



Board Meeting

The Falmouth Historical Society

February 2, 2021

Falmouth Heritage Museum



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

- Organizational Meeting

Falmouth Heritage Museum



Secretary's Report

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New Business

Minutes

Mailing

- Renewal letters
- Tax letters
- Newsletter



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	32	6	2	40
Members pending renewal	33	9		42
Total	65	15	2	82
Lapsed	19	6		25

Falmouth Heritage Museum



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New Business

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



Falmouth Heritage Museum



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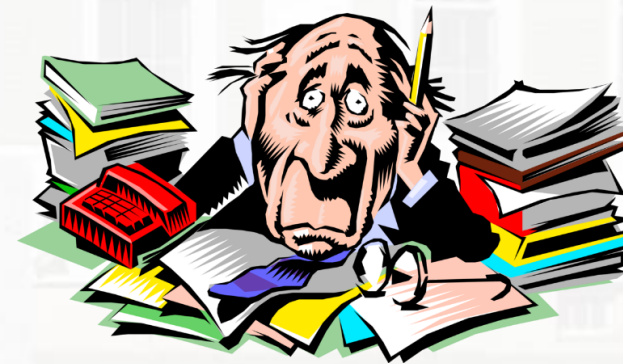
New Business

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



Falmouth Heritage Museum



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New Business

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					\$115
Information Services									\$920				\$920
Insurance							\$225			\$1,400			\$1,625
Maintenance			\$312						\$100			\$100	\$512
Membership					\$98		\$35		\$100				\$233
Miscellaneous	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$60
Office Expense	\$216	\$200						\$200			\$100	\$85	\$801
Utilities	\$205	\$205	\$215	\$215	\$215	\$235	\$235	\$235	\$215	\$215	\$205	\$205	\$2,600
Total	\$426	\$470	\$532	\$240	\$318	\$240	\$500	\$475	\$1,340	\$1,620	\$310	\$395	\$6,866

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New Business

Financial Report

ACCOUNT BALANCES

Checking—Society

\$1,084.97

Checking—Internet

\$809.29

Savings—Museum

\$2,422.97

Maine Community Foundation—The FHS Fund

\$17,758.94

PayPal

\$50.15

Accounts receivable = \$0

Accounts payable = \$235.04

Falmouth Heritage Museum



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New Business

INCOME AND EXPENSE

STATEMENT OF ACTIVITY

July 2020 - January 2021

	JUL 2020	AUG 2020	SEP 2020	OCT 2020	NOV 2020	DEC 2020	JAN 2021	TOTAL
Revenue								
Donations		20.00		41.96	264.00		100.00	\$425.96
Dues	215.06	80.00	80.00		30.00		380.00	\$785.06
Investments	0.10	0.10	0.10	0.09	0.07	0.06	0.06	\$0.58
Sales		44.00	26.00					\$70.00
Total Revenue	\$215.16	\$144.10	\$106.10	\$42.05	\$294.07	\$0.06	\$480.06	\$1,281.60
GROSS PROFIT	\$215.16	\$144.10	\$106.10	\$42.05	\$294.07	\$0.06	\$480.06	\$1,281.60
Expenditures								
Fees		59.90		20.00				\$79.90
Insurance							225.00	\$225.00
Maintenance			312.00					\$312.00
Membership					98.00		35.00	\$133.00
Misc	2.32	7.74						\$10.06
Office Expense	216.00			41.96			160.00	\$417.96
Utilities	197.54	204.58	208.04	211.25	202.58	217.93	67.39	\$1,309.31
Total Expenditures	\$415.86	\$272.22	\$520.04	\$273.21	\$300.58	\$217.93	\$487.39	\$2,487.23
NET OPERATING REVENUE	\$ -200.70	\$ -128.12	\$ -413.94	\$ -231.16	\$ -6.51	\$ -217.87	\$ -7.33	\$ -1,205.63

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New Business

YEAR-TO-DATE PERFORMANCE

BUDGET VS. ACTUALS

July 2020 - January 2021

	ACTUAL	TOTAL BUDGET	OVER BUDGET
Revenue			
Donations	425.96		425.96
Dues	785.06		785.06
Investments	0.58		0.58
Sales	70.00		70.00
Total Revenue	\$1,281.60	\$0.00	\$1,281.60
GROSS PROFIT	\$1,281.60	\$0.00	\$1,281.60
Expenditures			
Fees	79.90	80.00	-0.10
Insurance	225.00	225.00	0.00
Maintenance	312.00	312.00	0.00
Membership	133.00	133.00	0.00
Misc	10.06	35.00	-24.94
Office Expense	417.96	416.00	1.96
Utilities	1,309.31	1,525.00	-215.69
Total Expenditures	\$2,487.23	\$2,726.00	\$-238.77
NET OPERATING REVENUE	\$-1,205.63	\$-2,726.00	\$1,520.37

9% under budget



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Treasurer's Report

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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	
Projected Fiscal Year End Balance	\$1,057	← Short by \$839

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

Falmouth Heritage Museum



Treasurer's Report

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New Business

Public Transparency

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

The collage displays several key transparency documents:

- Guidestar Profile:** Shows the Falmouth Historical Society's mission ("To preserve and share the history of Falmouth, Maine"), EIN (01-832075), and contact information.
- IRS Form 990EZ (2019):** A Return of Organization Exempt From Income Tax. Key figures include:

1. Total Revenue	2,727
2. Program service revenue	2
3. Membership dues and assessments	2
4. Investment income	10,000
5. Total Revenue	12,729
6. Total Expenses	12,729
7. Net Assets or Fund Balances at End of Year	12,729
- IRS Tax Exempt Organization Search:** A search interface for finding tax-exempt organizations by EIN or name.
- Guidestar 'Copies of Returns':** A table showing available tax return forms for the organization:

Form	Year	File Name
990-EZ	2019	990-EZ-2019



Programs Committee

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- **Programs**
- Museum Operation
& Exhibits
- Collections
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New Business

Education



Falmouth Heritage Museum



Museum Operations & Exhibits Committee

Agenda

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New Business

Re-opening Criteria

- Volunteers vaccinated
- Compliance with state requirements

No sooner than 4th of July



Falmouth Heritage Museum



Collections Committee

Agenda

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Committee Reports

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

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/>

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Local History

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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

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Communications Committee

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- Merchandise
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New Business

Social Media

- Two posts on Facebook

Forecaster Article

Newsletter



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Merchandise Committee

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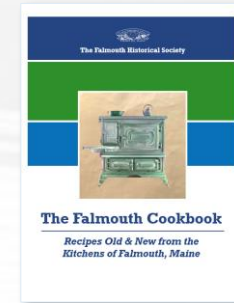
Committee Reports

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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



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Museum Building & Grounds Committee

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- **Museum Buildings
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New Business

Sump Drain Clogged

- Sump overflowed (again)
- Cleared and running now



Falmouth Heritage Museum



Technology Committee

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New Business

Technology Activity

- NSTR



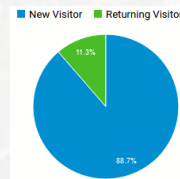
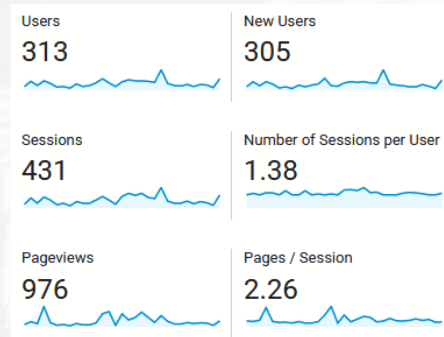
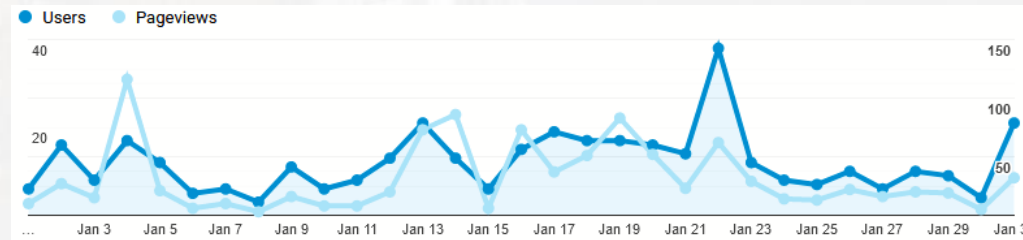
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Website Activity

January 2021

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Device Category ?	Users ? ↓	New Users ?	Sessions ?
	313 % of Total: 100.00% (313)	305 % of Total: 100.00% (305)	431 % of Total: 100.00% (431)
1. desktop	219 (69.97%)	212 (69.51%)	330 (76.57%)
2. mobile	90 (28.75%)	89 (29.18%)	97 (22.51%)
3. tablet	4 (1.28%)	4 (1.31%)	4 (0.93%)

Country	Users	% Users
1. United States	222	70.25%
2. (not set)	39	12.34%
3. China	35	11.08%
4. Canada	5	1.58%
5. South Korea	3	0.95%
6. Australia	2	0.63%
7. United Kingdom	2	0.63%
8. Pakistan	2	0.63%
9. Turkmenistan	2	0.63%
10. 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%
10. Xi'an	5	1.57%

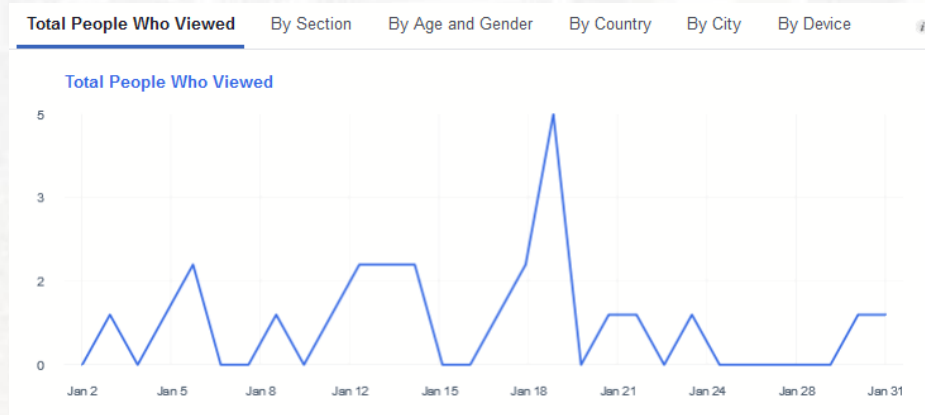
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Facebook Activity

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*Activity continuing!
(Two posts in January)*

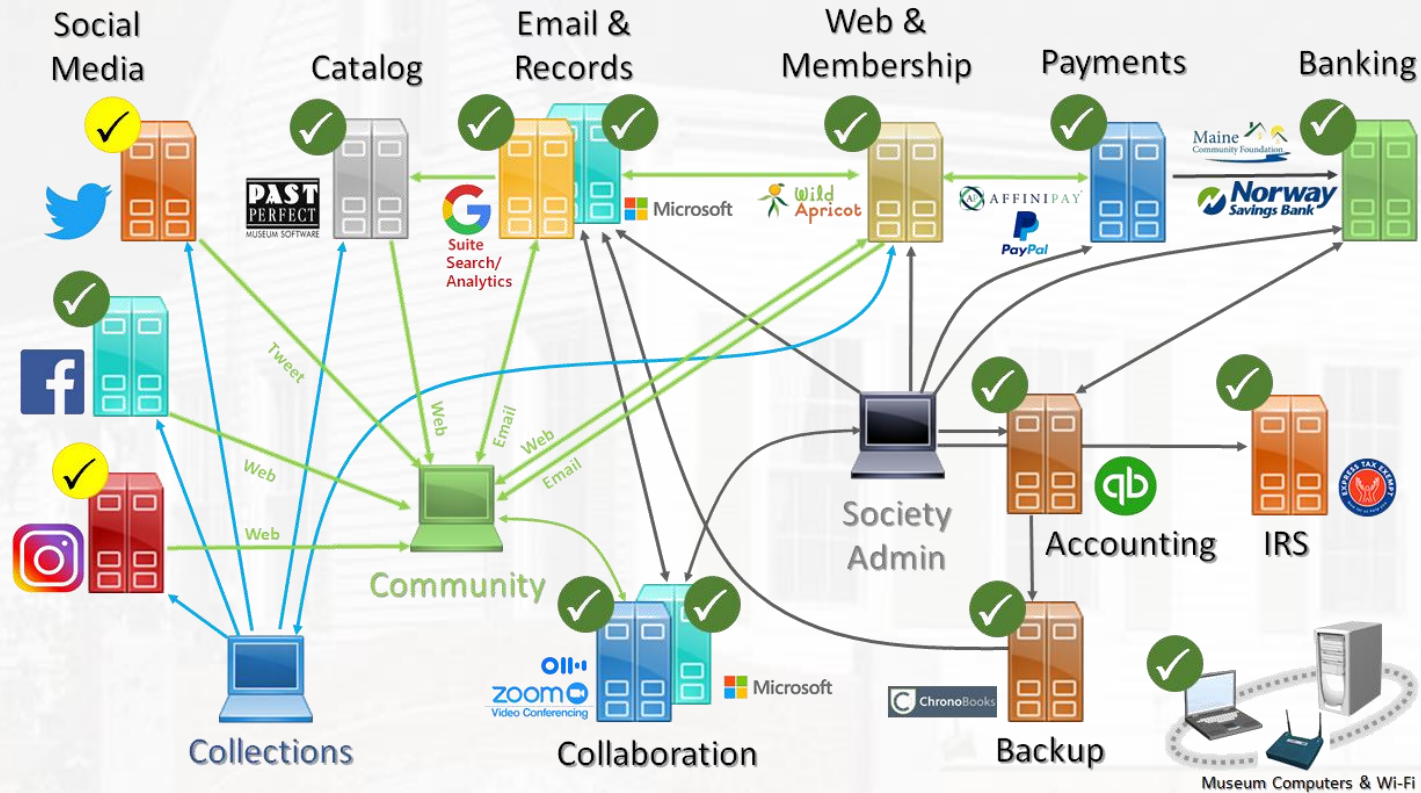
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System Status

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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



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Income

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New Business

Annual sources of income

Dues	\$3,000
Donations	\$300
Merchandise (margin)	<u>\$400</u>
Total	\$3,700



Other sources of income

Programs	varies	<i>Risk of loss</i>
Campaign	\$4,500	<i>One-time for a specific purpose</i>
Grants	varies	<i>One-time for a specific purpose, Usually covers direct costs</i>

Falmouth Heritage Museum



Expenses

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New Business

Crawl—Just keep the lights on **\$9,000**

- Museum shut down during winter
- Any unexpected expense is crisis



Walk—Throttled way back **\$12,000**

- Museum closed but operable in winter
- Unexpected expenses are serious



Run—Where we should be **\$18,000**

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



Falmouth Heritage Museum



Living Off Savings

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New Business

Annual income	\$3,700
Annual expenses (crawl)	<u>- \$9,000</u>
Annual 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

Falmouth Heritage Museum



Solution

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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&M



Falmouth Heritage Museum



Why Now?

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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

Falmouth Heritage Museum



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



Falmouth Heritage Museum



Next Steps

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New Business

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



Falmouth Heritage Museum



New Business

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New Business

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.

Falmouth Heritage Museum



Report Card

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New Business

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



Changed since previous annual meeting

Falmouth Heritage Museum



Goals for 2020-22

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New Business

Goals	Status
1. Solidify the administrative foundation	
a. Update the standard operating procedures	✘
b. Improve accounting	☑
c. Audit the finances	✘
d. Establish board member access to digital records	☑
e. Build board and volunteer competencies	☒
2. Perform our core mission of preserving our town's heritage and making it accessible to our community	
a. Continue incremental improvements to the Museum buildings and grounds	☑
b. Continue to provide public access to artifacts, books, and documents at the Museum	⚠
c. Enhance exhibits at the Museum	☒
d. Improve engagement with membership and community	✘
e. Continue to improve website appearance and content	✘
f. Support Falmouth's participation in the Maine Bicentennial Celebration	⚠
g. Rescue and preserve artifacts from Tidewater	☑
3. Improve long-term health through fundraising and membership growth	
a. Publish a mini-annual report	☒
b. Conduct targeted local fundraising	☒
c. Resume holding events	⚠
d. Publish "Want Ads" for volunteers	✘
e. Conduct targeted recruiting for volunteers	☒
f. Revise and publish the cookbook	✘
g. Sell merchandise online	☒
h. Increase engagement with town	☒

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Other New Business

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New Business



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