



# Board Meeting

The Falmouth Historical Society

September 14, 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



# President's Remarks

## Agenda

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New Business

## Our high tempo of activity continues

- Work at Museum comparable to 2017-19
- Work online has not slackened
- Presence at Cumberland Fair is a heavy lift for our volunteers

## We're doing a lot and doing it well

## Take care to avoid burnout

- Some work is getting delayed and that's okay (we can catch up when the Museum closes for winter)



Falmouth Heritage Museum



# Secretary's Report

## Agenda

President's Remarks

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New Business

## Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
<b>Current members</b>	55	17	2	74
<b>Members pending renewal</b>	12	2		14
<b>Total</b>	67	19	2	88
<b>Lapsed</b>	11	2		13

Falmouth Heritage Museum



# Treasurer's Report

## Agenda

President's Remarks

Secretary's Report

**Treasurer's Report**

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& Grounds
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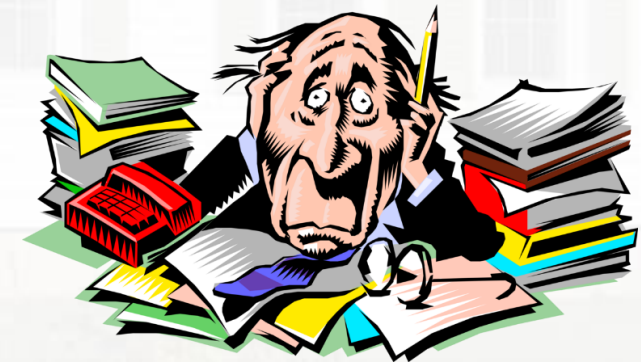
New Business

## IRS Filing

- Tax Year 2020 (Fiscal Year 2020-2021) return was submitted and accepted

## Next step

- Renewal of Maine Charitable Organization License
- Paperwork is submitted in October



Falmouth Heritage Museum



# Treasurer's Report

## Agenda

President's Remarks

Secretary's Report

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New Business

## Current Financial Report

ACCOUNT BALANCES		
Checking—Society	Checking—Internet	Savings—Museum
\$641.94	\$458.22	\$1,123.28
Maine Community Foundation—The FHS Fund		\$20,327.39
PayPal		\$0.00
Accounts receivable =	\$0.00	
Accounts payable =	\$0.00	

Falmouth Heritage Museum



# Treasurer's Report

## Agenda

President's Remarks

Secretary's Report

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Committee Reports

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New Business

## INCOME AND EXPENSE

July 1 - September 10, 2021

	JUL 2021	AUG 2021	SEP 1-10, 2021	TOTAL
<b>Revenue</b>				
Donations	421.94	86.02		\$507.96
Dues	140.00		100.00	\$240.00
Investments	0.04	0.03		\$0.07
<b>Total Revenue</b>	<b>\$561.98</b>	<b>\$86.05</b>	<b>\$100.00</b>	<b>\$748.03</b>
<b>GROSS PROFIT</b>	<b>\$561.98</b>	<b>\$86.05</b>	<b>\$100.00</b>	<b>\$748.03</b>
<b>Expenditures</b>				
Fees		148.90		\$148.90
Maintenance	73.83			\$73.83
Misc	3.49	2.55		\$6.04
Office Expense	516.10	80.33		\$596.43
Utilities	217.34	210.28		\$427.62
<b>Total Expenditures</b>	<b>\$810.76</b>	<b>\$442.06</b>	<b>\$0.00</b>	<b>\$1,252.82</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -248.78</b>	<b>\$ -356.01</b>	<b>\$100.00</b>	<b>\$ -504.79</b>

Falmouth Heritage Museum



# Treasurer's Report

## Agenda

President's Remarks

Secretary's Report

**Treasurer's Report**

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## YEAR-TO-DATE PERFORMANCE

Budget vs. Actuals: FY22 - FY22 P&L

July 1 - September 10, 2021

	ACTUAL	TOTAL BUDGET	OVER BUDGET
<b>Revenue</b>			
Donations	507.96		507.96
Dues	240.00		240.00
Investments	0.07		0.07
<b>Total Revenue</b>	<b>\$748.03</b>	<b>\$0.00</b>	<b>\$748.03</b>
<b>GROSS PROFIT</b>	<b>\$748.03</b>	<b>\$0.00</b>	<b>\$748.03</b>
<b>Expenditures</b>			
Fees	148.90	60.00	88.90
Maintenance	73.83	962.00	-888.17
Misc	6.04	15.00	-8.96
Office Expense	596.43	295.00	301.43
Utilities	427.62	805.00	-377.38
<b>Total Expenditures</b>	<b>\$1,252.82</b>	<b>\$2,137.00</b>	<b>\$ -884.18</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -504.79</b>	<b>\$ -2,137.00</b>	<b>\$1,632.21</b>

- Overage on Office Expenses mostly due to IT-related items and covered by donations
- Maintenance budget for August includes \$500 for Museum septic and roof; budget for September includes \$312 for security; utility bills for September are posted later in month

Falmouth Heritage Museum





# Treasurer's Report

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New Business

## LIQUIDITY

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Operating Accounts Balance	\$2,223
Less Accounts Payable	\$0
Less Remaining Budgeted Expenses	\$8,330
Plus Estimated Revenue from Dues/Donations	\$3,514
Projected Fiscal Year End Deficit	-\$2,593
Withdrawal from Foundation	\$5,000
Projected Fiscal Year End Balance	\$2,407

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# Programs Committee

## Agenda

President's Remarks

Secretary's Report

Treasurer's Report

Committee Reports

- Programs
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New Business

## Young People

- Model barn completed
  - Focal point for talking about 19<sup>th</sup> century farm life
  - Provides context for artifacts in Museum and Barn

## Falmouth People and Places

- Autumn event put off until spring due to Covid
- Annual meeting scheduled for January 18<sup>th</sup>
  - Probably via Zoom due to limited availability of public meeting spaces



Falmouth Heritage Museum



# Museum Operations & Exhibits Committee

## Agenda

President's Remarks

Secretary's Report

Treasurer's Report

Committee Reports

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- **Museum Operation & Exhibits**
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New Business

## Activity

Date	Volunteers	Visitors	Comments
07/13	5	0	"Dry Run"
07/20	4	2	
07/27	4	11	
08/03	5	3	
08/10	5	1	
08/17	5	11	
08/24,26	5	2	
09/07	-	-	Holiday

Falmouth Heritage Museum



# Museum Operations & Exhibits Committee

## Agenda

President's Remarks

Secretary's Report

Treasurer's Report

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## Accomplishments

- "Docenting"
- Housecleaning!
- Accepting & accessioning donations
- Reorganizing files



Museum is buzzing with activity on Tuesdays

Museum will be closed on Tuesday (09/28)  
due to the Cumberland Fair

Falmouth Heritage Museum



# Collections Committee

## Agenda

President's Remarks

Secretary's Report

Treasurer's Report

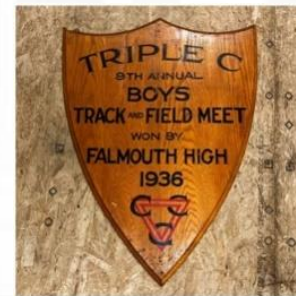
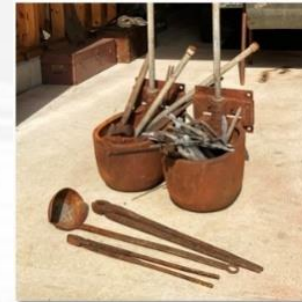
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& Exhibits
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New Business

## Acquisitions

- Tools from Williams Farm
- Merrill family papers and photographs
- Falmouth High athletic plaques from mid-1930s



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# Collections Committee

## Agenda

President's Remarks

Secretary's Report

Treasurer's Report

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- Programs
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- Collections
- Local History
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New Business

## Digital Catalog



– No change since last month

**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
<b>Total</b>	<b>713</b>

Falmouth Heritage Museum



# Local History

## Agenda

President's Remarks

Secretary's Report

Treasurer's Report

Committee Reports

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

New Business

## Responses to Inquiries

Conducted research; received/responded via email

	Aug-Sep
Collections	2
Family History	2
Property History	4
Local History	2
<b>Total</b>	<b>10</b>

Falmouth Heritage Museum



# Local History

## Agenda

President's Remarks

Secretary's Report

Treasurer's Report

Committee Reports

- Programs
- Museum Operation & Exhibits
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- **Local History**
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- Merchandise
- Museum Buildings & Grounds
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New Business

## Website Expansion

Category	Visible	Items/New	Status
Research – Ancient Falmouth	✗		
Research – Family History	✗		
Research – Property History	✗		
Research – Historical References	✓	7 / 1	
Research – Family References	✓	9 / 4	
Research – Historical Maps	✓	15 / 1	
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
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New Business

## Newsletter

- Delayed due to the press of other activities
- Will publish on two newsletters this year

## Social Media

- Plenty of content but stretched too thin

## Table at Polls

- November ballot only a referendum unlikely to draw substantial in-person voters



Falmouth Heritage Museum



# Communications Committee

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President's Remarks

Secretary's Report

Treasurer's Report

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& Grounds
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New Business

## Table at Cumberland Fair

- FHS to have a table in the Exhibit Hall next to Cumberland Historical Society
- Table will be manned:

- Sunday (09/26)
- Tuesday (09/28)
- Thursday (09/30)
- Saturday (10/02)

Hours? Staffing?

Banner, poster boards, artifacts,  
merchandise

Electricity, wireless for credit cards?



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# Merchandise Committee

## Agenda

President's Remarks

Secretary's Report

Treasurer's Report

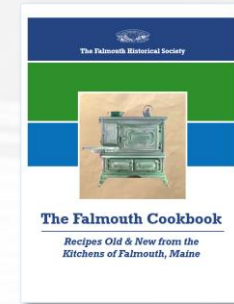
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- Programs
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- Communications
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- Museum Buildings & Grounds
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New Business

## Cookbook

- No meetings
- Transcription of recipes to both volumes complete
- Next step is editing for “publication-ready” formatting



## Tote

- Still pending a visit to BGA in Cumberland



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# 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

## Pending maintenance

- Barn roof ridge
- Septic
- Museum and barn  
entrance doors

## Mower & trimmer



Falmouth Heritage Museum



# Technology 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

## Nothing significant to report



Falmouth Heritage Museum

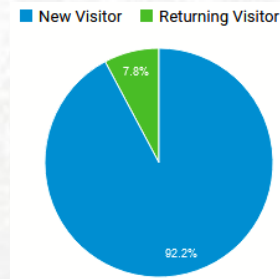


# Website Activity

## August-September 2021 – “Who”

### Agenda

- President’s Remarks
- Secretary’s Report
- Treasurer’s Report
- Committee Reports
  - Programs
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Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	<b>544</b> % of Total: 100.00% (544)	<b>531</b> % of Total: 100.00% (531)	<b>657</b> % of Total: 100.00% (657)
1. desktop	<b>337</b> (61.95%)	<b>326</b> (61.39%)	<b>419</b> (63.77%)
2. mobile	<b>198</b> (36.40%)	<b>196</b> (36.91%)	<b>226</b> (34.40%)
3. tablet	<b>9</b> (1.65%)	<b>9</b> (1.69%)	<b>12</b> (1.83%)

Country	Users	% Users
1.  United States	371	68.20%
2.  China	137	25.18%
3.  United Kingdom	8	1.47%
4.  India	5	0.92%
5.  Canada	4	0.74%
6.  Indonesia	4	0.74%
7.  Germany	3	0.55%
8.  France	2	0.37%
9.  Netherlands	2	0.37%
10.  Argentina	1	0.18%

### Where do they come from?

City	Users	% Users
1. Tianjin	61	10.99%
2. Falmouth	51	9.19%
3. Shanghai	48	8.65%
4. Ashburn	31	5.59%
5. (not set)	30	5.41%
6. Columbus	30	5.41%
7. Zhengzhou	24	4.32%
8. Boston	23	4.14%
9. Portland	19	3.42%
10. New York	14	2.52%

*Who are they?*

*How do they get here?*

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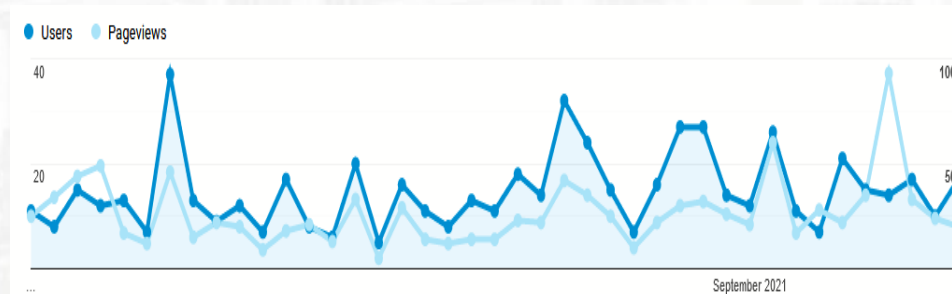


# Website Activity

## August-September 2021 – “What”

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- President’s Remarks
- Secretary’s Report
- Treasurer’s Report
- Committee Reports
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  - Museum Operation & Exhibits
  - Collections
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  - Communications
  - Merchandise
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*How much are they viewing?*

Page ?	Pageviews ? ↓	Unique Pageviews ?
	<b>1,086</b> % of Total: 100.00% (1,086)	<b>901</b> % of Total: 100.00% (901)
1. Home	<b>370 (34.07%)</b>	<b>318 (35.29%)</b>
2. About Falmouth – Colonial Origins	<b>115 (10.59%)</b>	<b>104 (11.54%)</b>
3. Falmouth Historical Maps	<b>58 (5.34%)</b>	<b>49 (5.44%)</b>
4. Falmouth Heritage Museum	<b>36 (3.31%)</b>	<b>30 (3.33%)</b>
5. Falmouth History References	<b>28 (2.58%)</b>	<b>4 (0.44%)</b>
6. About FHS	<b>22 (2.03%)</b>	<b>15 (1.66%)</b>
7. July 2021 Board Meeting...	<b>18 (1.66%)</b>	<b>17 (1.89%)</b>
8. About Falmouth – Town to...	<b>20 (1.84%)</b>	<b>9 (1.00%)</b>
9. About Falmouth	<b>17 (1.57%)</b>	<b>16 (1.78%)</b>
10. Falmouth History References	<b>17 (1.57%)</b>	<b>16 (1.78%)</b>

*What are they viewing?*

Falmouth Heritage Museum



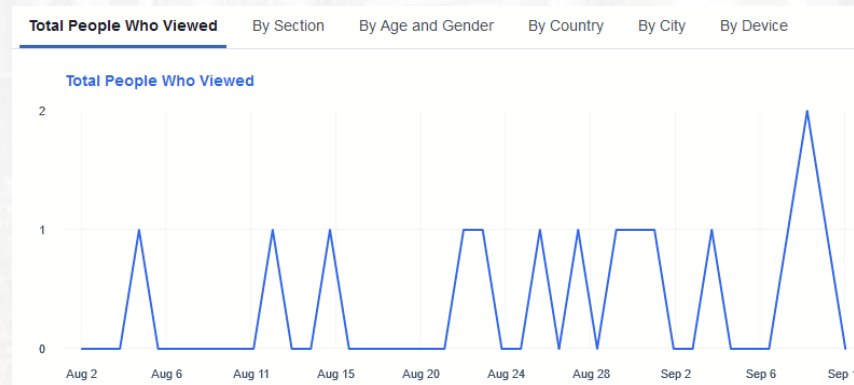
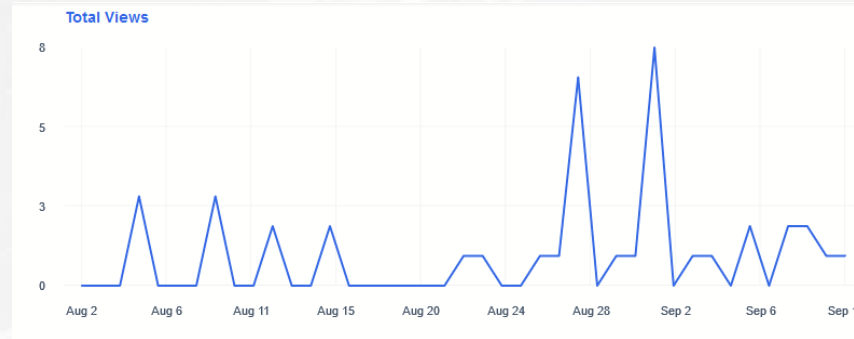
# Facebook Activity

August-September 2021

*No posts in August*

## Agenda

- President's Remarks
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  - Programs
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  - Collections
  - Local History
  - Communications
  - Merchandise
  - Museum Buildings & Grounds
  - Technology
  - Development
- New Business



## Activity

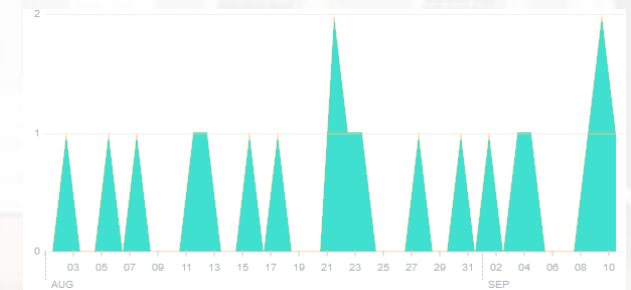
Last 28 days : Aug 15 - Sep 11 ▼

People Reached **24**  
▼ 20%

Post Engagements **0**  
▼ 100%

Page Likes **2**  
▼ 50%

## Reach



Falmouth Heritage Museum





# System Status

September 2021 – No change

## Agenda

President's Remarks

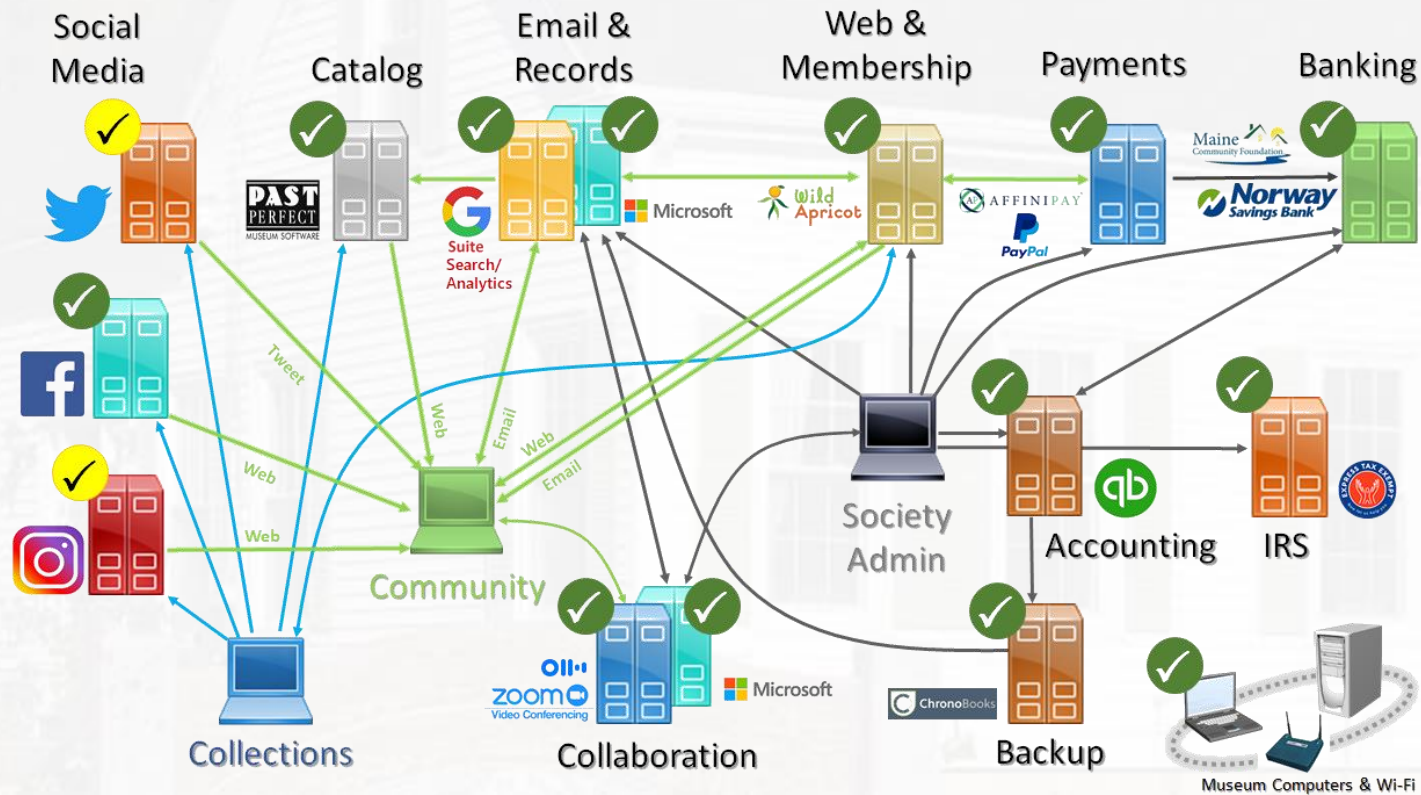
Secretary's Report

Treasurer's Report

Committee Reports

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

New Business





# 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

## Nothing significant to report



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