



# Board Meeting

The Falmouth Historical Society

December 7, 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

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### President's Remarks

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New Business

## Annual meeting

- Tuesday, January 18<sup>th</sup>, 7:00 p.m., via Zoom
- Agenda
  - Business Meeting
  - Looking back at this year's accomplishments
  - Highlights from this year's trove of donated artifacts
  - Finding the stories for two historic sites on the Foreside



## Proposed actions involving Bylaws

## Seeking an additional member for the Board

Falmouth Heritage Museum



# Secretary's Report

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## Minutes for November Meeting

### Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	58	17	3	76
Members pending renewal	8	2		10
Total	66	19	2	88
Lapsed	13	2		15

Falmouth Heritage Museum



# Treasurer's Report

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New Business

## Financial Report

- Bookkeeping becoming compliant with accounting standard practices
  - Public charity and museum bookstore
- More complete, more detailed view of Society finances
  - Capturing in-kind donations (\$899)
  - Capturing and crediting out-of-pocket expenses by volunteers (\$854)
  - Detailed tracking of inventory (\$570) and sales (\$545)
- Bookkeeping workload doubled

*Amounts are fiscal year-to-date*



Falmouth Heritage Museum



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## Financial Report

### ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$1,184.44	\$457.04	\$9,623.53
Maine Community Foundation—The FHS Fund		\$15,387.35
PayPal		\$0.00
Accounts receivable = \$269.00		
Accounts payable = \$172.55		
Sales tax payable = \$29.71		

Falmouth Heritage Museum



# Treasurer's Report

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## LIQUIDITY

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Operating Accounts Balance	\$11,265
Plus Accounts Receivable	\$269
Less Accounts Payable + Sales Tax	\$202
Less Remaining Budgeted Expenses	\$6,605
Less Grant Reservation	\$2,500
Plus Estimated Revenue from Dues/Donations	\$2,310
<b>Projected Fiscal Year End Balance</b>	<b>\$4,537</b>

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Falmouth Heritage Museum



# Treasurer's Report

## YEAR TO DATE PERFORMANCE

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

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	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Revenue	\$12,795.11	\$0.00	\$12,795.11
Cost of Goods Sold	\$447.61	\$0.00	\$447.61
<b>GROSS PROFIT</b>	<b>\$12,347.50</b>	<b>\$0.00</b>	<b>\$12,347.50</b>
Expenditures			
Fees	168.90	80.00	88.90
Information Services		0.00	0.00
Insurance		0.00	0.00
Maintenance	1,575.52	1,012.00	563.52
Membership	98.00	98.00	0.00
Merchandise		1,000.00	-1,000.00
Misc	17.45	30.00	-12.55
Office Expense	767.76	370.00	397.76
Utilities	1,254.26	1,480.00	-225.74
<b>Total Expenditures</b>	<b>\$3,881.89</b>	<b>\$4,070.00</b>	<b>\$ -188.11</b>
<b>NET OPERATING REVENUE</b>	<b>\$8,465.61</b>	<b>\$ -4,070.00</b>	<b>\$12,535.61</b>

### Expenses covered by directed donations

Maintenance	\$1,213.52
Office Expense:	\$593.76
<b>Total</b>	<b>\$1,753.28</b>

Falmouth Heritage Museum





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## YEAR-TO-DATE ACTIVITY

Statement of Activity  
July 1 - December 6, 2021

	JUL 2021	AUG 2021	SEP 2021	OCT 2021	NOV 2021	DEC 1-6, 2021	TOTAL
<b>Revenue</b>							
Discounts given			-1.89	-2.86			\$ -4.75
Donations	421.93	86.02	75.88	310.45	180.69	5,740.00	\$6,814.97
Dues	140.00		100.00	90.00	30.00		\$360.00
Investments	0.04	0.03	0.03	5,000.10	0.12		\$5,000.32
Sales			190.52	196.13		114.68	\$501.33
Sales of Product Revenue						123.24	\$123.24
<b>Total Revenue</b>	<b>\$561.97</b>	<b>\$86.05</b>	<b>\$364.54</b>	<b>\$5,593.82</b>	<b>\$210.81</b>	<b>\$5,977.92</b>	<b>\$12,795.11</b>
<b>Cost of Goods Sold</b>							
Cost of Goods Sold			160.80	105.60		181.21	\$447.61
<b>Total Cost of Goods Sold</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$160.80</b>	<b>\$105.60</b>	<b>\$0.00</b>	<b>\$181.21</b>	<b>\$447.61</b>
<b>GROSS PROFIT</b>	<b>\$561.97</b>	<b>\$86.05</b>	<b>\$203.74</b>	<b>\$5,488.22</b>	<b>\$210.81</b>	<b>\$5,796.71</b>	<b>\$12,347.50</b>
<b>Expenditures</b>							
Fees		148.90		20.00			\$168.90
Maintenance	73.83		312.00	199.00	290.69	700.00	\$1,575.52
Membership					98.00		\$98.00
Misc	3.49	2.55		7.25	2.11	2.05	\$17.45
Office Expense	516.10	80.33	75.88	95.45			\$767.76
Utilities	217.34	210.28	212.75	323.80	290.09		\$1,254.26
<b>Total Expenditures</b>	<b>\$810.76</b>	<b>\$442.06</b>	<b>\$600.63</b>	<b>\$645.50</b>	<b>\$680.89</b>	<b>\$702.05</b>	<b>\$3,881.89</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -248.79</b>	<b>\$ -356.01</b>	<b>\$ -396.89</b>	<b>\$4,842.72</b>	<b>\$ -470.08</b>	<b>\$5,094.66</b>	<b>\$8,465.61</b>

Falmouth Heritage Museum



# Treasurer's Report

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New Business

## YEAR-TO-DATE ACTIVITY

### Sales by Product/Service Summary

July 1 - December 6, 2021

	TOTAL						
	QUANTITY	AMOUNT	% OF SALES	AVG PRICE	COGS	GROSS MARGIN	GROSS MARGIN %
Books		250.23	45.91 %		211.20		
Clothing		98.58	18.09 %		74.07		
Magnets		2.84	0.52 %		2.40		
Maps		6.64	1.22 %		5.60		
Other		96.70	17.74 %		88.80		
Throw/Coverlets		42.65	7.83 %		36.00		
Totes		47.40	8.70 %		29.54		
<b>TOTAL</b>		<b>\$545.04</b>	<b>100.00 %</b>		<b>\$447.61</b>		

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# Programs Committee

## Agenda

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New Business

## Young People

## Very Merry Falmouth 2021

- FHS table in the tent for the Merry Mix, Mingle & Fireworks



Falmouth Heritage Museum



# Museum Operations & Exhibits Committee

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New Business

Re-open in May 2022



Falmouth Heritage Museum



# Collections Committee

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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	266
Photos	77
Library	486
Objects	328
<b>Total</b>	<b>1,157</b>

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# Local History

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New Business

## Responses to Inquiries

Conducted research; received/responded via email

	Nov
Collections	-
Family History	2
Property History	1
Local History	1
<b>Total</b>	<b>4</b>

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# 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 / 7	
Research – Family References	✓	19 / 0	
Research – Historical Maps	✓	18 / 0	
Members Only -- Newsletters	✓	25 / 0	
Members Only – Local Resources	✗		
Members Only – Local Research	✓	3 / 0	

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# Communications Committee

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New Business

## Newsletter

- In process along with an email blast

## Social Media

- No posts in November



Falmouth Heritage Museum





# Merchandise Committee

## Agenda

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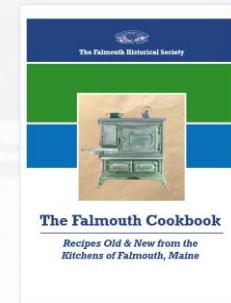
Committee Reports

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New Business

## Cookbook

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



## Tote & Beanies

- Purchased 20 of each
- Cost was \$569.70  
(budget was \$400)



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# Merchandise Committee

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New Business

## NEW MERCHANDISE INVESTMENT

<i>As of 12/06/21</i>	<i>Beanies</i>	<i>Totes</i>	<i>Total</i>
Transfer of Cash to Inventory	\$274.30	\$295.40	<b>\$569.70</b>
Expense from Inventory			
Cost of Goods Sold	\$54.87	\$29.54	\$84.41
Income to Cash			
Margin on Goods Sold	\$20.97	\$17.86	\$38.83
Net			
Cash Tied Up in Inventory	\$198.46	\$248.00	<b>\$446.46</b>

Potential profit after investment is recovered: \$710

Falmouth Heritage Museum



# Museum Building & Grounds Committee

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New Business

Museum is settled for a long winter's nap

MAJCO Roofing in Falmouth is our newest Gold sponsor!

- Peter Mitschele, president, generously donated the cost of repairs to the barn roof



Falmouth Heritage Museum



# Website Activity

November 2021 – “What”

## Agenda

President’s Remarks

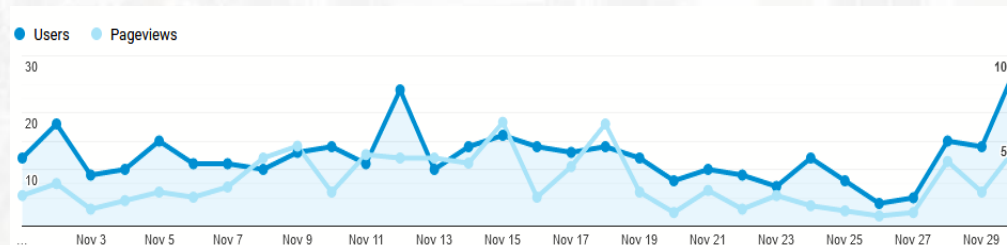
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New Business



Page ?	Pageviews ? ↓	Unique Pageviews ?
	<b>783</b> % of Total: 100.00% (783)	<b>660</b> % of Total: 100.00% (660)
1. Home	<b>291 (37.16%)</b>	<b>252 (38.18%)</b>
2. About Falmouth – Colonial Origins	<b>105 (13.41%)</b>	<b>92 (13.94%)</b>
3. Falmouth Historical Maps	<b>40 (5.11%)</b>	<b>36 (5.45%)</b>
4. About FHS - Board	<b>21 (2.68%)</b>	<b>16 (2.42%)</b>
5. Falmouth Family References	<b>21 (2.68%)</b>	<b>19 (2.88%)</b>
6. About Falmouth - Almouchiquois	<b>21 (2.68%)</b>	<b>9 (1.36%)</b>
7. Falmouth History References	<b>19 (2.43%)</b>	<b>17 (2.58%)</b>
8. About FHS	<b>14 (1.79%)</b>	<b>13 (1.97%)</b>
9. Historic Site Tours	<b>14 (1.79%)</b>	<b>12 (1.82%)</b>
10. Falmouth Retrospective	<b>13 (1.66%)</b>	<b>11 (1.67%)</b>

Falmouth Heritage Museum



# Website Activity

November 2021 – “Who”

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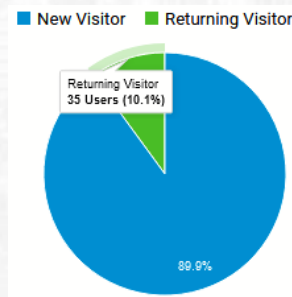
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Device Category	Acquisition		
	Users	New Users	Sessions
	320 % of Total: 100.00% (320)	313 % of Total: 100.00% (313)	428 % of Total: 100.00% (428)
1. desktop	176 (55.00%)	170 (54.31%)	258 (60.28%)
2. mobile	141 (44.06%)	140 (44.73%)	167 (39.02%)
3. tablet	3 (0.94%)	3 (0.96%)	3 (0.70%)

Country	Users	% Users
1. United States	220	68.32%
2. China	86	26.71%
3. Canada	3	0.93%
4. India	3	0.93%
5. United Kingdom	2	0.62%
6. Indonesia	2	0.62%
7. United Arab Emirates	1	0.31%
8. Bulgaria	1	0.31%
9. France	1	0.31%
10. Kuwait	1	0.31%

City	Users	% Users
1. (not set)	60	18.18%
2. Shanghai	35	10.61%
3. Falmouth	34	10.30%
4. Boston	21	6.36%
5. Columbus	18	5.45%
6. Yarmouth	16	4.85%
7. Portland	11	3.33%
8. Zhengzhou	7	2.12%
9. New York	6	1.82%
10. Boardman	6	1.82%

*Who are they?*

*How do they get here?*

*Where do they come from?*

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# Facebook Activity

November 2021

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## Barely alive this month for lack of activity



*Fun Fact: 15% of our Facebook traffic is people looking for that "other" Falmouth*

*No posts in November*

*No recent post reporting*

### Insights

Last 28 days : Nov 8 - Dec 5

People reached **15** ▼ 6%

Post engagements **0** ▼ 100%

Page likes **8** ▲ 300%

Facebook Page Reach

15 ▼ 42.3%



Falmouth Heritage Museum



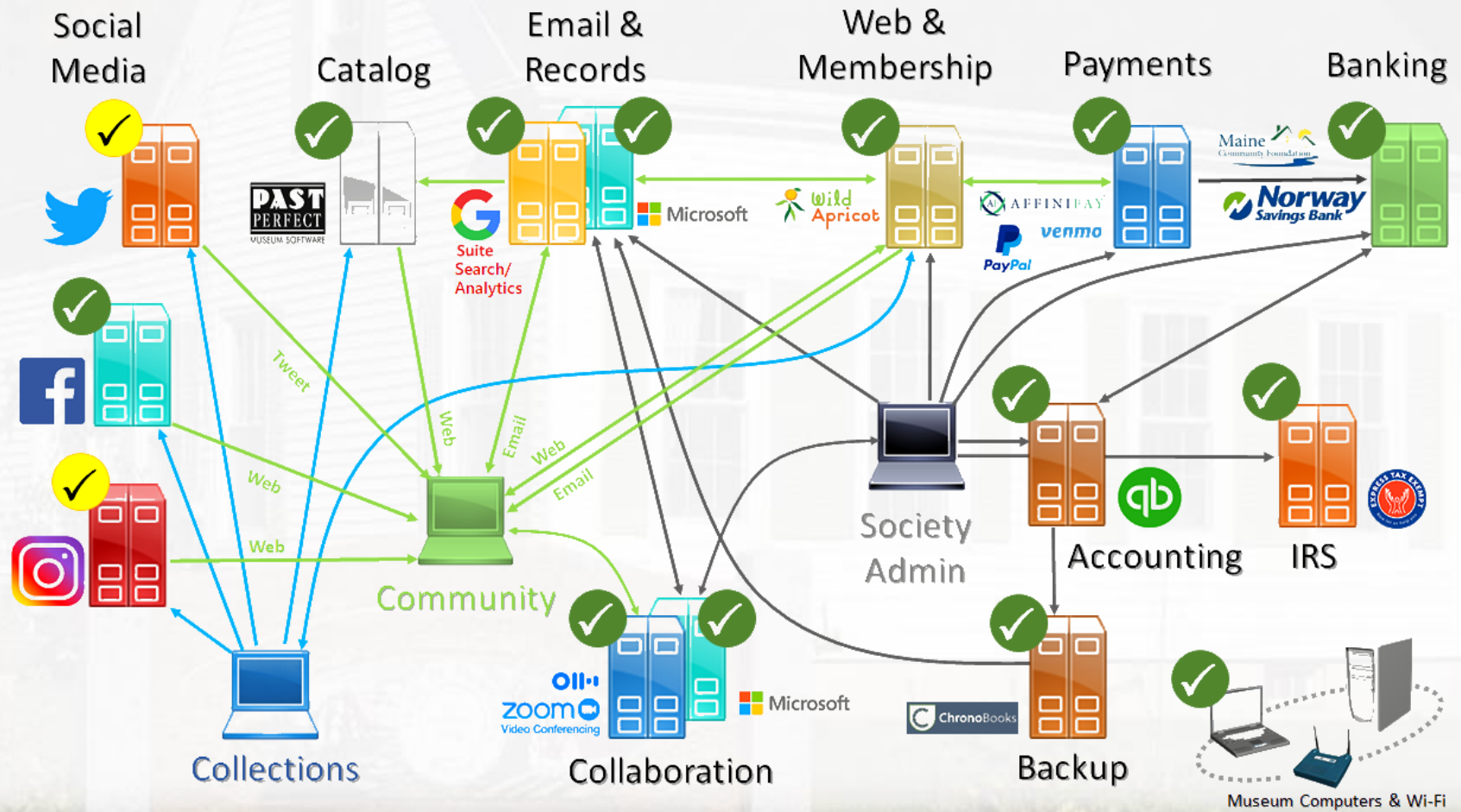
# System Status

December 2021

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# Development

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New Business

## Ronald Perkins

- Falmouth native & son of a former Falmouth town clerk
- Graduate of FHS & UMaine
- Successful entrepreneur
- Family historian
- Philanthropist



## Made a substantial donation to FHS

- Half earmarked for a scholarship for “a Falmouth High School graduating senior that has demonstrated an interest in town history and/or good citizenship through such activities as volunteer work for local not-for-profit organizations”
- Plans to sustain the scholarship with an annual grant

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# New Business

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