



Board Meeting

The Falmouth Historical Society

June 1, 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

• Development

New Business

Falmouth Heritage Museum



Secretary's Report

Agenda

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& Exhibits
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& Grounds
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New Business

Minutes



Falmouth Heritage Museum



Secretary's Report

Agenda

Secretary's Report

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Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	56	18	2	76
Members pending renewal	10	2		12
Total	66	20	2	88
Lapsed	14	2		16

Falmouth Heritage Museum



Treasurer's Report

Agenda

Secretary's Report

Treasurer's Report

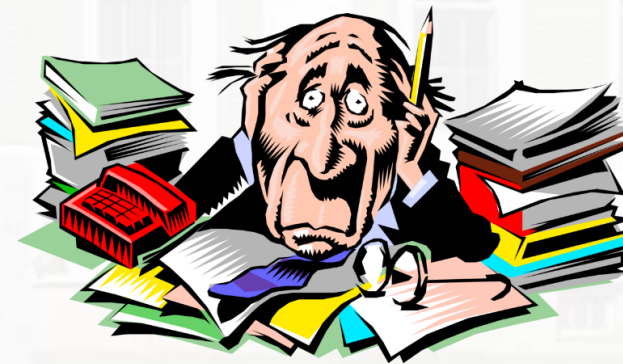
Committee Reports

- Programs
- Museum Operation
& Exhibits
- Collections
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- Communications
- Merchandise
- Museum Buildings
& Grounds
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New Business

Budget

Monthly financials



Falmouth Heritage Museum



Treasurer's Report

Agenda

Secretary's Report

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New Business

Financial Report

ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$642.82	\$933.43	\$1,623.17
Maine Community Foundation—The FHS Fund		\$18,241.88
PayPal		\$0.00

Accounts receivable = \$50.00

Accounts payable = \$235.04

Falmouth Heritage Museum



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Agenda

Secretary's Report

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Committee Reports

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New Business

INCOME AND EXPENSE

Statement of Activity
July 2020 - May 2021

	JUL 2020	AUG 2020	SEP 2020	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021	MAR 2021	APR 2021	MAY 2021	TOTAL
Revenue												
Donations		20.00		41.96	264.00		100.00	10.00		376.00	5.00	\$816.96
Dues	215.06	80.00	80.00		30.00		380.00	1,356.45	639.95	230.00	289.99	\$3,301.45
Investments	0.10	0.10	0.10	0.09	0.07	0.06	0.06	0.06	0.06	0.04	0.04	\$0.78
Sales		44.00	26.00									\$70.00
Total Revenue	\$215.16	\$144.10	\$106.10	\$42.05	\$294.07	\$0.06	\$480.06	\$1,366.51	\$640.01	\$606.04	\$295.03	\$4,189.19
GROSS PROFIT	\$215.16	\$144.10	\$106.10	\$42.05	\$294.07	\$0.06	\$480.06	\$1,366.51	\$640.01	\$606.04	\$295.03	\$4,189.19
Expenditures												
Fees		59.90		20.00				35.00				\$114.90
Information Services									920.00			\$920.00
Insurance							225.00			1,400.00		\$1,625.00
Maintenance			312.00						60.00			\$372.00
Membership					98.00		35.00	60.00	175.00			\$368.00
Misc	2.32	7.74						4.35	6.07	7.14	6.08	\$33.70
Office Expense	216.00			41.96			160.00	76.45			99.99	\$594.40
Utilities	197.54	204.58	208.04	211.25	202.58	217.93	230.36	284.50	297.76	210.65	173.28	\$2,438.47
Total Expenditures	\$415.86	\$272.22	\$520.04	\$273.21	\$300.58	\$217.93	\$650.36	\$460.30	\$1,458.83	\$1,617.79	\$279.35	\$6,466.47
NET OPERATING REVENUE	\$ -200.70	\$ -128.12	\$ -413.94	\$ -231.16	\$ -6.51	\$ -217.87	\$ -170.30	\$906.21	\$ -818.82	\$ -1,011.75	\$15.68	\$ -2,277.28

Falmouth Heritage Museum



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Agenda

Secretary's Report

Treasurer's Report

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New Business

YEAR-TO-DATE PERFORMANCE

Budget vs. Actuals: FY20-21 - FY21 P&L
July 2020 - May 2021

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Revenue			
Donations	816.96		816.96
Dues	3,301.45		3,301.45
Investments	0.78		0.78
Sales	70.00		70.00
Total Revenue	\$4,189.19	\$0.00	\$4,189.19
GROSS PROFIT	\$4,189.19	\$0.00	\$4,189.19
Expenditures			
Fees	114.90	115.00	-0.10
Information Services	920.00	920.00	0.00
Insurance	1,625.00	1,625.00	0.00
Maintenance	372.00	412.00	-40.00
Membership	368.00	233.00	135.00
Misc	33.70	55.00	-21.30
Office Expense	594.40	716.00	-121.60
Utilities	2,438.47	2,395.00	43.47
Total Expenditures	\$6,466.47	\$6,471.00	\$ -4.53
NET OPERATING REVENUE	\$ -2,277.28	\$ -6,471.00	\$4,193.72

On budget



Falmouth Heritage Museum



Treasurer's Report

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Secretary's Report

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New Business

LIQUIDITY

Operating Accounts Balance	\$3,199
Less Accounts Payable	\$173
Less Remaining Budgeted Expenses	\$395
Plus Estimated Revenue from Dues	\$100
Projected Fiscal Year End Balance	\$2,731

**Exceeds target
by \$839**

Withdrawal from Foundation planned for July
Amount depends upon FY22 budget

Falmouth Heritage Museum



Programs Committee

Agenda

Secretary's Report

Treasurer's Report

Committee Reports

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

New Business

Education



Falmouth Heritage Museum



Museum Operations & Exhibits Committee

Agenda

Secretary's Report

Treasurer's Report

Committee Reports

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

New Business

Protocols for reopening

- Precautions
- Signage

REOPENING

Falmouth Heritage Museum



Collections Committee

Agenda

Secretary's Report

Treasurer's Report

Committee Reports

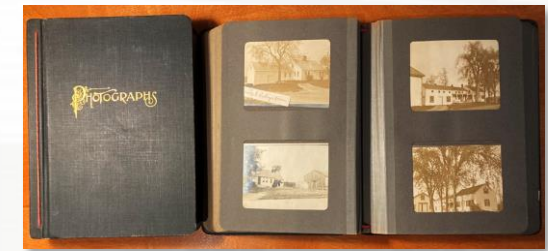
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New Business

Acquisitions

Photo albums

- Two volumes with 168 photographs
- Many appear to be in North Falmouth ca. 1900



Artifacts from the late Ralph Bonville

- Passed away April 2021, æ 102
- Lived in Falmouth for 70 years



Ralph Bonville while serving in the Pacific during WWII

Falmouth Heritage Museum



Collections Committee

Agenda

Secretary's Report

Treasurer's Report

Committee Reports

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

Archives	139
Photos	75
Library	191
Objects	218
Total	623

Falmouth Heritage Museum



Local History

Agenda

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

	May
Collections	2
Family History	-
Property History	2
Local History	1
Other	-
Total	5

Falmouth Heritage Museum



Local History

Agenda

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	✓	6 / 0	
Research – Family References	✓	5 / 0	
Research – Historical Maps	✓	14 / 0	
Members Only -- Newsletters	✓	25 / 0	
Members Only – Local Resources	✗		
Members Only – Local Research	✓	3 / 0	

Falmouth Heritage Museum



Communications Committee

Agenda

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 server issue

Plan to have table outside polls

- Setup Monday p.m. (06/07)



Falmouth Heritage Museum



Merchandise Committee

Agenda

Secretary's Report

Treasurer's Report

Committee Reports

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

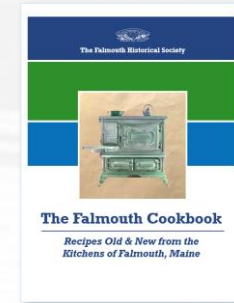
New Business

Cookbook

- Two meetings
- Building galley for volume I; halfway through last (5th) section

Tote

- Still pending a visit to BGA in Cumberland



Falmouth Heritage Museum



Museum Building & Grounds Committee

Agenda

Secretary's Report

Treasurer's Report

Committee Reports

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

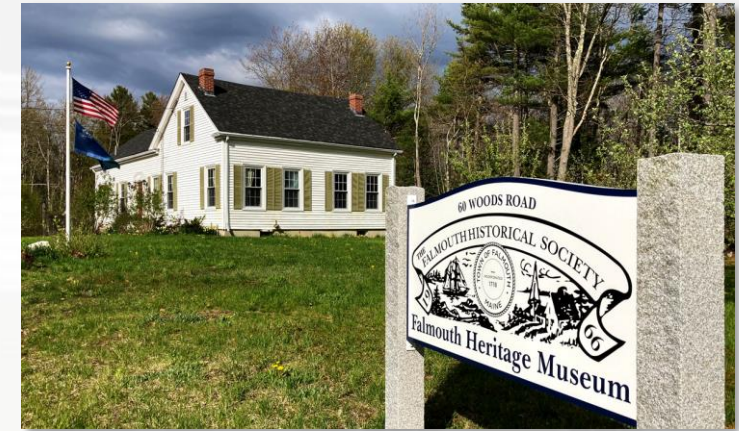
New Business

Preparation for reopening

- Water
- Cleaning
- Fans for cooling and airflow
- Move back into office/kitchen
- Move Tidewater artifacts to loft

Roofing issue

Septic



Falmouth Heritage Museum



Technology Committee

Agenda

Secretary's Report

Treasurer's Report

Committee Reports

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

New Business

Technology Activity

- Nothing Significant to Report



Falmouth Heritage Museum



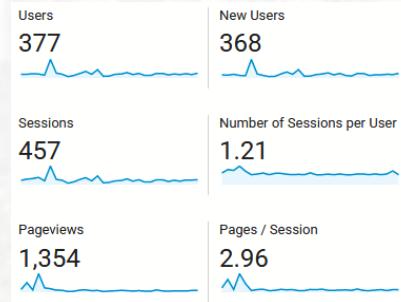
Website Activity

May 2021 – “Who”

- [Agenda](#)
- 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?



How do they get here?

Device Category	Users	New Users	Sessions
	377 % of Total: 100.00% (377)	368 % of Total: 100.00% (368)	457 % of Total: 100.00% (457)
1. desktop	241 (63.93%)	233 (63.32%)	313 (68.49%)
2. mobile	128 (33.95%)	128 (34.78%)	135 (29.54%)
3. tablet	8 (2.12%)	7 (1.90%)	9 (1.97%)

Country	Users	% Users
1. United States	67	84.81%
2. China	9	11.39%
3. France	1	1.27%
4. Cambodia	1	1.27%
5. Sri Lanka	1	1.27%

Where do they come from?

City	Users	% Users
1. Falmouth	13	16.05%
2. Portland	7	8.64%
3. Boston	6	7.41%
4. Shanghai	4	4.94%
5. South Portland	4	4.94%
6. Zhengzhou	3	3.70%
7. York	3	3.70%
8. (not set)	2	2.47%
9. Beijing	2	2.47%
10. Falmouth	2	2.47%

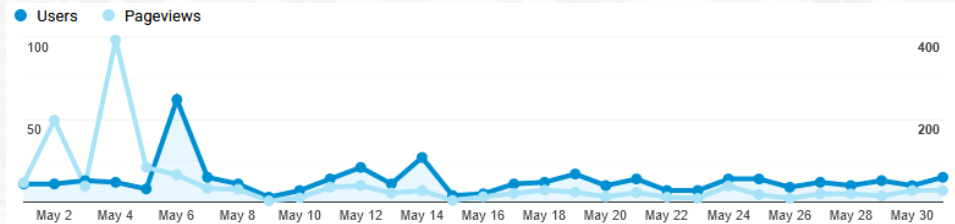
Falmouth Heritage Museum



Website Activity

May 2021 – “What”

- [Agenda](#)
- 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 ?
	1,354 % of Total: 100.00% (1,354)	833 % of Total: 100.00% (833)
1. Home	269 (19.87%)	218 (26.17%)
2. About Falmouth	115 (8.49%)	99 (11.88%)
3. Archived Documents	66 (4.87%)	10 (1.20%)
4. 2021 Documents	29 (2.14%)	2 (0.24%)
5. February 2020 Board Meeting	29 (2.14%)	4 (0.48%)
6. May 2021 Board Meeting	25 (1.85%)	10 (1.20%)
7. Falmouth Historical Maps	23 (1.70%)	22 (2.64%)
8. March 2021 Board Meeting	21 (1.55%)	5 (0.60%)
9. Falmouth History References	19 (1.40%)	17 (2.04%)
10. 2021 Board and Annual Meetings	17 (1.26%)	6 (0.72%)

What are they viewing?

Falmouth Heritage Museum

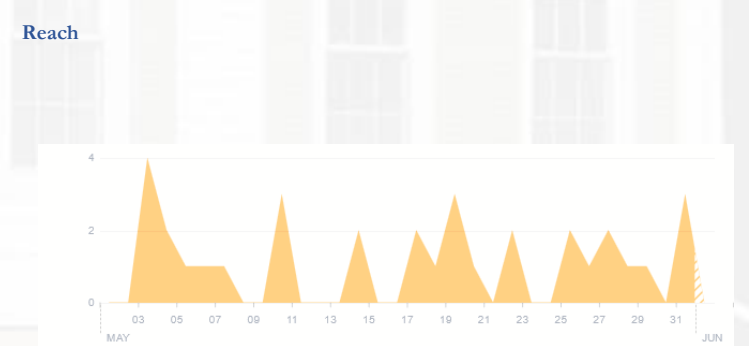
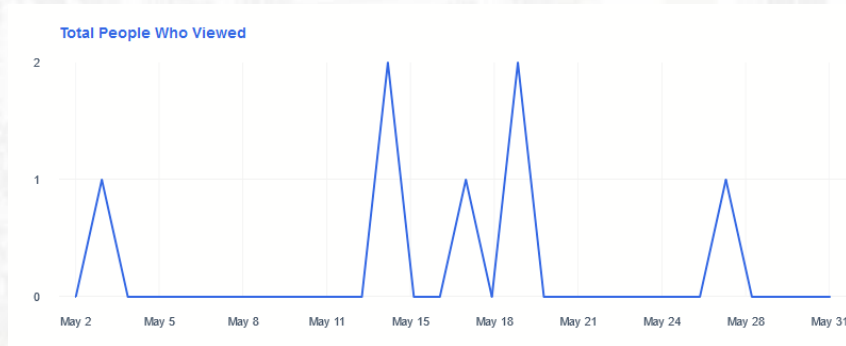
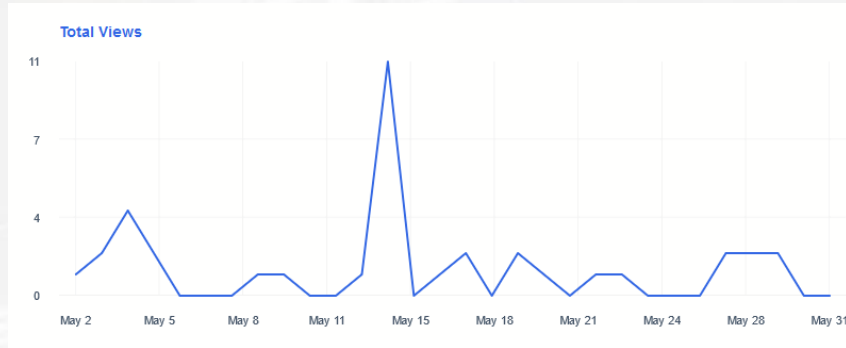


Facebook Activity

January 2021

(No posts in May)

- [Agenda](#)
- Secretary's Report
- Treasurer's Report
- Committee Reports
- Programs
- Museum Operation & Exhibits
- Collections
- Local History
- Communications
- Merchandise
- Museum Buildings & Grounds
- [Technology](#)
- Development
- New Business



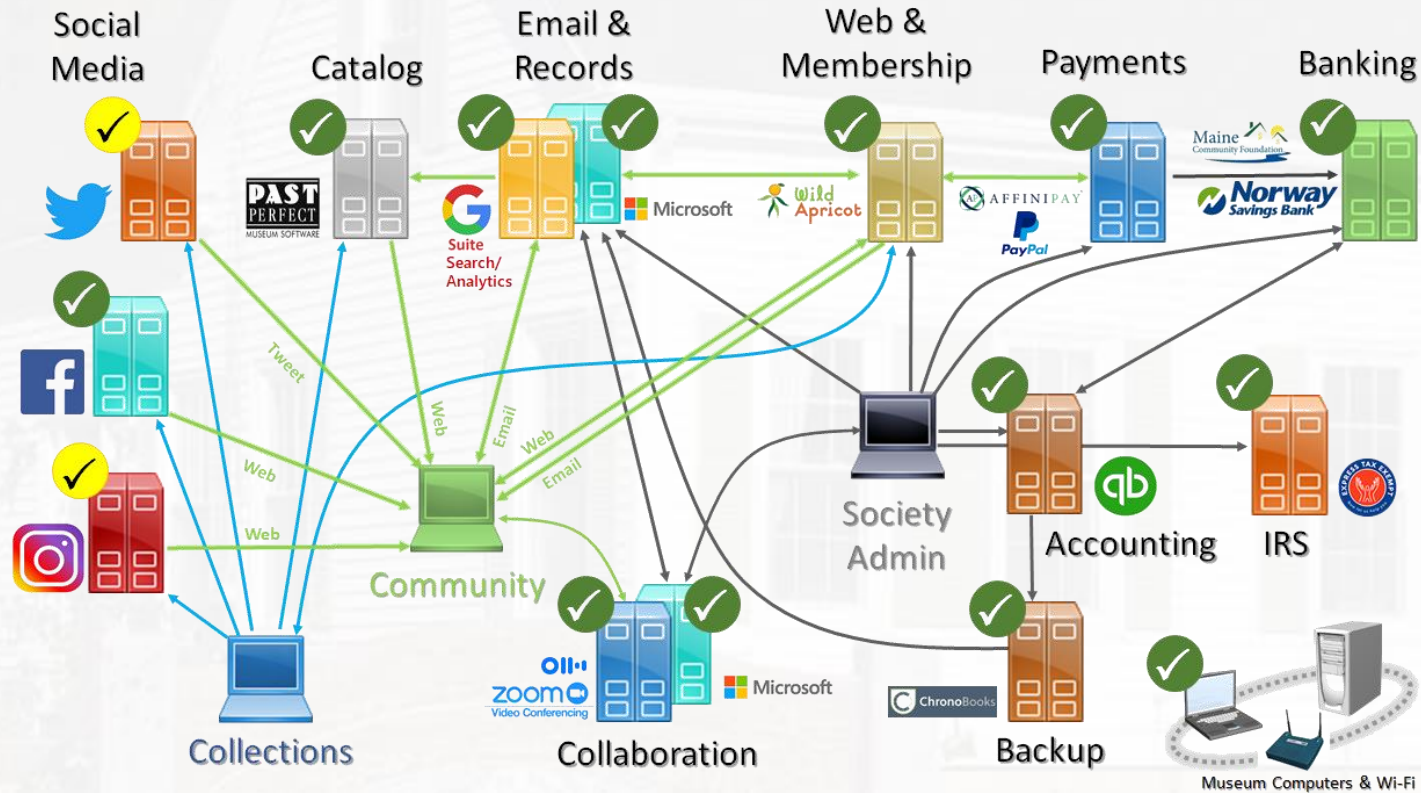
Falmouth Heritage Museum



System Status

June 2021

- Agenda
- 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



Development

Agenda

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

Secretary's Report

Treasurer's Report

Committee Reports

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

New Business



Falmouth Heritage Museum