -2,504.07

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PRIOR-YEAR PERFORMANCE

Budget vs. Actuals: FY20-21 - FY21 P&L

July 2020 - June 2021

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Revenue			
Donations	1,699.60		1,699.60
Dues	2,745.06		2,745.06
Investments	0.82		0.82
Sales	70.00		70.00
Total Revenue	\$4,515.48	\$0.00	\$4,515.48
GROSS PROFIT	\$4,515.48	\$0.00	\$4,515.48
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	519.96	512.00	7.96
Membership	368.00	233.00	135.00
Misc	37.19	60.00	-22.81
Office Expense	832.35	801.00	31.35
Utilities	2,712.15	2,600.00	112.15
Total Expenditures	\$7,129.55	\$6,866.00	\$263.55
NET OPERATING REVENUE	\$-2,614.07	\$-6,866.00	\$4,251.93

4%

Falmouth Heritage Museum



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New Business

Current Financial Report

ACCOUNT BALANCES		
Checking—Society	Checking—Internet	Savings—Museum
\$925.22	\$601.43	\$1,123.25
Maine Community Foundation—The FHS Fund		\$20,377.39
PayPal		\$0.00
Accounts receivable = \$0.00		
Accounts payable = \$173.00		

Falmouth Heritage Museum



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New Business

INCOME AND EXPENSE

Statement of Activity

July 2021

	JUL 2021	TOTAL
Revenue		
Donations	246.18	\$246.18
Dues	140.00	\$140.00
Investments	0.04	\$0.04
Total Revenue	\$386.22	\$386.22
GROSS PROFIT	\$386.22	\$386.22
Expenditures		
Maintenance	42.19	\$42.19
Misc	3.49	\$3.49
Office Expense	431.99	\$431.99
Utilities	217.34	\$217.34
Total Expenditures	\$695.01	\$695.01
NET OPERATING REVENUE	\$ -308.79	\$ -308.79

Falmouth Heritage Museum



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New Business

YEAR-TO-DATE PERFORMANCE

Budget vs. Actuals: FY22 - FY22 P&L

July 2021

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Revenue			
Donations	246.18		246.18
Dues	140.00		140.00
Investments	0.04		0.04
Total Revenue	\$386.22	\$0.00	\$386.22
GROSS PROFIT	\$386.22	\$0.00	\$386.22
Expenditures			
Maintenance	42.19	100.00	-57.81
Misc	3.49	5.00	-1.51
Office Expense	431.99	220.00	211.99
Utilities	217.34	275.00	-57.66
Total Expenditures	\$695.01	\$600.00	\$95.01
NET OPERATING REVENUE	\$ -308.79	\$ -600.00	\$291.21

Overage on Office Expenses mostly due to IT-related items and covered by donations

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New Business

LIQUIDITY

Operating Accounts Balance	\$2,978
Less Accounts Payable	\$193
Less Remaining Budgeted Expenses	\$8,745
Plus Estimated Revenue from Dues/Donations	\$3,614
Projected Fiscal Year End Balance	-\$2,346

Proposed withdrawal from Foundation: **\$5,000**

- Same amount as last two withdrawals
- Most recent withdrawal lasted 15 (~17) months
- \$20,377 - \$5,000 leaves \$15,377
- Ideally will last 18-24 months



Programs Committee

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- **Programs**
- Museum Operation
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New Business

Young People

- Packages for Falmouth Schools
- Material for young visitors to the Museum

Falmouth People and Places

- October 12: Oceanview
- January 18: Annual Meeting?
- April 19: TBD

Falmouth Heritage Museum



Museum Operations & Exhibits Committee

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New Business

We did it!

WE'RE OPEN



Falmouth Heritage Museum



Collections Committee

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New Business

Acquisitions

- Items Recovered from Attic of the Old Parsonage
- Assorted Items from Estate of Ralph Bonville
- School Bell from Estate of Beverley Knudsen



Falmouth Heritage Museum



Collections Committee

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New Business

Digital Catalog



Falmouth Historical Society
Preserving Falmouth's Heritage

Home Keyword Search Advanced Search Random Images Archives Photos Libraries Objects

Welcome to our Online Collections Database!

Tips for Searching

Keyword Search

The Keyword Search button allows you to perform a general search across multiple fields for any catalog records online. Keyword searches use OR as the default connector between words (e.g. a search for *Hanley Ranch* will return records associated with *Hanley* OR *Ranch*). If you want to find records where both keywords are found, type in AND between the two words. To search for a specific phrase, be sure to put the phrase within quotes (e.g. "Rocky Pine Ranch"). You can also use the asterisk (*) as a wildcard (e.g. a search for *histor** would come up with records containing *history*, *histories*, *historical*, etc.). Searches are not case sensitive.

Advanced Search

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

Archives	23
Photos	75
Library	398
Objects	218
Total	713

Falmouth Heritage Museum



Local History

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New Business

Responses to Inquiries

Conducted research; received/responded via email

	May
Collections	4
Family History	1
Property History	2
Local History	1
Other	1
Total	9

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Local History

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New Business

Website Expansion – No change since last month

Category	Visible	Items/New	Status
Research – Ancient Falmouth	✗		
Research – Family History	✗		
Research – Property History	✗		
Research – Historical References	✓	6 / 0	
Research – Family References	✓	5 / 0	
Research – Historical Maps	✓	14 / 0	
Members Only -- Newsletters	✓	25 / 0	
Members Only – Local Resources	✗		
Members Only – Local Research	✓	3 / 0	

Falmouth Heritage Museum



Communications Committee

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New Business

Newsletter

- To be mailed this month
with renewal letters

FHS table at local events

- Cumberland Fair?
(last week of September)
- Polls?



Falmouth Heritage Museum



Merchandise Committee

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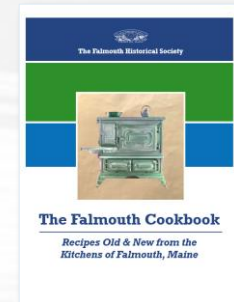
Committee Reports

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New Business

Cookbook

- No meetings
- Volume I (Savory) in editing
- Volume II (Sweets) being transcribed



Tote

- Still pending a visit to BGA in Cumberland



Falmouth Heritage Museum



Museum Building & Grounds Committee

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New Business

Museum looks good!

Open maintenance issues

- Roofing
- Septic
- Exterior door hardware



Falmouth Heritage Museum



Technology Committee

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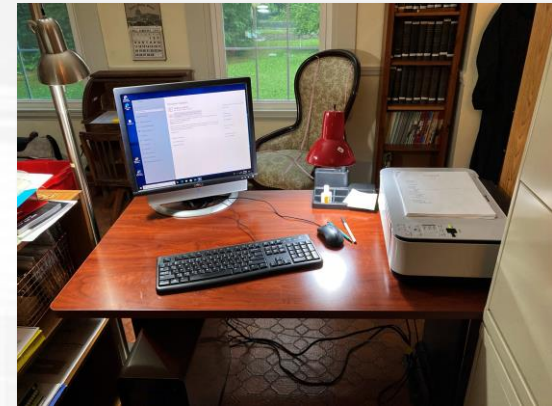
New Business

Two desktops

- Office
(societyoffice@thefhs.org)
- Collections
(archivist@thefhs.org)

Both are back in service

- System, security, and application updates applied
- Some peripheral hardware replaced
- Donated computer desk for collections
- Resuming backups



Falmouth Heritage Museum



Website Activity

July 2021 – “What”

Agenda

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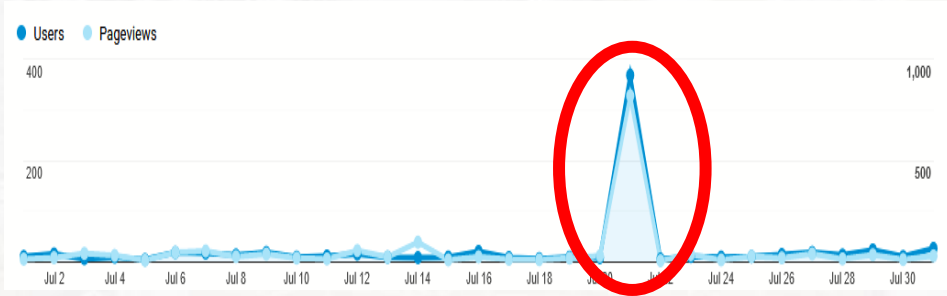
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New Business

Traffic Spike

On Wednesday, Jul 21st, between 4:00 and 5:00 a.m., our website was visited by about 366 “users” from multiple locations and split between Windows desktops and Android-based phones. The catalog website was not affected



How much are they viewing?

Page ?	Pageviews ? ↓	Unique Pageviews ?
	1,682 % of Total: 100.00% (1,682)	1,084 % of Total: 100.00% (1,084)
1. Home	1,110 (65.99%)	642 (59.23%)
2. About Falmouth – Colonial Origins	104 (6.18%)	89 (8.21%)
3. Re-opening the Museum	30 (1.78%)	14 (1.29%)
4. Falmouth Heritage Museum	29 (1.72%)	23 (2.12%)
5. Falmouth Historical Maps	26 (1.55%)	24 (2.21%)
6. About FHS - Contact	24 (1.43%)	15 (1.38%)
7. About Falmouth – From Town...	22 (1.31%)	18 (1.66%)
8. Historic Site Tours	19 (1.13%)	14 (1.29%)
9. Upcoming Events	18 (1.07%)	16 (1.48%)
10. Falmouth Family References	16 (0.95%)	15 (1.38%)

What are they viewing?

Falmouth Heritage Museum



Website Activity

July 2021 – “Who”

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Traffic Spike
Subtract 366 New Users, 400 Sessions, and 800 Pageviews from totals.



Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	694 % of Total: 100.00% (694)	681 % of Total: 100.00% (681)	832 % of Total: 100.00% (832)
1. desktop	389 (56.05%)	380 (55.80%)	485 (58.29%)
2. mobile	282 (40.63%)	278 (40.82%)	320 (38.46%)
3. tablet	23 (3.31%)	23 (3.38%)	27 (3.25%)

Country	Users	% Users
1. United States	294	42.36%
2. China	62	8.93%
3. Japan	21	3.03%
4. Brazil	18	2.59%
5. India	18	2.59%
6. United Kingdom	14	2.02%
7. Germany	12	1.73%
8. Indonesia	12	1.73%
9. Bangladesh	11	1.59%
10. Spain	10	1.44%

Where do they come from?

City	Users	% Users
1. (not set)	60	8.46%
2. Columbus	40	5.64%
3. Shanghai	33	4.65%
4. Falmouth	28	3.95%
5. Boston	14	1.97%
6. Yarmouth	14	1.97%
7. Zhengzhou	13	1.83%
8. Portland	12	1.69%
9. New York	12	1.69%
10. Los Angeles	10	1.41%

Who are they?

How do they get here?

Falmouth Heritage Museum



Facebook Activity

July 2021

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New Business

(One post in July)



Activity

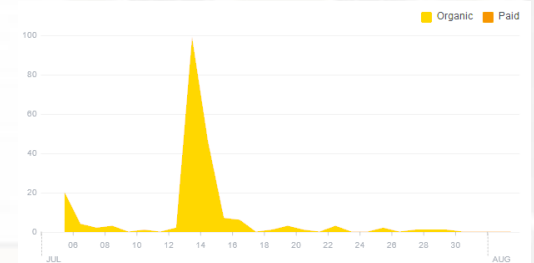
People Reached **211**
▲581%

Post Engagements **16**
▲700%

Page Likes **6**
▲20%



Reach



Falmouth Heritage Museum



System Status

August 2021 – No change

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President's Remarks

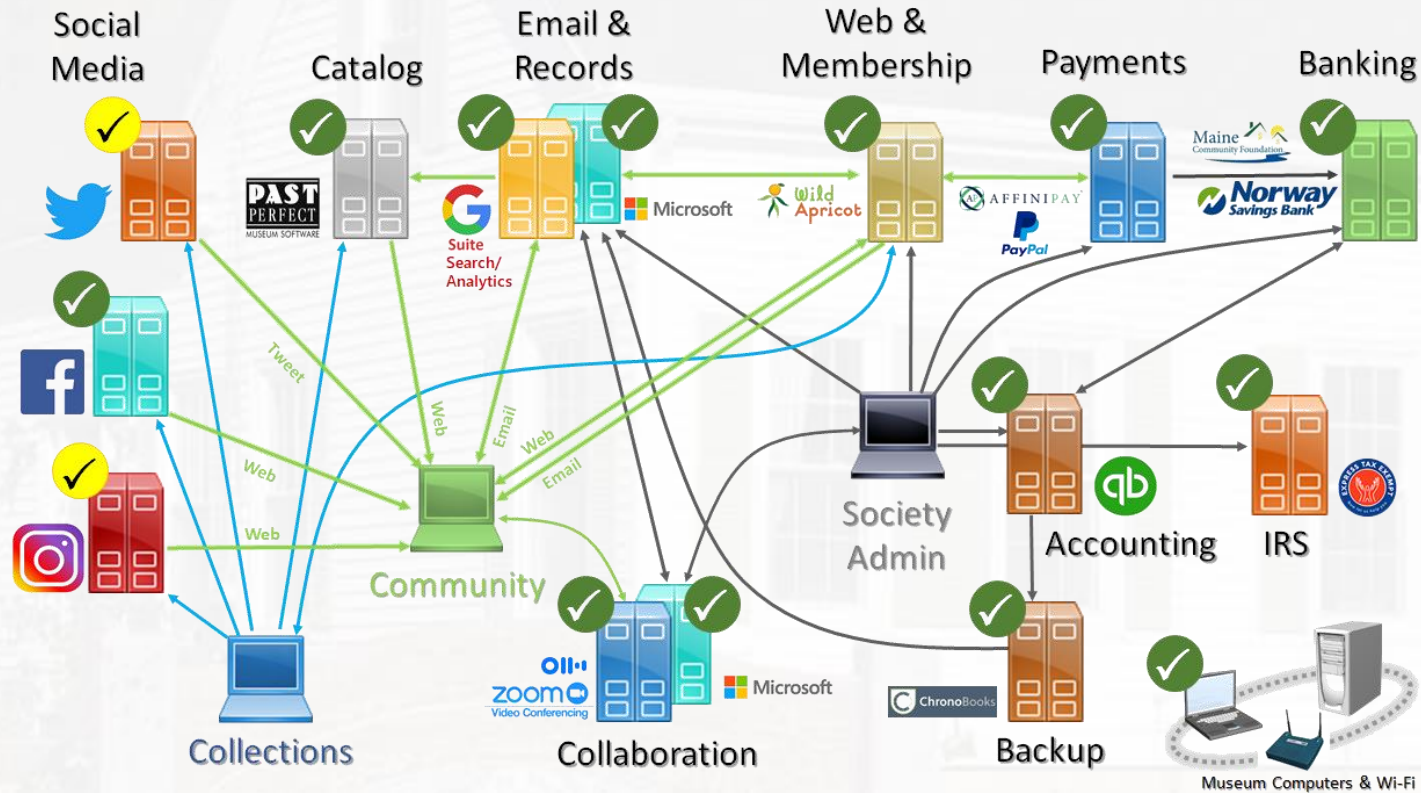
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Development

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New Business

Annual Report

- Drafting will begin after IRS filing
- One glossy sheet/two-sided
- Potential donors are the target audience



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