



Board Meeting

The Falmouth Historical Society

February 7, 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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Annual Meeting

- Went smoothly
 - Other than the bumpy start
- Capstone to 2022
 - Told the story of a fully-functional town historical society
 - Need more to do more
- A big thanks to everyone!



The Little Engine That Could

Falmouth Heritage Museum



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Goals and Objectives

- This is the organizational and planning meeting
 - First board meeting following the annual meeting
 - Goals presented for approval (Bylaws Article VIII, section H)
 - We update our goals and objectives on a three-year cycle
- Goals are on the philanthropic checklists

Good progress on the 2020 objectives

SET GOALS

- 1.
- 2.
- 3.



Falmouth Heritage Museum



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Proposed Goals and Objectives for 2023-25

Goals

1. Solidify the administrative foundation

- a. Update the standard operating procedures
- b. Improve accounting
- c. Audit the finances
- d. 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. Continue the migration to a digital, publicly accessible catalog

3. Improve long-term health through fundraising and membership growth

- a. Improve engagement with the membership
- b. Improve engagement with the community
- c. Strengthen reputation as the authoritative source for local history
- d. Publish "Want Ads" for volunteers
- e. Conduct targeted recruiting for volunteers
- f. Publish a mini-annual report
- g. Conduct targeted local fundraising

Falmouth Heritage Museum



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Minutes (*approved online*)

Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	75	15	4	94
Members pending renewal	9	2		11
Total	84	17	4	105
Lapsed	3			3

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Current Fee Schedule

Member Level	Annual
Student	\$10
Individual	\$30
Family	\$50
Supporting	\$100
Researcher	\$150
Collector	\$250
Historian	\$500
Patron	\$1,000

Sponsor Level	Annual
Silver	\$100
Gold	\$300
Special Event	\$500
Special Project	\$1,000

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Proposed Changes

Member Level	Annual	5 Years
Student	\$10	
Individual	\$30	\$120
Family	\$50	\$200
Supporting	\$100	\$400
Researcher	\$150	
Collector	\$250	
Historian	\$500	
Patron	\$1,000	

Sponsor Level	Annual
Bronze	\$100
Silver	\$300
Gold	\$500
Platinum	\$1,000
Diamond	\$3,000

Sponsors of events or projects will receive special recognition

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New Business

Financial Activity

- Maine State Sales Tax filed and paid

Financial Report

- Our ledgers are compliant with standards for non-profits
 - Need to clean up legacy (pre-2015) accounts in QuickBooks
 - Need to add classes to track program expenses
 - Treasurer's report is long, complicated, and tedious
- Simplified report for the board meeting
 - Financial Summary: single page of the metrics your treasurer thinks are important
 - Supplement: nine pages with the full story (same as what is in the published Treasurer's Report)



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New Business

Financial Summary

Operating Account Balance	\$10,164
Projected Income	\$1,450
Projected Expenses	\$5,207
Projected Year-End Balance	\$820
Days Cash on Hand	231
Variance from Budget	-\$68
Investments	\$22,099
Change in Unrestricted Net Current Assets	\$1,088

Find details in [Treasurer's Report](#)

Includes \$5K for scholarship ●

Only pending dues ●

Not including scholarship ●

Barely in the black ●

Just under budget ●

Doing well ●

A positive sign ●

Finances would be all green with an addition of \$3,500 to \$4,000 in cash

Falmouth Heritage Museum



Programs Committee

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Upcoming

Nothing scheduled

Falmouth Heritage Museum



Museum Operations & Exhibits Committee

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Quiet until May



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Collections Committee

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New Business

Digital catalog

- No change this month



Falmouth Heritage Museum



Local History

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New Business

Responses to Inquiries

Conducted research; received/responded

	January
Collections	1
Family History	2
Property History	3
Local History	1
Total	7



Falmouth Heritage Museum



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**



Communications Committee

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New Business

For the first time, we employed most of the available channels to reach our community

Channel	Pre-Meeting	Post-Meeting
Newsletter	1 mailing	
Website	3 pages	2 pages
Email	2 blasts	1 blast
Facebook	1 post	1 post



Rolling Broadside

Falmouth Heritage Museum



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New Business

Newsletter

- 91 mailed
- 2 bounced
 - Address corrections received

Reach: **89**

Resumed earlier practice of printing addresses directly on envelopes



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New Business

Website

	Pre-Meeting		Post-Meeting		Overall	
	Views	Users	Views	Users	Views	Users
Home Page	179	61	154	64	333	121
Event	9	3	4	1	13	3
Documents	58	25	26	11	84	32

Reach: **64**



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New Business

Email

	Pre # 1	Pre # 2	Post
Sent	80	80	80
Delivered	75	77	77
Opened	59	62	61
Clicked	4	24	28
Failed	5	3	3

Reach: **77**



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New Business

Social Media

	Pre-Meeting	Post-Meeting	Overall
Posts	1	1	2
Reach	164	205	307
Views	176	270	
Engagement	33	80	96
Followers			614
Visits			55

Reach: **307**



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New Business

Annual meeting is the “heaviest lift”

- Nine online documents created or modified
- Ten offline documents created and uploaded to web
- Postal mailing included two personalized documents — Renewal and donation letters
- All but six were complex documents

Can handle about four “broadsides” per year with current resources

- Need a digital-savvy team to reach the next level



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New Business

Our “broadside” reached a broad audience

- Historical substance and professional appearance
- Aura of competence and credibility
- Met the expectations of our community



Other Society Newsletters



Other Society Websites

Falmouth Heritage Museum



Merchandise Committee

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New Business

Upcoming

- Final tweaks to Sweets
- Second run of cookbooks (16 pairs)

Mail order added to online bookstore

- Delivery to Maine and New Hampshire only
- Showcases limitations of WildApricot
 - One item, one order
 - Customer specifies delivery method
 - We can fix simple mistakes



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Merchandise Committee

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1 Bookstore Page

Falmouth Historical Society
Preserving Falmouth's Heritage

Falmouth Heritage Museum Bookstore

Visitors to the Museum or to the Society's table at local events can purchase books and other items related to our town.

By popular request, we are making these items available for purchase online for pickup in Falmouth or delivery in Maine and New Hampshire only.* For mail order, please select the form of delivery specified on each product's page. Please place a separate order for each item.

Prices include sales tax. Online purchases can be made via credit card. If you prefer to pay via PayPal or Venmo using a smart phone or web browser, please see our [Merchandise Payments](#) page. Please contact us via [info@fhsociety.org](#) or 207-781-4727 if you have any questions.

* We are required to collect state sales tax for all purchases from the Museum Bookstore. We are able to process Maine sales tax and our sales are not taxed by N.H. We are investigating how to deal with other states. At present, mail order requests from states other than Maine and New Hampshire will be canceled.

Walrus History of Falmouth \$9.00
Ebook - Regular price

The Falmouth Cookbook - Volumes I & II \$20.00
Ebook - Regular price

The Falmouth Cookbook - Volume I - Savory Dishes \$15.00
Ebook - Regular price

The Falmouth Cookbook - Volume II - Sweet Dishes \$15.00
Ebook - Regular price

2 Item Order Page

Falmouth Historical Society
Preserving Falmouth's Heritage

The Falmouth Cookbook - Volume I - Savory Dishes

\$25.00

\$27.00 - Regular price

Qty: - 1 +

1 in stock

Add to cart View cart

The Falmouth Cookbook
Recipes Old & New from the
Kitchen of Falmouth, Maine
Volume I - Savory Dishes

Description

Mail delivery to ME and NH only! Select shipping [Option A] for USPS Media Mail.

3 Select Delivery

Falmouth Historical Society
Preserving Falmouth's Heritage

1. Contact > 2. Delivery > 3. Confirmation

Shipping

\$5.00 [Option A] USPS Media Mail (for ME and NH only)
Formerly Book Rate. This is the most economical way to ship books.

\$7.00 [Option B] UPS Ground Saver (for ME and NH only)
UPS is the most economical way to ship heavy (3.5 or more) or bulky items (other than books).

\$5.00 [Option C] USPS First Class (for ME and NH only)
USPS first-class mail is the most economical way to ship small, lightweight items.

Pickup

Pickup within Falmouth
Items are available only in Falmouth (Maine) until arrangements can be made for shipping.

Shipping address

Address line 1 *

4 Confirm Order

Falmouth Historical Society
Preserving Falmouth's Heritage

1. Contact > 2. Delivery > 3. Confirmation

	The Falmouth Cookbook - Volume I - Savory Dishes	\$25.00 X 1	\$25.00
--	--	-------------	---------

Delivery: [Option A] USPS Media Mail (for ME and NH only) \$5.00

Total: \$30.00

Billing and shipping information
Billing details

Red boxes do not appear on website

Falmouth Heritage Museum



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New Business



The Falmouth Heritage Bookstore



Falmouth Heritage Museum



FHS Table at Public Events



FHS Website



Falmouth Town Hall

Falmouth Heritage Museum





Museum Building & Grounds Committee

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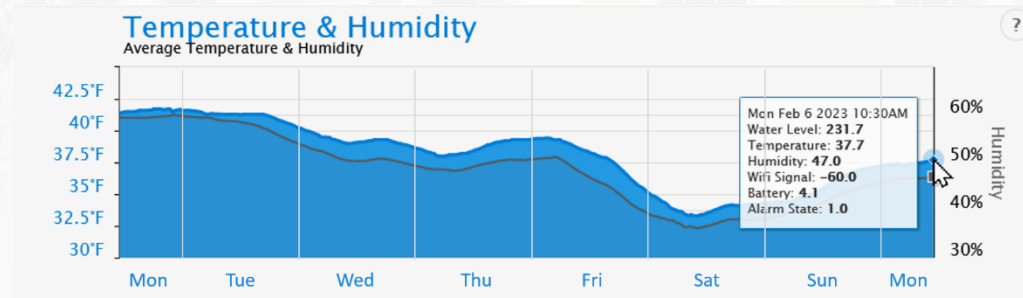
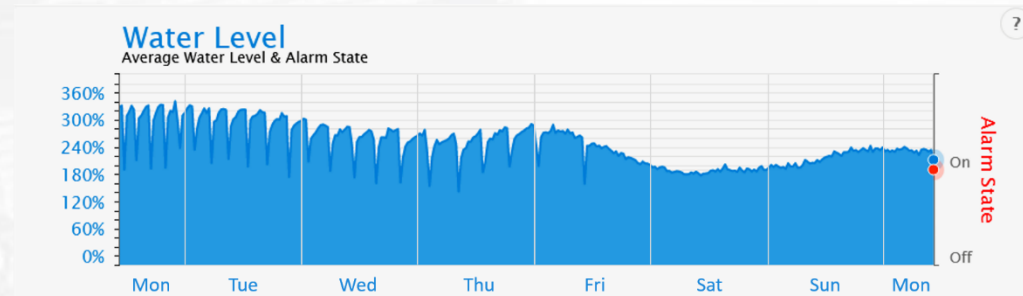
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Sump Pump

- Sensor is working



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Development

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New Business

Received \$1,250 from the Perkins family

- Final donation from pledge in 2022
- Scholarship for 2023 fully-funded



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New Business

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Supplemental Slides

Falmouth Heritage Museum



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ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$1,721.85	\$421.69	\$7,941.15
Maine Community Foundation—The FHS Fund		\$22,098.78
PayPal		\$78.98
Venmo		\$0.25
Accounts receivable =	\$0.00	
Accounts payable =	\$232.32	
Sales tax payable =	\$4.33	

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LIQUIDITY

February 5, 2023

Operating Accounts Balance	\$10,164
Plus Accounts Receivable	\$0
Less Accounts Payable + Sales Tax	\$586
Less Remaining Budgeted Expenses	\$5,207
Less Grant Restrictions	\$5,000
Plus Estimated Revenue from Dues/Donations	\$1,450
Estimated Fiscal Year-End Balance	\$820
<hr/>	
Days Cash on Hand	231

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STATEMENT OF FINANCIAL POSITION

Assets	February 5, 2023		
	Without Donor Restrictions	With Donor Restrictions	Total
Checking	2,223		2,223
Savings	2,941	5,000	7,941
Inventory	4,744		4,744
Petty Cash	156		156
Undeposited Funds	0		0
Accounts Receivable	0		0
Total Current Assets	10,064	5,000	15,064
Land and Buildings	449,900		449,900
Fire Truck	35,000		35,000
Investments	22,099		22,099
Total Long-Term Assets	506,999		506,999
Total Assets	517,063	5,000	522,063

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Liabilities	Without Donor Restrictions	With Donor Restrictions	Total
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	193,432	2,500	195,932
Current Net Assets	516,476	5,000	521,476
Total Liabilities and Net Assets	517,063	5,000	522,063
Change in Net Current Assets	1,088	2,500	3,588

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PERFORMANCE

July 2022 - January 2023

	ACTUAL	TOTAL BUDGET	OVER BUDGET
Revenue	\$9,329	\$0	\$9,329
Cost of Goods Sold	\$689	\$0	\$689
GROSS PROFIT	\$8,640	\$0	\$8,640
Expenditures			
Directed Donations		312	-312
Education	34	0	34
Fees	140	120	20
Information Services		0	0
Insurance	225	225	0
Maintenance	1,448	1,562	-114
Membership	252	193	59
Misc	41	35	6
Office Expense	721	626	95
Utilities	1,990	1,845	145
Total Expenditures	\$4,851	\$4,918	\$-68
NET OPERATING REVENUE	\$3,789	\$-4,918	\$8,707

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STATEMENT OF ACTIVITY

July 2022 - January 2023

	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	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	864.18	1,500.00	\$11,696.28
Dues	190.00	100.00	100.00	850.00	540.00	80.00	560.00	\$2,420.00
Grant					2,500.00			\$2,500.00
Investments	-8,391.29	0.14	0.12	0.12	0.13	0.17	0.18	\$ -8,390.43
Sales	60.66	63.51	140.30	192.68	6.63			\$463.78
Sales of Product Revenue	23.70	23.70	163.05	109.01	164.93	216.12		\$700.51
Total Revenue	\$433.29	\$237.05	\$630.06	\$1,374.35	\$3,459.79	\$1,133.92	\$2,060.18	\$9,328.64
Cost of Goods Sold	\$65.97	\$27.57	\$189.66	\$144.43	\$76.29	\$184.92	\$0.00	\$688.84
GROSS PROFIT	\$367.32	\$209.48	\$440.40	\$1,229.92	\$3,383.50	\$949.00	\$2,060.18	\$8,639.80
Expenditures								
Education			34.20					\$34.20
Fees		99.90			20.00		20.00	\$139.90
Insurance						225.00		\$225.00
Maintenance		332.62	429.92	685.56				\$1,448.10
Membership					217.00		35.00	\$252.00
Misc	10.73	3.25	2.48	5.80	2.70	14.71	1.09	\$40.76
Office Expense	374.58	116.34		70.00			160.00	\$720.92
Utilities	231.89	246.43	248.14	228.33	236.12	358.10	440.72	\$1,989.73
Total Expenditures	\$617.20	\$798.54	\$714.74	\$989.69	\$475.82	\$597.81	\$656.81	\$4,850.61
NET OPERATING REVENUE	\$ -249.88	\$ -589.06	\$ -274.34	\$240.23	\$2,907.68	\$351.19	\$1,403.37	\$3,789.19

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SALES ACTIVITY

July 2022 - January 2023

	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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- Museum Buildings & Grounds
- Technology
- Development

New Business

NEW MERCHANDISE INVESTMENT

As of January 31, 2023	Beanies	Totes	Savory	Sweet
New Inventory	35	35	7	7
Transfer of Cash to Inventory	\$480.03	\$516.95	\$152.32	\$171.29
Expense from Inventory				
Cost of Goods Sold	\$137.18	\$192.01	\$87.04	\$97.88
Income to Cash				
Margin on Goods Sold	\$52.42	\$112.29	\$15.32	\$15.88
Donation	\$75.00	\$75.00		
Net				
Cash Tied Up in Inventory	\$290.43	\$212.65	\$49.96	\$57.53
Profit				
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.

Falmouth Heritage Museum



Treasurer's Report

Agenda

President's Remarks

Secretary's Report

Treasurer's Report

Committee Reports

- Programs
- Museum Operation
 - Exhibits
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- Communications
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New Business

MANUFACTURING

As of January 31, 2023	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)

Falmouth Heritage Museum