




# Board Meeting

The Falmouth Historical Society

October 5, 2021

A wooden sign for the Falmouth Heritage Museum is visible in the foreground. It features a circular logo with a ship and the text 'Falmouth Heritage Museum' at the bottom.

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

Cumberland Fair was another heavy lift

- Volunteer hours  $\approx$  six weeks at the Museum

Cumberland Fair was worthwhile

- “Proof of life” in uncertain times
- Saw many Falmouth faces
- Learning experience

Museum season is drawing to a close

- Short but very productive summer



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 for September Meeting

### Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	54	17	2	73
Members pending renewal	10	2		12
Total	64	19	2	85
Lapsed	13	2		13

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

Maine Charitable License renewed

Sales tax registration submitted

Taking the next step to improve our financial integrity

- ✓ Squeaky-clean ledgers
  - ✓ Accurate & up-to-date filings
  - ✓ Financial transparency
  - ✓ Donations
  - ★ Merchandise
- } *Special attention from government*

Financial Report



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

We migrated to the advanced version of QuickBooks Online last year

- Substantial discount through Techsoup
- Already rely on many new features

Allows proper accounting for merchandise

- Inventory
- Sales tax

Necessary but complicated

- Increases the bookkeeping workload
- Track each item in every sale



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 tax should not appear in the activity (P&L) statement

## Approach

- Stick with current round-number pricing
- Sales tax included in price
- Continue using 80% cost for current inventory

## Implementation

- Price and cost of goods set in QBO Inventory
- Sales, taxes, and member discounts recorded in QBO Sales Receipts





# 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



## QBO Sales: Sales Receipt

**Sales Receipt #1006**

#	SERVICE DATE	PRODUCT/SERVICE	DESCRIPTION	QTY	RATE	AMOUNT	TAX
1	09/26/2021	Book:Falmouth Images		1	20.85	20.85	✓
2							

Subtotal \$20.85

SKU	TYPE	SALES DESCRIPTION	SALES PRICE	COST	TAXABLE	QTY ON HAND
Falmouth Images	Inventory		20.85	17.60	✓	11

Discount value 1.89  
Taxable subtotal \$18.96

Select tax rate: Based on location

Shipping \$1.04  
Tax on shipping \$0.00  
Total \$20.00

DATE	REF NO.	PAYEE	MEMO	PAYMENT	DEPOSIT	BALANCE
	TYPE	ACCOUNT			✓	
09/28/2021		Customer	Affinipay MERCH SV...		✓	\$661.94
		Deposit	Undeposited Funds		✓	\$20.00

## QBO Inventory

## QBO Bank Register

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

### ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$703.94	\$5,339.22	\$1,123.31
Maine Community Foundation—The FHS Fund		\$15,327.39
PayPal		\$0.00
Accounts receivable = \$0.00		
Accounts payable = \$505.00		
Sales tax payable = \$15.95 		

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

## YEAR-TO-DATE ACTIVITY

### Statement of Activity

July 1 - October 4, 2021

	JUL 2021	AUG 2021	SEP 2021	OCT 1-4, 2021	TOTAL
<b>Revenue</b>					
Discounts given 			-1.89	-1.91	\$ -3.80
Donations	421.93	86.02	75.88	16.00	\$599.83
Dues	140.00		100.00		\$240.00
Investments	0.04	0.03	0.03	5,000.00	\$5,000.10
Sales			190.52	103.33	\$293.85
<b>Total Revenue</b>	<b>\$561.97</b>	<b>\$86.05</b>	<b>\$364.54</b>	<b>\$5,117.42</b>	<b>\$6,129.98</b>
<b>Cost of Goods Sold</b>					
Cost of Goods Sold 			160.80	94.40	\$255.20
<b>Total Cost of Goods Sold</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$160.80</b>	<b>\$94.40</b>	<b>\$255.20</b>
<b>GROSS PROFIT</b>	<b>\$561.97</b>	<b>\$86.05</b>	<b>\$203.74</b>	<b>\$5,023.02</b>	<b>\$5,874.78</b>
<b>Expenditures</b>					
Fees		148.90		20.00	\$168.90
Maintenance	73.83		312.00		\$385.83
Misc	3.49	2.55		7.25	\$13.29
Office Expense	516.10	80.33	75.88		\$672.31
Utilities	217.34	210.28	212.75		\$640.37
<b>Total Expenditures</b>	<b>\$810.76</b>	<b>\$442.06</b>	<b>\$600.63</b>	<b>\$27.25</b>	<b>\$1,880.70</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -248.79</b>	<b>\$ -356.01</b>	<b>\$ -396.89</b>	<b>\$4,995.77</b>	<b>\$3,994.08</b>

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

## YEAR TO DATE PERFORMANCE

Budget vs. Actuals: FY22 - FY22 P&L

July - September, 2021

	ACTUAL	TOTAL	
		BUDGET	OVER BUDGET
<b>Revenue</b>			
Discounts given	-1.89		-1.89
Donations	583.83		583.83
Dues	240.00		240.00
Investments	0.10		0.10
Sales	190.52		190.52
<b>Total Revenue</b>	<b>\$1,012.56</b>	<b>\$0.00</b>	<b>\$1,012.56</b>
<b>Cost of Goods Sold</b>			
Cost of Goods Sold	160.80		160.80
<b>Total Cost of Goods Sold</b>	<b>\$160.80</b>	<b>\$0.00</b>	<b>\$160.80</b>
<b>GROSS PROFIT</b>	<b>\$851.76</b>	<b>\$0.00</b>	<b>\$851.76</b>
<b>Expenditures</b>			
Fees	148.90	60.00	88.90
Maintenance	385.83	962.00	-576.17
Misc	6.04	15.00	-8.96
Office Expense	672.31	295.00	377.31
Utilities	640.37	805.00	-164.63
<b>Total Expenditures</b>	<b>\$1,853.45</b>	<b>\$2,137.00</b>	<b>\$ -283.55</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -1,001.69</b>	<b>\$ -2,137.00</b>	<b>\$1,135.31</b>

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

---

Operating Accounts Balance	\$7,166
Less Accounts Payable + Sales Tax	\$521
Less Remaining Budgeted Expenses	\$7,708
Plus Estimated Revenue from Dues/Donations	\$3,414
Projected Fiscal Year End Balance	\$2,351

Falmouth Heritage Museum



# 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

## Young People

- Meeting with teachers  
from Falmouth Schools



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

## Wrapping up work for season

- Hardly any visitors since Labor Day
- Shrinking backlog of accessions
- Reorganization of files well underway
- Merchandise organized and inventoried
- Public spaces are neat and clean



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

## Recent Acquisitions

- Artifacts and documents related to Falmouth and Mount Independence Granges
- Adult league men's baseball uniform from the early 1950s

Falmouth Heritage Museum



# Collections Committee

## Agenda

President's Remarks

Secretary's Report

Treasurer's Report

Committee Reports

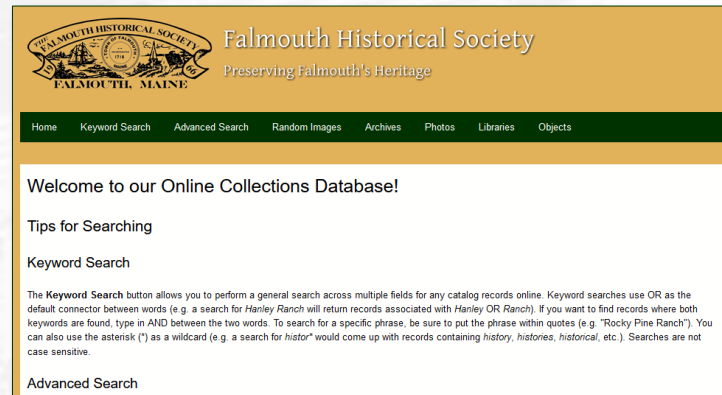
- Programs
- Museum Operation & Exhibits
- Collections
- Local History
- Communications
- Merchandise
- Museum Buildings & Grounds
- Technology
- Development

New Business

## Digital Catalog



– No change since last month



<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**
- Communications
- Merchandise
- Museum Buildings & Grounds
- Technology
- Development

New Business

## Responses to Inquiries

Conducted research; received/responded via email

	Sep-Oct
Collections	2
Family History	1
Property History	3
Local History	2
<b>Total</b>	<b>8</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**
- 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	✓	7 / 0	
Research – Family References	✓	9 / 0	
Research – Historical Maps	✓	17 / 2	
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

## Newsletter

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

## Social Media

- Two FB posts in September



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

## Table at Cumberland Fair

- Next to Cumberland Historical Society
- Set-up on Saturday
- Manned table on Sun, Tue, Thu, Sat 9:00 a.m. to 6:30 p.m.

## Steady stream by table

- ~150+ stopped at table
- ~50 identified as Falmouth

## Lessons learned

- Merchandise and exhibits



\$202 in sales

\$16 in donations

Falmouth Heritage Museum



# Merchandise Committee

## Agenda

President's Remarks

Secretary's Report

Treasurer's Report

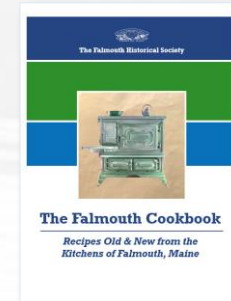
Committee Reports

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

New Business

## Cookbook

- No meetings
- Editing for “publication-ready”  
formatting



## Tote

- Still pending a visit to BGA  
in Cumberland



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

Barn roof ridge repaired

Pending maintenance

- Septic
- Museum and barn  
entrance doors

Museum winter shutdown



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

## QuickBooks Online

- Inventory database populated
- Sales and state tax functions enabled



Falmouth Heritage Museum



# Website Activity

September 2021 – “Who”

## Agenda

President’s Remarks

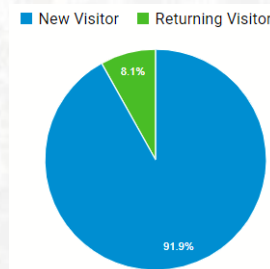
Secretary’s Report

Treasurer’s Report

Committee Reports

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

New Business



*Who are they?*

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	<b>443</b> % of Total: 100.00% (443)	<b>431</b> % of Total: 100.00% (431)	<b>545</b> % of Total: 100.00% (545)
1. desktop	<b>303</b> (68.40%)	294 (68.21%)	383 (70.28%)
2. mobile	<b>134</b> (30.25%)	132 (30.63%)	149 (27.34%)
3. tablet	<b>6</b> (1.35%)	5 (1.16%)	13 (2.39%)

*How do they get here?*

Country	Users	% Users
1. United States	294	66.37%
2. China	101	22.80%
3. Indonesia	14	3.16%
4. United Kingdom	9	2.03%
5. India	7	1.58%
6. Brazil	2	0.45%
7. Germany	2	0.45%
8. Netherlands	2	0.45%
9. Argentina	1	0.23%
10. Australia	1	0.23%

*Where do they come from?*

City	Users	% Users
1. Ashburn	57	12.47%
2. (not set)	42	9.19%
3. Falmouth	41	8.97%
4. Shanghai	35	7.66%
5. Tianjin	32	7.00%
6. Columbus	24	5.25%
7. Zhengzhou	18	3.94%
8. Portland	18	3.94%
9. Batam	12	2.63%
10. Boston	11	2.41%

Falmouth Heritage Museum





# Website Activity

September 2021 – “What”

## Agenda

President’s Remarks

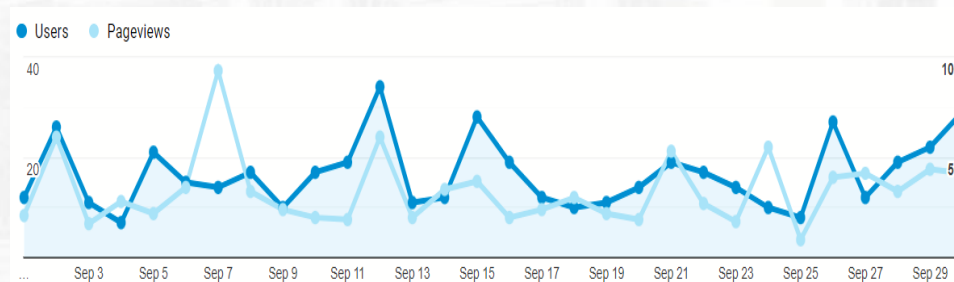
Secretary’s Report

Treasurer’s Report

Committee Reports

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

New Business



*How much are they viewing?*

Page ?	Pageviews ?	Unique Pageviews ?
	<b>1,002</b> % of Total: 100.00% (1,002)	<b>810</b> % of Total: 100.00% (810)
1. Home	<b>340 (33.93%)</b>	294 (36.30%)
2. About Falmouth – Colonial Origins	<b>96 (9.58%)</b>	83 (10.25%)
3. Falmouth Historical Maps	<b>60 (5.99%)</b>	48 (5.93%)
4. Falmouth History References	<b>28 (2.79%)</b>	4 (0.49%)
5. About Falmouth—The Almouchiquois	<b>25 (2.50%)</b>	12 (1.48%)
6. Falmouth Heritage Museum	<b>23 (2.30%)</b>	19 (2.35%)
7. About Falmouth	<b>19 (1.90%)</b>	15 (1.85%)
8. Falmouth Family References	<b>18 (1.80%)</b>	16 (1.98%)
9. Falmouth Historical Maps	<b>18 (1.80%)</b>	3 (0.37%)
10. About FHS	<b>17 (1.70%)</b>	13 (1.60%)

*What are they viewing?*

Falmouth Heritage Museum



# Facebook Activity

September 2021

## Agenda

President's Remarks

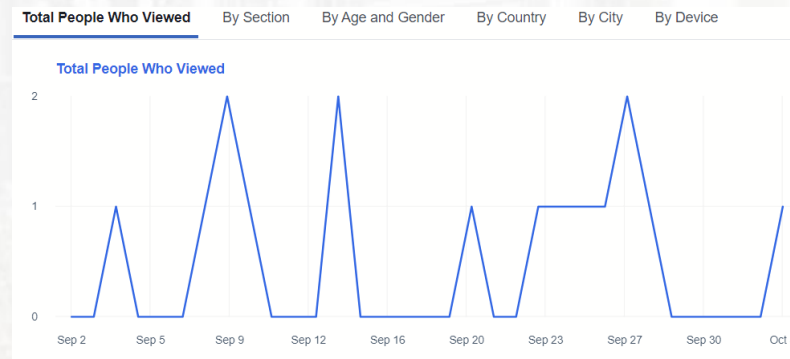
Secretary's Report

Treasurer's Report

Committee Reports

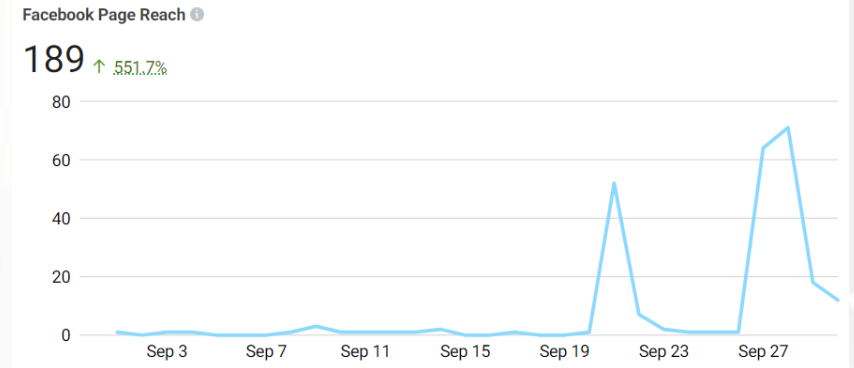
- Programs
- Museum Operation & Exhibits
- Collections
- Local History
- Communications
- Merchandise
- Museum Buildings & Grounds
- Technology
- Development

New Business



*Two posts in September*

Recent Content	Type	Reach	Likes : Reacti	Comm	Shares	Results	Cost Per	Link Clicks
Got q... Mon Sep	Facebook	171	8	0	1	--	--	6
Visit ... Tue Sep :	Facebook	65	1	0	0	--	--	1



Falmouth Heritage Museum

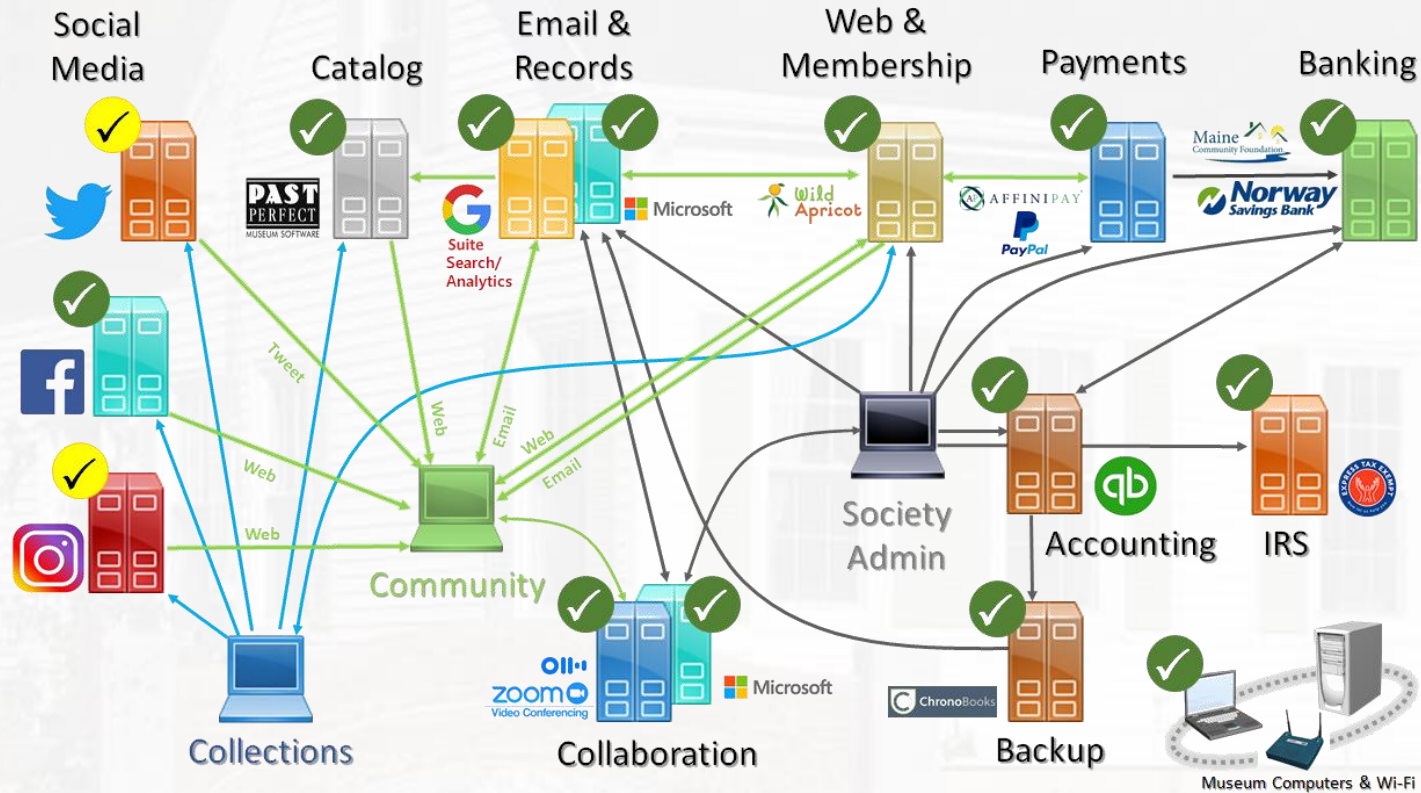


# System Status

October 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