

Board Meeting

The Falmouth Historical Society February 2, 2021





Secretary's Report Treasurer's Report Committee Reports

- Programs
- Museum Operation & Exhibits
- Collections
- Local History

- Communications
- Merchandise
- Museum Buildings & Grounds
- Technology
- Fundraising
- New Business
 - Organizational Meeting



Secretary's Report

<u>Agenda</u> Secretary's Report Treasurer's Report Committee Reports

- Programs
- Museum Operation
 & Exhibits
- Collections
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New Business

Minutes

Mailing

- Renewal letters
- Tax letters
- Newsletter





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New Business

Membership report

	Primary	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	32	6	2	40
Members pending renewal	33	9		42
Total	65	15	2	82
Lapsed	19	6		25



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Annual Meeting

- Had a quorum
- Attendees included:
 - Two local authors
 - -Reporter
 - Owner of tavern + owner of company doing renovation
 - People from local institutions
- Good discussion
- First large meeting via Zoom
 - Two screens would be less awkward





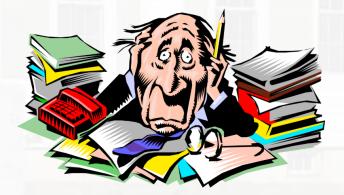
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New Business

Budget

- Recycled last year's budget pending estimate of cost to re-open Museum
- Issue now put off to next year's budget
- Proposed budget is zero-based
- Monthly financials
 - Public transparency





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Proposed Budget for FY2020-21

	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
Expenditures													
Fees		\$ 60		\$20				\$35					\$11
Information Services									\$920				\$92
Insurance							\$225			\$1,400			\$1,62
Maintenance			\$312						\$100			\$100	\$5 1
Membership					\$98		\$35		\$100				\$23
Miscellaneous	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$0
Office Expense	\$216	\$200						\$200			\$100	\$85	\$80
Utilities	\$205	\$205	\$215	\$215	\$215	\$235	\$235	\$235	\$215	\$215	\$205	\$205	\$2,60
Total	\$426	\$470	\$532	\$240	\$318	\$240	\$500	\$475	\$1,340	\$1,620	\$310	\$395	\$6,80



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Financial Report

Land Contraction	ACCOUNT BALANCES	
Checking—Society	Checking—Internet	Savings—Museum
\$1,084.97	\$809.29	\$2,422.97
Maine Community Fou	ndation—The FHS Fund	\$17,758.94
PayPal		\$50.15
Accounts receivable =	50	
Accounts payable = $$23$	55.04	



Treasurer's Report

<u>Agenda</u>			IN	COME AND EX	PENSE				
Secretary's Report			STAT	EMENT OF AC	CTIVITY				
Treasurer's Report			July	2020 - January	2021				
Committee Reports									
• Programs		JUL 2020	AUG 2020	SEP 2020	OCT 2020	NOV 2020	DEC 2020	JAN 2021	TOTAL
Museum Operation	Revenue		-						
• Museum Operation	Donations		20.00		41.96	264.00		100.00	\$425.96
& Exhibits	Dues	215.06	80.00	80.00		30.00		380.00	\$785.06
· C.II.	Investments	0.10	0.10	0.10	0.09	0.07	0.06	0.06	\$0.58
• Collections	Sales		44.00	26.00					\$70.00
Local History	Total Revenue	\$215.16	\$144.10	\$106.10	\$42.05	\$294.07	\$0.06	\$480.06	\$1,281.60
5	GROSS PROFIT	\$215.16	\$144.10	\$106.10	\$42.05	\$294.07	\$0.06	\$480.06	\$1,281.60
 Communications 	Expenditures								
Merchandise	Fees		59.90		20.00				\$79.90
	Insurance							225.00	\$225.00
 Museum Buildings 	Maintenance			312.00					\$312.00
& Grounds	Membership					98.00		35.00	\$133.00
	Misc	2.32	7.74						\$10.06
• Technology	Office Expense	216.00			41.96			160.00	\$417.96
0,	Utilities	197.54	204.58	208.04	211.25	202.58	217.93	67.39	\$1,309.31
• Fundraising	Total Expenditures	\$415.86	\$272.22	\$520.04	\$273.21	\$300.58	\$217.93	\$487.39	\$2,487.23
New Business	NET OPERATING REVENUE	\$ -200.70	\$ -128.12	\$ -413.94	\$ -231.16	\$ -6.51	\$ -217.87	\$ -7.33	\$ -1,205.63



Treasurer's Report

Agenda		YEAR-TO-DATE PERFORMANCE					
Secretary's Report		BUDGET VS. ACTUALS					
Treasurer's Report		July 2020 - January 2021					
Committee Reports	//		TOTAL				
• Programs		ACTUAL	BUDGET	OVER BUDGET			
Museum Operation	Revenue Donations	425.96		425.96			
& Exhibits	Dues	785.06		785.06			
• Collections	Investments Sales	0.58 70.00		0.58 70.00			
Local History	Total Revenue	\$1,281.60	\$0.00	\$1,281.60			
Communications	GROSS PROFIT Expenditures	\$1,281.60	\$0.00	\$1,281.60			
Merchandise	Fees	79.90	80.00	-0.10			
Museum Buildings	Insurance Maintenance	225.00 312.00	225.00 312.00	0.00			
& Grounds	Membership Misc	133.00 10.06	133.00 35.00	0.00 -24.94			
• Technology	Office Expense	417.96	416.00	1.96			
Fundraising	Utilities Total Expenditures	1,309.31 \$2,487.23	1,525.00 \$2,726.00	-215.69 \$ -238.77	9% under budget		
New Business	NET OPERATING REVENUE	\$ -1,205.63	\$ -2,726.00	\$1,520.37			



<u>Agenda</u>
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New Business

LIQUIDITY		
Operating Accounts Balance	\$4,317	
Less Accounts Payable	\$235	
Less Remaining Budgeted Expenses	\$4,140	
Plus Estimated Revenue from Dues	\$1,115	Short by \$839
Projected Fiscal Year End Balance	\$1,057 <	

Last withdrawal from Foundation was \$5,000 in December 2019

Depending upon receipts from dues and donations, next withdrawal will be in June or July 2021

- Depending upon FY22 budget, withdrawal will be \$5,000
 - Cost of re-opening Museum
 - Financing for cookbook



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New Business

Public Transparency

- FHS Website
- Maine ALMS
- IRS TEOS New!
- Guidestar New!

	CHARITABLE ORGANIZATION	📀 The Faln Historica	nouth al Society	τ	
	ANNUAL FUNDRAISING ACTIVITY REPORT (MAIN	Falmouth, ME https://www.theff	ts.org		
ſ	Report Solicitations For Most Recent Fiscal Yea CHARITABLE ORGANIZATION INFORMATION (ple				_
	NAME OF CHARITABLE ORGANIZATION The Falmouth Historical Society	Summary Programs + Results Financial	s Operations		_
	LICENSE # C0675 MALING ADDRESS 190 US Route 1 PMB 367 CITY Fahrouth STATE Maine PHONE # (207)761-2210 FAX # () PHONE # From: 0701/2019 To: 05.002020	Mission	Ruling y 2019	онг • EIN 01-0220075	
[Dates of Fundraising Campaign: From: 07/01/2019 To: Total dollar amount raised from contributions from this campaign: \$ 2.8 Dates of Fundraising Campaign: From: 1 / Total dollar amount raised from contributions from this campaign: \$ 5.8	To preserve and share the his Falmouth, Maine.	tory of Preside Devid Ferr		TRS filling requirement This organization is required to file an IRD
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	The Falmouth Historical Society ElN: 01-6023075 Falmouth, ME, United States		 Contributions, gifts, grants, and simila Program service revenue including go 	ar amounts received	
	Elik: 02-6023075 Falmouth, ME, United States		Investment income		
	> Other Stanes			er than inventory	
	Determination Letter O	Copies of Returns (990, 990		han inventory (Subtract line Sb from line	
	A feronolise determination latter is issued by the IRS if an organization meets the requirements for tax-exempt status or	Electronic copies (images) of forms 290, 290-82, 590-PF or 290 non-profits.	>+ resurs ried with the IRS by charities and	vie G if greater than \$15,000) 6a in including 5 of cont tach Schebule G if the	
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Programs Committee

<u>Agenda</u> Secretary's Report Treasurer's Report Committee Reports

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

New Business







Museum Operations & Exhibits Committee

<u>Agenda</u> Secretary's Report Treasurer's Report Committee Reports

- Programs
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New Business

Re-opening Criteria

- Volunteers vaccinated
- Compliance with state requirements

No sooner than 4th of July





Collections Committee

<u>Agenda</u> Secretary's Report Treasurer's Report Committee Reports

- Programs
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New Business





Falmouth Historical Society
Preserving Falmouth's Heritage

me 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/



Local History

<u>Agenda</u> Secretary's Report Treasurer's Report

Committee Reports

- Programs
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New Business

Responses to Inquiries

Conducted research; received/responded via email

	Past 4 Weeks	
Collections	1	
Family History	1	
Property History	2	
Local History		
Total	4	



Communications Committee

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New Business

Social Media • Two posts on Facebook Forecaster Article Newsletter





Merchandise Committee

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New Business

Cookbook

- One meeting—began first pass on complete list of recipes
- May split into two volumes

Tote

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







Museum Building & Grounds Committee

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New Business

Sump Drain Clogged

- Sump overflowed (again)
- Cleared and running now





Technology Committee

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New Business

Technology Activity • NSTR





Website Activity

January 2021

Pageviews

976

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Users 313	New Users 305
~~~~~~	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
Sessions	Number of Sessions per User
431	1.38
~~~~~	

Pages / Session

2.26

New Visitor Returning Visitor

Device Category (?)	Users ? ↓	New Users				
	313 % of Total: 100.00% (313)	305 % of Total: 100.00% (305)				
1. desktop	219 (69.97%)	212 (69.51%)				
2. mobile	90 (28.75%)	89 (29.18%)				
3. tablet	4 (1.28%)	4 (1.31%)				

431

% of Total: 100.00%

330 (76.57%)

97 (22.51%)

4 (0.93%)

	Country	Users	% Users		
	United States	222		70.25%	
2.	(not set)	39	12.34%		
3.	China China	35	11.08%		
I.	Canada	5	1.58%		
5.	💌 South Korea	3	0.95%		
j.	🖼 Australia	2	0.63%		
<i>.</i>	🔠 United Kingdom	2	0.63%		
3.	🖲 Pakistan	2	0.63%		
).	Turkmenistan	2	0.63%		
0	United Arab Emirates	1	0.32%		

_	City	Users	% Users
1.	(not set)	67	21.00%
2.	Boardman	36	11.29%
3.	Falmouth	30	9.40%
4.	Beijing	21	6.58%
5.	San Jose	12	3.76%
6.	Portland	10	3.13%
7.	Shanghai	9	2.82%
8.	Boston	8	2.51%
9.	Chicago	6	1.88%
1(). Xi'an	5	1.57%

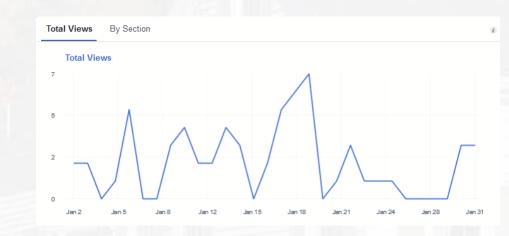


Facebook Activity January 2021

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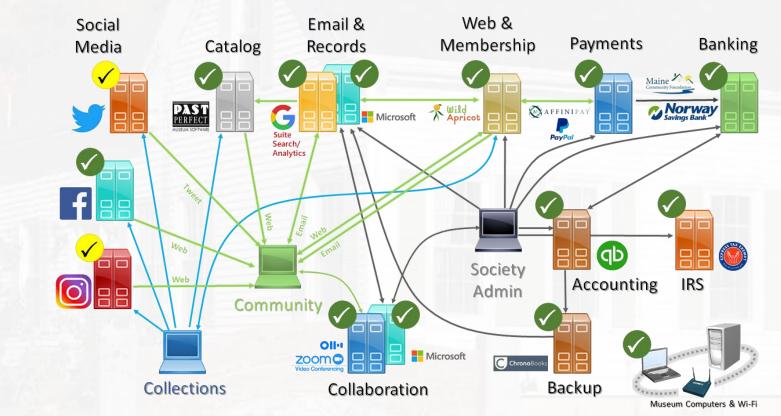


Activity continuing! (Two posts in January)



System Status February 2021

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Fundraising

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New Business

Goal 3b:

Conduct targeted local fundraising.

Stars have aligned

• We can credibly pursue donations sufficient to put the Society back on the road to financial stability





Income

A

<u>Agenda</u> Secretary's Report Treasurer's Report Committee Reports

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New Business

Annual sources of income							
Dues	\$3,000						
Donations	\$300						
Merchandise (margin)	\$400						
Total	\$3,700						
Other sources of income							
Programs	varies						
Campaign	\$4,500						
Grants	varies						



Risk of loss One-time for a specific purpose One-time for a specific purpose, Usually covers direct costs



Expenses

<u>Agenda</u>

Secretary's Report Treasurer's Report Committee Reports

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New Business

- Crawl—Just keep the lights on
 - Museum shut down during winter
 - Any unexpected expense is crisis
- Walk—Throttled way back



- Unexpected expenses are serious
- Run—Where we should be

\$18,000

\$9,000

\$12,000



- Museum can remain open year-round
- Begin to replenish savings



Living Off Savings

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New Business

Annual income\$3,700Annual expenses (crawl)- \$9,000Annual shortfall\$5,300

Have withdrawn \$40K from savings over past five years

Savings were built up during major fundraising campaigns

- Big donations for big capital projects
- Society was larger and more vibrant

Savings are nearly depleted





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New Business

Need to find donors willing to make substantial contributions (~\$5,000) annually

- Local businesses Tough proposition when many are having trouble making payroll
- Philanthropists Nothing glitzy about OピM







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New Business

The need has become pressing We would have been handed our heads before now

- We would have flunked even the most cursory due diligence screening
- No executive would have loosened their purse strings for us

It has taken us four years to get here but we are ready! I wouldn't trust these clowns to run a lemonade stand



Due Diligence

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New Business

Financial

- Must show we are a legitimate public charity
- Administrative
 - Must show we are a well run organization
- "Public Good"
 - Must show we are worthy recipients of their largesse







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Launch campaign to seek and engage potential major benefactors

- Local businesses
- Maine philanthropic organizations
- Obtain coaching
 - Local executives & MANP
- Make tailored appeals for ongoing support





New Business

<u>Agenda</u>

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Organizational Meeting

• Bylaws Article V:

The first meeting of the Board following the Annual Meeting of the Society shall be an organizational and planning meeting.

- Briefly review:
 - State of the Society ("Report Card")
 - Goals for 2020-22
- We can dispense with Article VII as unnecessary:

A statement of goals and plans for implementation for each standing committee shall be presented at the organizational meeting of the Board for approval.



Report Card

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

Vital Sign	Condition	Trend	Comments		
Mission Accomplishment	•	7	Preservation & Community Access		
Physical Presence	٠	7	Museum		
Online Presence	•	7	Website & Social Media		
Administration	Recordkeeping & Transparency		Recordkeeping & Transparency		
Regulatory Compliance		>	Federal & State Filings		
Income	•	→	Growth critical for health of Society		
Expenses	•		Unsustainable at current income		
Membership	•	N	Growth essential for health of Society		
Volunteers	•	<u>></u>	Growth essential for health of Society		
Fundraising	•	>	Growth essential for health of Society		
Events	•	>	Expansion essential for health of Society		
Communications	•	7	Expansion essential for health of Society		

Changed since previous annual meeting



Goals for 2020-22

Agenda	Goals	Status
	1. Solidify the administrative foundation	
Secretary's Report	a. Update the standard operating procedures	*
Treasurer's Report	b. Improve accounting	
Committee Reports	c. Audit the finances	*
• Programs	d. Establish board member access to digital records	
	e. Build board and volunteer competencies	×
Museum Operation	2. Perform our core mission of preserving our town's heritage and making it accessible to our community	
& Exhibits	a. Continue incremental improvements to the Museum buildings and grounds	\checkmark
	b. Continue to provide public access to artifacts, books, and documents at the Museum	\bigtriangleup
• Collections	c. Enhance exhibits at the Museum	X
Local History	d. Improve engagement with membership and community	*
Communications	e. Continue to improve website appearance and content	*
	f. Support Falmouth's participation in the Maine Bicentennial Celebration	\bigtriangleup
• Merchandise	g. Rescue and preserve artifacts from Tidewater	\checkmark
Museum Buildings	3. Improve long-term health through fundraising and membership growth	
& Grounds	a. Publish a mini-annual report	X
	b. Conduct targeted local fundraising	X
• Technology	c. Resume holding events	\bigtriangleup
Fundraising	d. Publish "Want Ads" for volunteers	*
New Business	e. Conduct targeted recruiting for volunteers	X
	f. Revise and publish the cookbook	*
	g. Sell merchandise online	X
	h. Increase engagement with town	X



Other New Business

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