



Board Meeting

The Falmouth Historical Society

November 9, 2021

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



President's Remarks

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

As we return to our winter tempo, take a moment to reflect on all you accomplished...

- Re-opened the Museum
- Resumed in-person engagement with the community
- Seen major growth in our core mission areas of collections and local history
- Moving forward on fundraising activities
- Improved our business processes

...despite the challenges posed by a historic pandemic!

Thank you!!!



Falmouth Heritage Museum



Secretary's Report

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

Minutes for October Meeting

Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	57	17	2	76
Members pending renewal	8	2		10
Total	64	19	2	86
Lapsed	16	2		18

Falmouth Heritage Museum



Treasurer's Report

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

Maine charitable license for 2022 received

Maine sales tax registration completed

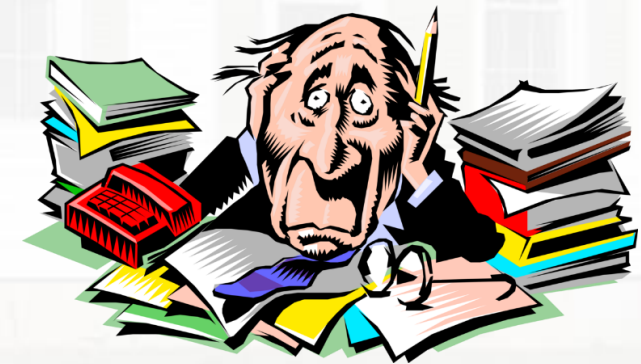
- Will file annually in July

Adding Venmo as a payment option for in-person transactions

- Recommended by Cumberland

Resumed work on guide to financial admin

Financial Report



Falmouth Heritage Museum



Treasurer's Report

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

Financial Report

ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$1,440.54	\$548.75	\$5,023.41
Maine Community Foundation—The FHS Fund		\$15,437.35
PayPal		\$0.00
Accounts receivable = \$0.00		
Accounts payable = \$162.51		
Sales tax payable = \$16.63		

Falmouth Heritage Museum



Treasurer's Report

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

LIQUIDITY

Operating Accounts Balance	\$7,013
Less Accounts Payable + Sales Tax	\$179
Less Remaining Budgeted Expenses	\$7,448
Plus Estimated Revenue from Dues/Donations	\$3,150
Projected Fiscal Year End Balance	\$2,536

Falmouth Heritage Museum



Treasurer's Report

YEAR TO DATE PERFORMANCE

Budget vs. Actuals: FY22 - FY22 P&L
July - October, 2021

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

		TOTAL	
	ACTUAL	BUDGET	OVER BUDGET
Revenue	\$6,606.38	\$0.00	\$6,606.38
Cost of Goods Sold	\$266.40	\$0.00	\$266.40
GROSS PROFIT	\$6,339.98	\$0.00	\$6,339.98
Expenditures			
Fees	168.90	80.00	88.90
Maintenance	584.83	962.00	-377.17
Merchandise		400.00	-400.00
Misc	13.29	20.00	-6.71
Office Expense	767.76	295.00	472.76
Utilities	964.17	1,040.00	-75.83
Total Expenditures	\$2,498.95	\$2,797.00	\$ -298.05
NET OPERATING REVENUE	\$3,841.03	\$ -2,797.00	\$6,638.03

Overage on Office Expenses mostly due to items covered by donations

Underage on maintenance due to unbilled work, and merchandise due to delays in editing the cookbook

Falmouth Heritage Museum



Treasurer's Report

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

YEAR-TO-DATE ACTIVITY

Statement of Activity

July - October, 2021

	JUL 2021	AUG 2021	SEP 2021	OCT 2021	TOTAL
Revenue					
Discounts given			-1.89	-2.86	\$ -4.75
Donations	421.93	86.02	75.88	310.45	\$894.28
Dues	140.00		100.00	90.00	\$330.00
Investments	0.04	0.03	0.03	5,000.10	\$5,000.20
Sales			190.52	196.13	\$386.65
Total Revenue	\$561.97	\$86.05	\$364.54	\$5,593.82	\$6,606.38
Cost of Goods Sold					
Cost of Goods Sold			160.80	105.60	\$266.40
Total Cost of Goods Sold	\$0.00	\$0.00	\$160.80	\$105.60	\$266.40
GROSS PROFIT	\$561.97	\$86.05	\$203.74	\$5,488.22	\$6,339.98
Expenditures					
Fees		148.90		20.00	\$168.90
Maintenance	73.83		312.00	199.00	\$584.83
Misc	3.49	2.55		7.25	\$13.29
Office Expense	516.10	80.33	75.88	95.45	\$767.76
Utilities	217.34	210.28	212.75	323.80	\$964.17
Total Expenditures	\$810.76	\$442.06	\$600.63	\$645.50	\$2,498.95
NET OPERATING REVENUE	\$ -248.79	\$ -356.01	\$ -396.89	\$4,842.72	\$3,841.03

Falmouth Heritage Museum



Programs Committee

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

Young People

- Meeting with teachers
from Falmouth Schools



Very Merry Falmouth 2021

- Dec 2-4 (Thu-Sat)



Falmouth Heritage Museum



Museum Operations & Exhibits Committee

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

We did it!

Short season due to Covid

- Open to public 07/13-10/22
- Eleven Tuesdays,
Two days “by appointment”
- 33 visitors

Re-open in May 2022



Falmouth Heritage Museum



Collections Committee

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

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	266
Photos	77
Library	486
Objects	328
Total	1,157

Falmouth Heritage Museum



Local History

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

Responses to Inquiries

Conducted research; received/responded via email

	Sep-Oct
Collections	2
Family History	2
Property History	2
Local History	2
Total	8

Falmouth Heritage Museum



Local History

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

Website Expansion

Category	Visible	Items/New	Status
Research – Ancient Falmouth	✗		
Research – Family History	✗		
Research – Property History	✗		
Research – Historical References	✓	7 / 0	
Research – Family References	✓	19 / 10	
Research – Historical Maps	✓	18 / 1	
Members Only -- Newsletters	✓	25 / 0	
Members Only – Local Resources	✗		
Members Only – Local Research	✓	3 / 0	

Falmouth Heritage Museum



Communications Committee

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

Newsletter

- Delayed due to the press of other activities

Social Media

- No posts in October



Falmouth Heritage Museum



Merchandise Committee

Agenda

President's Remarks

Secretary's Report

Treasurer's Report

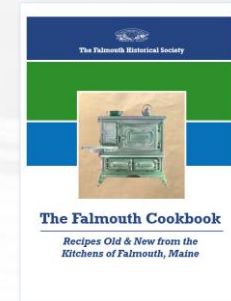
Committee Reports

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

New Business

Cookbook

- No meetings
- Editing for “publication-ready”
formatting



Tote

- Got quotes from BGA
- Some items and colors have
long lead-times or minimum
orders

Falmouth Heritage Museum



Merchandise Committee

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

Fleece-lined Beanies

- \$10/cap



Jute Accent Rope Tote

- 12oz Cotton Canvas
- 15x20x8"
- \$14/bag



Capri Stripes Shopper Tote

- 12oz Cotton Canvas
- 13¹/₄x18x6³/₄"
- \$20/bag



Falmouth Heritage Museum



Museum Building & Grounds Committee

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

Winter Shutdown

Museum ✓

Grounds ✓

Plumbing (drained) ✗

Signage (door & drive) ✗

Snow shovels/guides ✓



Falmouth Heritage Museum



Website Activity

October 2021 – “What”

Agenda

President’s Remarks

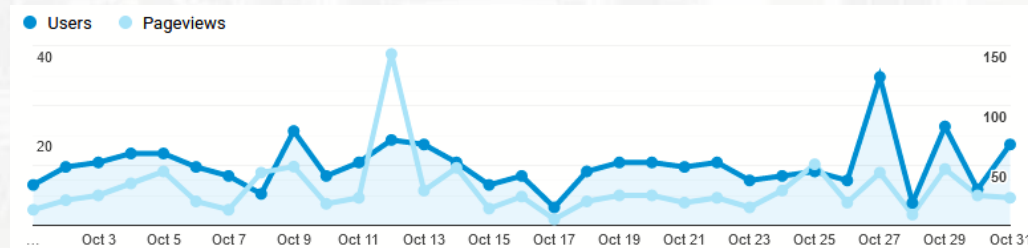
Secretary’s Report

Treasurer’s Report

Committee Reports

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

New Business



Page ?	Pageviews ?	Unique Pageviews ?
	943 % of Total: 100.00% (943)	724 % of Total: 100.00% (724)
1. Home	306 (32.45%)	255 (35.22%)
2. About Falmouth – Colonial Origins	102 (10.82%)	95 (13.12%)
3. Falmouth Historical Maps	56 (5.94%)	42 (5.80%)
4. Researching Falmouth History	30 (3.18%)	14 (1.93%)
5. Falmouth History References	25 (2.65%)	14 (1.93%)
6. Falmouth Family References	16 (1.70%)	16 (2.21%)
7. 2022 Board and Annual Meetings	16 (1.70%)	4 (0.55%)
8. About FHS	15 (1.59%)	14 (1.93%)
9. About Falmouth	14 (1.48%)	9 (1.24%)
10. Contact FHS	14 (1.48%)	12 (1.66%)

Falmouth Heritage Museum



Website Activity

October 2021 – “Who”

Agenda

President’s Remarks

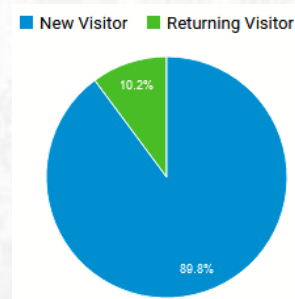
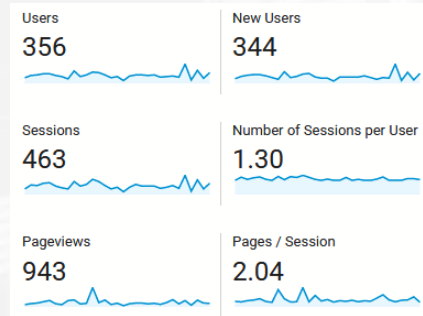
Secretary’s Report

Treasurer’s Report

Committee Reports

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

New Business



Who are they?

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	356 % of Total: 100.00% (356)	344 % of Total: 100.00% (344)	463 % of Total: 100.00% (463)
1. desktop	199 (55.90%)	190 (55.23%)	273 (58.96%)
2. mobile	145 (40.73%)	144 (41.86%)	168 (36.29%)
3. tablet	12 (3.37%)	10 (2.91%)	22 (4.75%)

How do they get here?

Country	Users	% Users
1. United States	238	66.85%
2. China	92	25.84%
3. India	5	1.40%
4. Bulgaria	2	0.56%
5. Germany	2	0.56%
6. United Kingdom	2	0.56%
7. Hong Kong	2	0.56%
8. Ireland	2	0.56%
9. Philippines	2	0.56%
10. Australia	1	0.28%

Where do they come from?

City	Users	% Users
1. (not set)	49	13.17%
2. Shanghai	40	10.75%
3. Falmouth	39	10.48%
4. Columbus	30	8.06%
5. Yarmouth	19	5.11%
6. Zhengzhou	17	4.57%
7. Boston	17	4.57%
8. Portland	13	3.49%
9. Falmouth	7	1.88%
10. New York	7	1.88%

Falmouth Heritage Museum



Facebook Activity

October 2021

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



No posts in October

No recent post reporting



Falmouth Heritage Museum



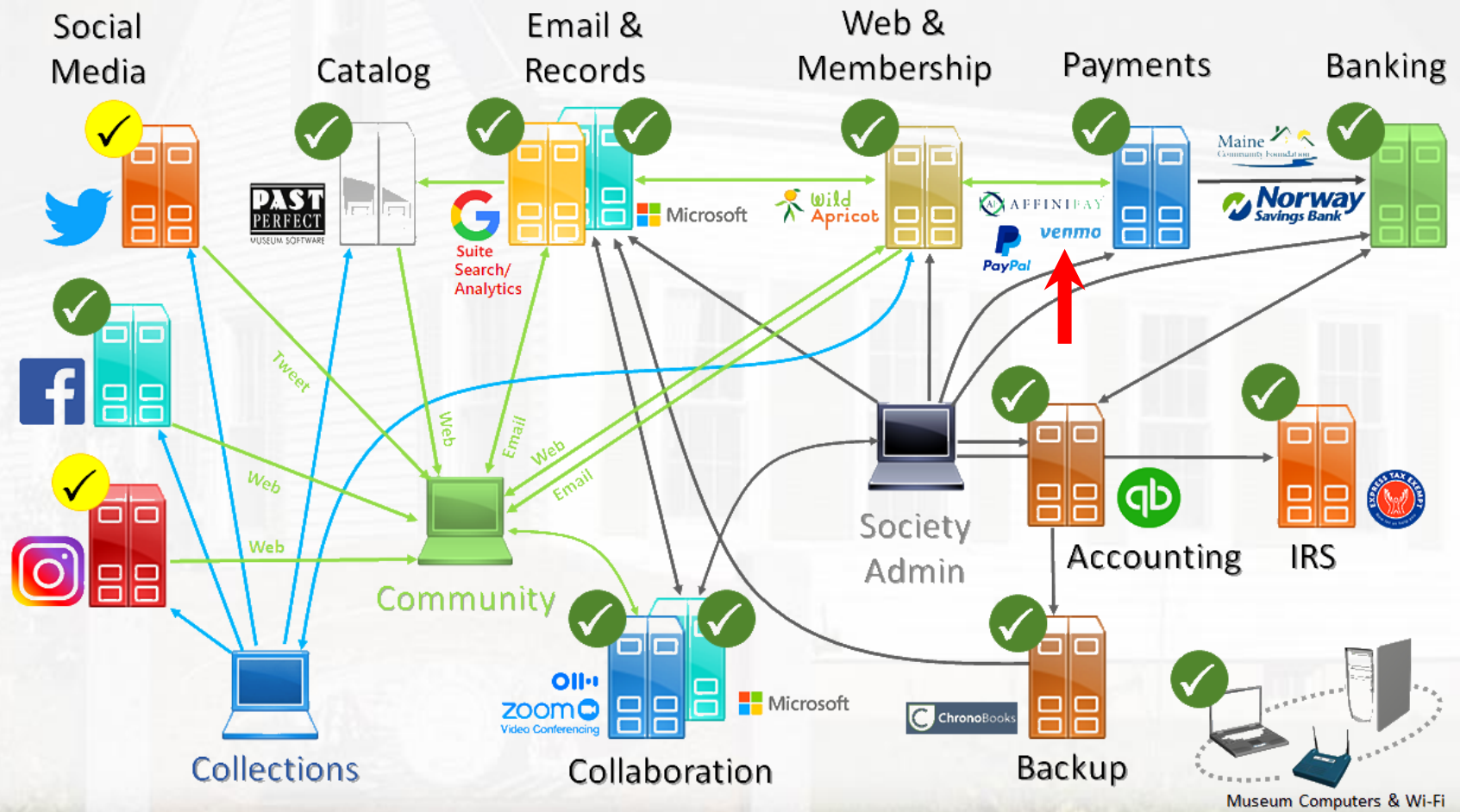
System Status

November 2021

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



Development

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

Nothing significant to report



Falmouth Heritage Museum



New Business

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