



# Board Meeting

The Falmouth Historical Society

January 11, 2022

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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## Annual meeting

- Tuesday, January 18<sup>th</sup>, 7:00 p.m., via Zoom
- Agenda
  - Business Meeting including short committee reports
  - Your Town's Attic in 2021  
Acquisition Highlights
  - Historical Sites on the Foreside  
Mackworth Island and Fort New Casco



Falmouth Heritage Museum



# Secretary's Report

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## Minutes for November & December Meetings

### Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	60	18	3	81
Members pending renewal	7	1		8
Total	67	19	3	89
Lapsed	14	2		16

Falmouth Heritage Museum



# Treasurer's Report

## Agenda

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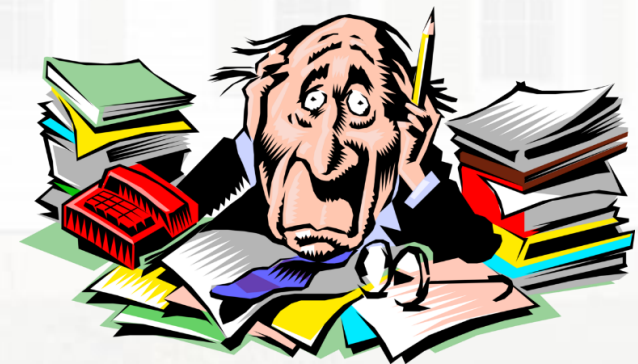
## Financial Report

### Non-profit reports

- Balance sheet added to monthly treasurer's report
- Additional reports will be added post-Covid showing expenses by program
- Relevant to tax return and potential donors

Now able to handle payments via Venmo

- @thefhs doesn't appear automatically



Falmouth Heritage Museum



# Treasurer's Report

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## Financial Report

### ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$1,030.73	\$688.92	\$11,843.41
Maine Community Foundation—The FHS Fund		\$15,387.35
PayPal		\$0.00
Venmo		\$0.00
Accounts receivable =	\$0.00	
Accounts payable =	\$162.51	
Sales tax payable =	\$29.81	

Falmouth Heritage Museum



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## LIQUIDITY

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Operating Accounts Balance \$13,563

Plus Accounts Receivable \$0

Less Accounts Payable + Sales Tax \$163

Less Remaining Budgeted Expenses \$5,350

Less Grant Restrictions \$3,000

Plus Estimated Revenue from

Dues/Donations \$2,540

**Projected Fiscal Year-End Balance \$7,590** ←

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Days Cash on Hand 365 ←

Falmouth Heritage Museum



# Treasurer's Report

## BALANCE SHEET

Assets	Without Donor Restrictions	With Donor Restrictions	Total
Checking	1,720		1,720
Savings	8,843	3,000	11,843
Inventory	3,779		3,779
Petty Cash	117		117
Undeposited Funds			
Accounts Receivable			
<b>Total Current Assets</b>	<b>14,459</b>	<b>3,000</b>	<b>17,459</b>
Land and Buildings	265,100		265,100
Fire Truck	35,000		35,000
Investments	15,387		15,387
<b>Total Long-Term Assets</b>	<b>315,487</b>		<b>315,487</b>
<b>Total Assets</b>	<b>329,946</b>	<b>3,000</b>	<b>332,946</b>
<b>Liabilities</b>			
Accounts Payable	163		163
Maine Revenue Services Payable	30		30
<b>Total Current Liabilities</b>	<b>203</b>		<b>203</b>
<b>Total Liabilities</b>	<b>203</b>		<b>203</b>
<b>Net Assets</b>			
Net Assets Beginning of Year	326,989		326,989
Change in Net Assets	2,794	3,000	5,794
<b>Current Net Assets</b>	<b>329,783</b>	<b>3,000</b>	<b>332,783</b>
<b>Total Liabilities and Net Assets</b>	<b>329,946</b>	<b>3,000</b>	<b>332,946</b>



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## PERFORMANCE

Budget vs. Actuals: FY22 - FY22 P&L

July - December, 2021

	ACTUAL	TOTAL	
		BUDGET	OVER BUDGET
Revenue	\$13,747	\$0	\$13,747
Cost of Goods Sold	\$450	\$0	\$450
<b>GROSS PROFIT</b>	<b>\$13,297</b>	<b>\$0</b>	<b>\$13,297</b>
<b>Expenditures</b>			
Directed Donations		1,754	-1,754
Fees	169	80	89
Information Services		0	0
Insurance	225	0	225
Maintenance	1,576	512	1,064
Membership	98	98	0
Misc	18	30	-12
Office Expense	768	370	398
Utilities	1,481	1,480	1
<b>Total Expenditures</b>	<b>\$4,333</b>	<b>\$4,324</b>	<b>\$9</b>
<b>NET OPERATING REVENUE</b>	<b>\$8,964</b>	<b>\$ -4,324</b>	<b>\$13,288</b>



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## INCOME AND EXPENSE

### Statement of Activity

July 1, 2021 - January 8, 2022

	JUL 2021	AUG 2021	SEP 2021	OCT 2021	NOV 2021	DEC 2021	JAN 1-8, 2022	TOTAL
Revenue								
Discounts given			-1.89	-2.86		-0.94		\$ -5.69
Donations	421.93	86.02	75.88	310.45	180.69	3,490.00		\$4,564.97
Dues	140.00		100.00	90.00	30.00	200.00	280.00	\$840.00
Grant						3,000.00		\$3,000.00
Investments	0.04	0.03	0.03	5,000.10	0.12	0.23		\$5,000.55
Sales			190.52	188.55		117.52		\$496.59
Sales of Product Revenue				7.58		123.24		\$130.82
<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>\$6,930.05</b>	<b>\$280.00</b>	<b>\$14,027.24</b>
Cost of Goods Sold	\$0.00	\$0.00	\$160.80	\$99.20	\$0.00	\$183.61	\$0.00	\$443.61
<b>GROSS PROFIT</b>	<b>\$561.97</b>	<b>\$86.05</b>	<b>\$203.74</b>	<b>\$5,494.62</b>	<b>\$210.81</b>	<b>\$6,746.44</b>	<b>\$280.00</b>	<b>\$13,583.63</b>
Expenditures								
Fees		148.90		20.00				\$168.90
Insurance						225.00		\$225.00
Maintenance	73.83		312.00	199.00	290.69	700.00		\$1,575.52
Membership					98.00		35.00	\$133.00
Misc	3.49	2.55		7.25	2.11	2.18	6.43	\$24.01
Office Expense	516.10	80.33	75.88	95.45			160.00	\$927.76
Utilities	217.34	210.28	212.75	323.80	290.09	226.24		\$1,480.50
<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>\$1,153.42</b>	<b>\$201.43</b>	<b>\$4,534.69</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -248.79</b>	<b>\$ -356.01</b>	<b>\$ -396.89</b>	<b>\$4,849.12</b>	<b>\$ -470.08</b>	<b>\$5,593.02</b>	<b>\$78.57</b>	<b>\$9,048.94</b>

Falmouth Heritage Museum



# Treasurer's Report

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New Business

## SALES ACTIVITY

Sales by Product/Service Summary

July 1, 2021 - January 8, 2022

	TOTAL						
	QUANTITY	AMOUNT	% OF SALES	AVG PRICE	COGS	GROSS MARGIN	GROSS MARGIN %
Books		250.23	45.67 %		211.20		
Clothing		98.58	17.99 %		74.07		
Magnets		5.68	1.04 %		4.80		
Maps		6.64	1.21 %		5.60		
Other		96.70	17.65 %		82.40		
Throw/Coverlets		42.65	7.78 %		36.00		
Totes		47.40	8.65 %		29.54		
<b>TOTAL</b>		<b>\$547.88</b>	<b>100.00 %</b>		<b>\$443.61</b>		

Falmouth Heritage Museum



# Programs Committee

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New Business

## Nothing significant to report

A wooden sign for the Falmouth Heritage Museum is positioned in the foreground. It features a circular logo with a ship and a building, similar to the historical society logo, and the text "Falmouth Heritage Museum" below it. The sign is set against a background of a white, two-story house with a porch and a chimney, partially obscured by a light flare effect.

Falmouth Heritage Museum



# Museum Operations & Exhibits Committee

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New Business

Nothing significant to report

**NOTICE**  
**CLOSED FOR**  
**WINTER**

Falmouth Heritage Museum



# Collections Committee

## Agenda

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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	315
<b>Total</b>	<b>1,157</b>

Falmouth Heritage Museum



# Local History

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New Business

## Responses to Inquiries

Conducted research; received/responded via email

	Nov
Collections	-
Family History	2
Property History	2
Local History	2
<b>Total</b>	<b>6</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 / 0	
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	

**NO CHANGE  
THIS MONTH**

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# Communications Committee

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New Business

## Nothing significant to report



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# Merchandise Committee

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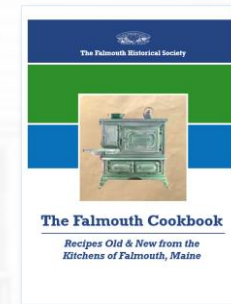
Committee Reports

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Nothing significant to report

## Cookbook

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



## Tote & Beanies



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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	<del>\$57.88</del>	\$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>

**NO CHANGE  
THIS MONTH**

Potential profit after investment is recovered: \$710

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# Museum Building & Grounds Committee

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New Business

## Sump Pump

- GFCI breaker popped
- Sump well overflowed
- Breaker reset and pump working



Falmouth Heritage Museum



# Website Activity

December 2021 – “What”

## Agenda

President’s Remarks

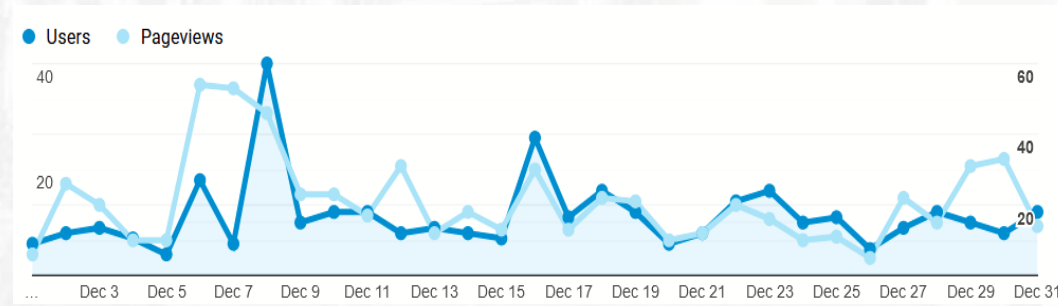
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Page ?	Pageviews ? ↓	Unique Pageviews ?
	<b>647</b> % of Total: 100.00% (647)	<b>534</b> % of Total: 100.00% (534)
1. Home	<b>281 (43.43%)</b>	226 (42.32%)
2. About Falmouth – Colonial Origins	<b>45 (6.96%)</b>	40 (7.49%)
3. Falmouth Historical Maps	<b>22 (3.40%)</b>	21 (3.93%)
4. About Family References	<b>18 (2.78%)</b>	16 (3.00%)
5. About Falmouth – From Town to...	<b>17 (2.63%)</b>	13 (2.43%)
6. Falmouth History References	<b>16 (2.47%)</b>	13 (2.43%)
7. Falmouth Retrospective	<b>12 (1.85%)</b>	8 (1.50%)
8. Upcoming Events	<b>11 (1.70%)</b>	10 (1.87%)
9. Historic Site Tours	<b>10 (1.55%)</b>	7 (1.31%)
10. 2022 Annual Meeting	<b>9 (1.39%)</b>	6 (1.12%)

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# Website Activity

December 2021 – “Who”

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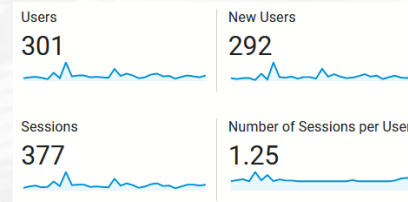
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Device Category	Acquisition		
	Users	New Users	Sessions
	301 % of Total: 100.00% (301)	292 % of Total: 100.00% (292)	377 % of Total: 100.00% (377)
1. desktop	230 (76.41%)	224 (76.71%)	297 (78.78%)
2. mobile	68 (22.59%)	66 (22.60%)	77 (20.42%)
3. tablet	3 (1.00%)	2 (0.68%)	3 (0.80%)

Country	Users	% Users
1. United States	219	72.76%
2. China	57	18.94%
3. United Kingdom	5	1.66%
4. Canada	4	1.33%
5. India	3	1.00%
6. Australia	2	0.66%
7. Germany	2	0.66%
8. Indonesia	2	0.66%
9. Pakistan	2	0.66%
10. Greece	1	0.33%

City	Users	% Users
1. (not set)	65	21.38%
2. Ashburn	39	12.83%
3. Columbus	30	9.87%
4. Falmouth	24	7.89%
5. Portland	14	4.61%
6. Shanghai	10	3.29%
7. Coffeyville	8	2.63%
8. Boston	5	1.64%
9. Zhengzhou	4	1.32%
10. Manchester	4	1.32%

*Who are they?*

*How do they get here?*

*Where do they come from?*

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# Facebook Activity

December 2021

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*One post in December*

*Facebook changed its monitoring tools;  
still learning how to use the new tools.*

**171**

**People reached** ⓘ

0% from boosted posts

171 organic

0 paid

**15**

**Post engagements** ⓘ

**11 reactions**

2 on post

9 on shares

**1 share**

1 on post

0 on shares

**1 comment**

0 on post

1 on shares

**2 clicks**

1 photo clicks

0 link clicks

0 clicks to play

1 other clicks

Falmouth Heritage Museum



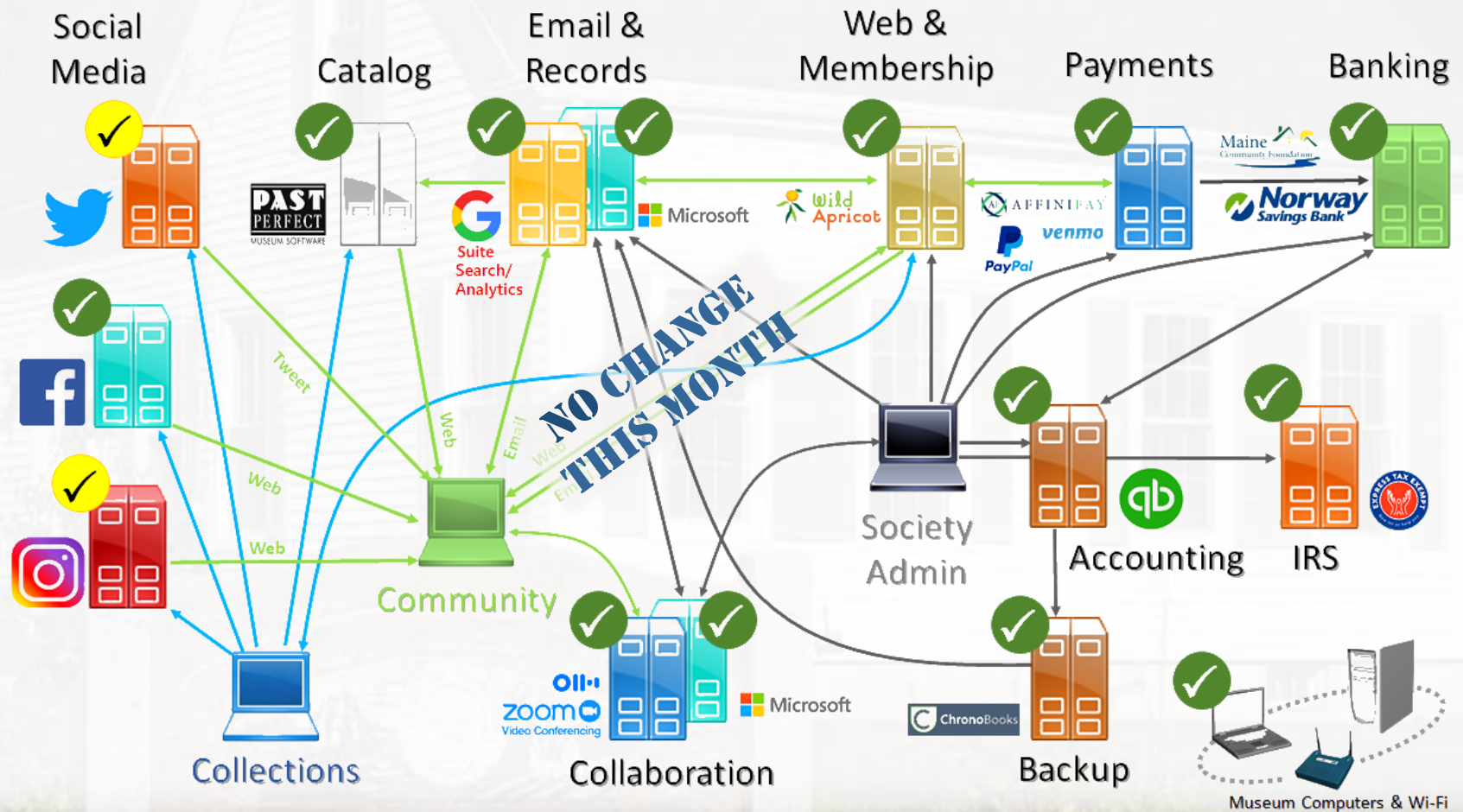
# System Status

January 2022

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# Development

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## Perkins Family Philanthropy

2021	Dues	Donations	Grants
Ronald Perkins	\$100	\$2,500	\$2,500
Patricia Perkins Dienst			\$500

2022	Dues	Donations	Grants
Ronald Perkins		\$500	\$2,500
Geraldine Perkins Baudin		\$250	\$1,250
Laurence Perkins		\$250	\$1,250

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# New Business

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