



Board Meeting

The Falmouth Historical Society

January 3, 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



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“Take-aways” from this month's reports

- Undramatic (which is good)
- We're doing a lot for a small nonprofit
- We're “serialized” on our cadre of volunteers
- We need more volunteers if we want to do more

We need a plan!

- Attract and recruit more volunteers
- Welcome them into the organization
- Train them to do what we do



Falmouth Heritage Museum



Annual Meeting

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Falmouth Town Hall
Council Chambers

January 18th (snow date 25th)
7:00-8:30 p.m.

Proposed Agenda

Business meeting

- Officer & committee reports
(Round-robin like last year)

Presentations—recent work of broadest interest

- Falmouth's First Summer Colony
- Genealogical Tourism—Reconstructing a Family's Narrative

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Minutes

Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	70	15	4	89
Members pending renewal	12	4		16
Total	82	19	4	105
Lapsed	3			3

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Financial Report

Manufacturing material and goods are now reported properly

- Will look at how we report consignment sales

Liquidity reduced by investment in inventory

- Will improve as new merchandise is sold



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ACCOUNT BALANCES

	Checking—Society	Checking—Internet	Savings—Museum
	\$1,795.92	\$176.15	\$6,640.97
Maine Community Foundation—The FHS Fund			\$21,537.62
PayPal			\$50.07
Venmo			\$0.25
Accounts receivable =	\$0.00		
Accounts payable =	\$518.10		
Sales tax payable =	\$68.37		

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LIQUIDITY

January 2, 2023

Operating Accounts Balance	\$8,663
Plus Accounts Receivable	\$0
Less Accounts Payable + Sales Tax	\$586
Less Remaining Budgeted Expenses	\$6,190
Less Grant Restrictions	\$5,000
Plus Estimated Revenue from Dues/Donations	\$3,240
Estimated Fiscal Year-End Balance	\$127
<hr/>	
Days Cash on Hand	196



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STATEMENT OF FINANCIAL POSITION

January 2, 2023

Assets	Without Donor Restrictions	With Donor Restrictions	Total
Checking	2,022		2,022
Savings	1,641	5,000	6,641
Inventory	4,744		4,744
Petty Cash	156		156
Undeposited Funds	0		0
Accounts Receivable	0		0
Total Current Assets	8,563	5,000	13,563
Land and Buildings	449,900		449,900
Fire Truck	35,000		35,000
Investments	21,538		21,538
Total Long-Term Assets	506,438		506,438
Total Assets	515,001	5,000	520,001



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	Without Donor Restrictions	With Donor Restrictions	Total
Liabilities			
Accounts Payable	518		518
Maine Revenue Service Payable	68		68
Total Current Liabilities	586		586
Total Liabilities	586		586
Net Assets			
Net Assets Beginning of Year	323,044	2,500	325,544
Change in Net Assets	191,370	2,500	193,870
Current Net Assets	514,414	5,000	519,414
Total Liabilities and Net Assets	515,001	5,000	520,001
Change in Net Current Assets	-412	2,500	2,088



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PERFORMANCE

Budget vs. Actuals: FY23 - FY23 P&L

July - December, 2022

	ACTUAL	TOTAL BUDGET	OVER BUDGET
Revenue	\$7,268	\$0	\$7,268
Cost of Goods Sold	\$641	\$0	\$641
GROSS PROFIT	\$6,628	\$0	\$6,628
Expenditures			
Directed Donations		292	-292
Education	34	0	34
Fees	120	120	-0
Information Services		0	0
Insurance	225	225	0
Maintenance	1,448	1,012	436
Membership	217	98	119
Merchandise	48		48
Misc	40	30	10
Office Expense	561	466	95
Utilities	1,549	1,560	-11
Total Expenditures	\$4,242	\$3,803	\$439
NET OPERATING REVENUE	\$2,386	\$ -3,803	\$6,189



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STATEMENT OF ACTIVITY

July - December, 2022

	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	TOTAL
Revenue							
Discounts given	-5.69	-11.30	-7.61	-8.45	-1.90	-26.55	\$ -61.50
Donations	8,555.91	61.00	234.20	230.99	250.00	814.18	\$10,146.28
Dues	190.00	100.00	100.00	850.00	540.00	130.00	\$1,910.00
Grant					2,500.00		\$2,500.00
Investments	-8,391.29	0.14	0.12	0.12	0.13	0.17	\$ -8,390.61
Sales	60.66	63.51	216.14	192.68	6.63		\$539.62
Sales of Product Revenue	23.70	23.70	87.21	109.01	164.93	216.12	\$624.67
Total Revenue	\$433.29	\$237.05	\$630.06	\$1,374.35	\$3,459.79	\$1,133.92	\$7,268.46
Cost of Goods Sold	\$65.97	\$27.57	\$141.66	\$144.43	\$76.29	\$184.92	\$640.84
GROSS PROFIT	\$367.32	\$209.48	\$488.40	\$1,229.92	\$3,383.50	\$949.00	\$6,627.62
Expenditures							
Education			34.20				\$34.20
Fees		99.90			20.00		\$119.90
Insurance						225.00	\$225.00
Maintenance		332.62	429.92	685.56			\$1,448.10
Membership					217.00		\$217.00
Merchandise				48.00			\$48.00
Misc	10.73	3.25	2.48	5.80	2.70	14.71	\$39.67
Office Expense	374.58	116.34		70.00			\$560.92
Utilities	231.89	246.43	248.14	228.33	236.12	358.10	\$1,549.01
Total Expenditures	\$617.20	\$798.54	\$714.74	\$1,037.69	\$475.82	\$597.81	\$4,241.80
NET OPERATING REVENUE	\$ -249.88	\$ -589.06	\$ -226.34	\$192.23	\$2,907.68	\$351.19	\$2,385.82



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SALES ACTIVITY

July - December, 2022

	TOTAL						
	QUANTITY	AMOUNT	% OF SALES	AVG PRICE	COGS	GROSS MARGIN	GROSS MARGIN %
Books		550.72	56.19 %		375.32		
Clothing		106.17	10.83 %		78.19		
Magnets		5.68	0.58 %		4.80		
Maps		13.28	1.35 %		11.20		
Other		52.13	5.32 %		16.80		
Throw/Coverlets		42.65	4.35 %		36.00		
Totes		209.50	21.37 %		132.93		
TOTAL		\$980.13	100.00 %		\$655.24		

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New Business

NEW MERCHANDISE INVESTMENT

As of December 31, 2022	Beanies	Totes	Savory	Sweet	Total
New Inventory	35	35	7	7	
Transfer of Cash to Inventory	\$480.03	\$516.95	\$152.32	\$171.29	\$1,320.59
Expense from Inventory					
Cost of Goods Sold	\$137.18	\$192.01	\$87.04	\$97.88	\$514.11
Income to Cash					
Margin on Goods Sold	\$52.42	\$112.29	\$15.32	\$15.88	\$195.91
Donation	\$75.00	\$75.00			\$150.00
Net					
Cash Tied Up in Inventory	\$290.43	\$212.65	\$49.96	\$57.53	\$610.57
Profit					\$0.00
Remaining Inventory	25	22	3	3	



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.

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New Business

MANUFACTURING

As of December 31, 2022	Total Purchased	Current Material	Total Requisitioned	Current Finished Goods	Wastage	Total Delivered	Total Current + Delivered	Remaining Volumes
Paper stock (sheets)	8,750	6,875	1,750	375	135	1,365	8,615	74
Binders	47	0	47	33		14	47	33
Insert stock	100	0	100	70		30	100	22
Divider stock	250	50	200	158		42	250	69
Ink	0	0	0	2		14	16	
Total cost	\$1,368.53	\$631.00	\$737.53	\$447.30 ¹		\$323.61	\$1,367.82	
Less unbilled ink/toner expense				\$413.21 ²				
Cash Tied Up in Manufacturing			\$1,078.30					

¹ Value based on physical inventory of material

² Value in ledgers (due to unbilled ink/toner)

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Programs Committee

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New Business

Upcoming

January

18, 7:00 p.m

Annual Meeting

Falmouth Town Hall Council Chambers

Falmouth Heritage Museum



Museum Operations & Exhibits Committee

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New Business

Quiet until May



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Collections Committee

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Digital catalog

- No change this month



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Local History

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New Business

Responses to Inquiries

Conducted research; received/responded

	October
Collections	-
Family History	1
Property History	4
Local History	1
Total	6



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Local History

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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	✓	14 / 0	
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	

**NO CHANGE
THIS MONTH**

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Communications Committee

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New Business

Winter newsletter going out soon

Plus renewal and tax letters

Email blast and Facebook post for newsletter and annual meeting



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Merchandise Committee

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Recent Activity

- Initial run of cookbooks
- Banner for the Falmouth Heritage Bookstore added to front page

Upcoming

- Final tweaks to cookbook
 - Final review of Sweets
 - Adjustments to illustrations
- Second run of cookbooks (16 pairs)
- Add mail-order to the Bookstore



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Museum Building & Grounds Committee

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New Business

Winterization

- Completed!!!

Upcoming

- Work out bugs with sump sensor

Future

- Conversion from septic to new Woods Road sewer line
- Paint Museum doors and barn
- Will require grant funding



Falmouth Heritage Museum



Website Activity

July-September 2022 – “What”

Agenda

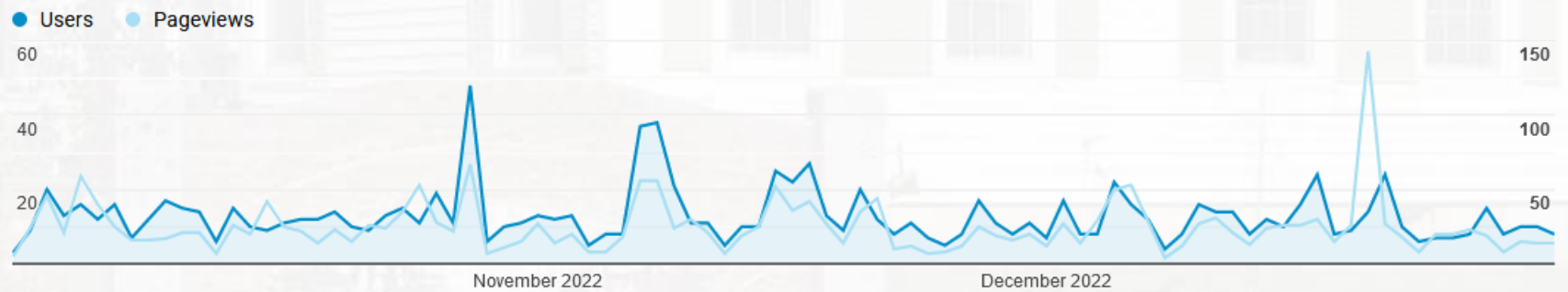
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Nothing unusual or unexpected
in technology report

What are they doing?

Page	Views	Users	Views per User
All	2,141	827	2.59
1 Welcome	667	345	1.93
2 The Almouchiquois	226	166	1.36
3 Colonial Origins	193	145	1.33
4 Falmouth Historical Maps	107	61	1.75
5 Falmouth History References	54	34	1.59
6 Contact FHS	51	39	1.31
7 About Falmouth	36	28	1.29
8 Falmouth Family References	34	21	1.62
9 From Town, to Destination, to Suburb	31	25	1.24
10 Historic Site Tours	29	20	1.45

Data collected by new Google Analytics tool; numbers vary slightly from current tool



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Website Activity

October-December 2022 – “Who”

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Who are they?

Device Category	Acquisition		
	Users	New Users	Sessions
	990 % of Total: 100.00% (990)	973 % of Total: 100.00% (973)	1,299 % of Total: 100.00% (1,299)
1. desktop	750 (75.76%)	735 (75.54%)	1,023 (78.75%)
2. mobile	226 (22.83%)	224 (23.02%)	262 (20.17%)
3. tablet	14 (1.41%)	14 (1.44%)	14 (1.08%)

How do they get here?

Country	Users	% Users
1. United States	817	82.36%
2. China	124	12.50%
3. Canada	10	1.01%
4. United Kingdom	6	0.60%
5. India	4	0.40%
6. Russia	4	0.40%
7. France	3	0.30%
8. Ireland	3	0.30%
9. Philippines	3	0.30%
10. Hong Kong	2	0.20%

City	Users	% Users
1. (not set)	230	22.37%
2. Columbus	77	7.49%
3. Hinesburg	60	5.84%
4. Boston	56	5.45%
5. Falmouth	49	4.77%
6. Ashburn	49	4.77%
7. Portland	37	3.60%
8. New York	25	2.43%
9. Washington	13	1.26%
10. Scarborough	13	1.26%

Where do they come from?

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Facebook Activity

October-December 2022

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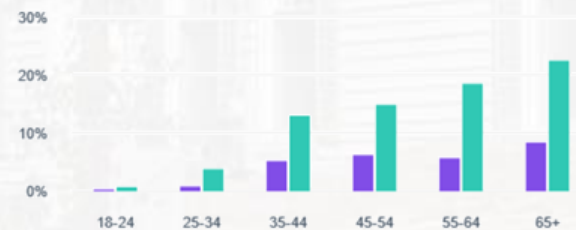
New Business

Posts

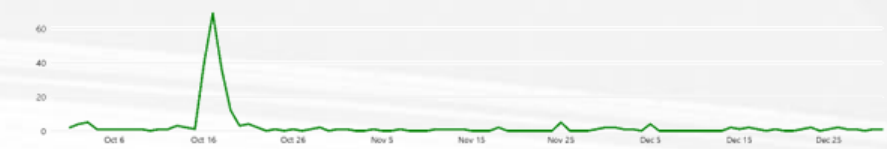
Post	Post reach	Engagement
 Come to the FHS Meet and Greet at Blueberry Commons of OceanView in Falmouth. Tuesday, October 18th, 7:00 p.m. Join us at OceanView and discover how much fun history can be! History is all about storytelling.... Oct 17, 2022	110	4
 https://thefhs.org/resources/Documents/FTC%202210.pdf Check out our Autumn Newsletter! Oct 16, 2022	87	10

Age and Gender

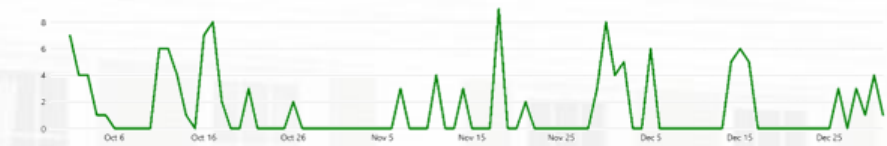
Men 26.70%
Women 73.30%



Reach



Visits



Likes



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System Status

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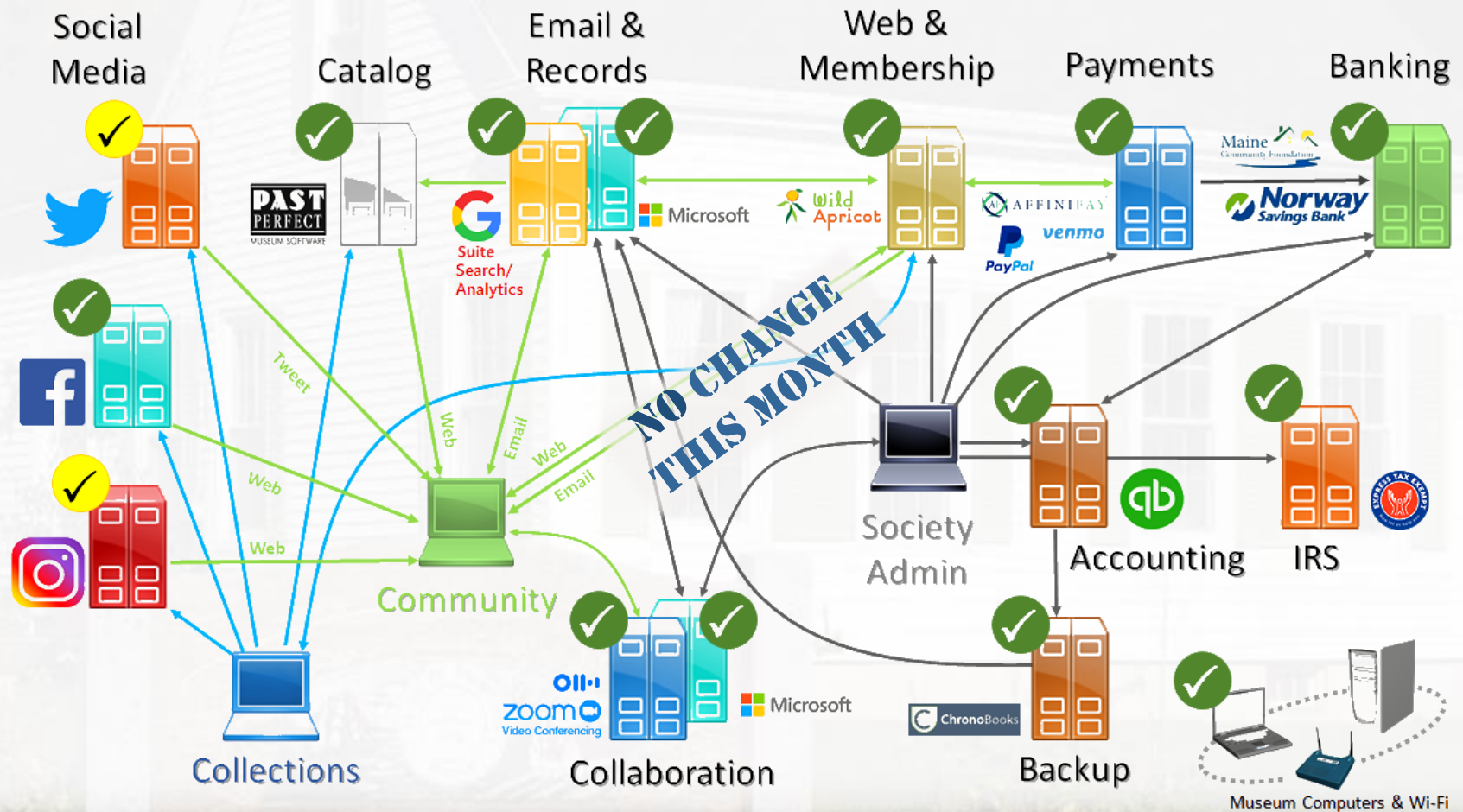
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Received \$750 from the Perkins family

- Scholarship for 2023 fully-funded
- Anticipate additional donation to support Society

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