



Board Meeting

The Falmouth Historical Society

April 5, 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



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New Business

Almost time for us to awaken
from winter hibernation

- Re-opening the Museum
- Memorial Day Parade?
- Table at the June elections?



Your president is woefully behind
on his list of chores

We'll need everybody's help to get
everything moving this spring

Falmouth Heritage Museum



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Minutes for March Meeting

Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	38	7	3	48
Members pending renewal	30	12		42
Total	68	19	3	90
Lapsed	8	1		10

Renewal Time!

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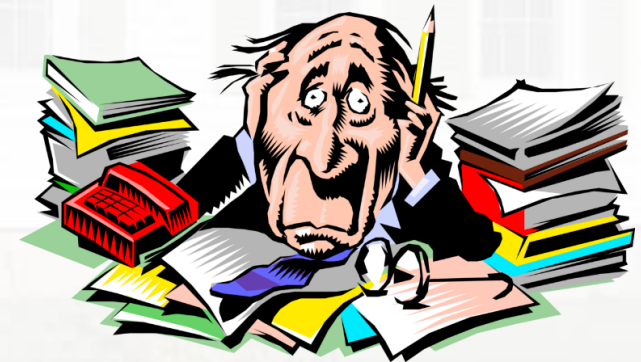
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Financial Report

February and March reports were rushed

- Board meetings took place on the 1st of the month
- Error in Statement of Financial Position
 - Problems with formulas in Word means many calculations done by hand
 - Similar issue with Liquidity Statement
- Solution is to move calculations to an Excel spreadsheet
 - Already done for budget, tax filing, and new merchandise



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ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$729.79	\$300.56	\$11,644.54
Maine Community Foundation—The FHS Fund		\$15,820.54
PayPal		\$0.05
Venmo		\$0.00
Accounts receivable = \$0.00		
Accounts payable = \$185.86		
Sales tax payable = \$0.00		

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LIQUIDITY

Operating Accounts Balance \$12,675

Plus Accounts Receivable \$0

Less Accounts Payable + Sales Tax \$186

Less Remaining Budgeted Expenses \$4,285

Includes \$1,300 unbudgeted maintenance expenses for basement



Less Grant Restrictions \$5,500

Plus Estimated Revenue from Dues/Donations \$2,265

Projected Fiscal Year-End Balance \$4,969



Days Cash on Hand 255

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New Business

STATEMENT OF FINANCIAL POSITION

Assets	Without Donor Restrictions	With Donor Restrictions	Total
Checking	1,030		1,030
Savings	6,145	5,500	11,645
Inventory	3,773		3,773
Petty Cash	117		117
Undeposited Funds			
Accounts Receivable			
Total Current Assets	11,065	5,500	16,565
Land and Buildings	265,100		265,100
Fire Truck	35,000		35,000
Investments	15,821		15,821
Total Long-Term Assets	315,921		315,921
Total Assets	326,986	5,500	332,486
Liabilities			
Accounts Payable	186		186
Maine Revenue Services Payable	0		0
Total Current Liabilities	186		186
Total Liabilities	186		186
Net Assets			
Net Assets Beginning of Year	326,989		326,989
Change in Net Assets	-189	5,500	5,311
Current Net Assets	326,800	5,500	332,300
Total Liabilities and Net Assets	326,986	5,500	332,486

Form 990 would include a net accrual adjustment to current unrestricted assets.

Unrestricted savings was overstated by \$3,000 in the March report.

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PERFORMANCE

Budget vs. Actuals: FY22 - FY22 P&L

July 2021 - March 2022

	ACTUAL	TOTAL BUDGET	OVER BUDGET
Revenue	\$17,579	\$0	\$17,579
Cost of Goods Sold	\$520	\$0	\$520
GROSS PROFIT	\$17,059	\$0	\$17,059
Expenditures			
Directed Donations		2,011	-2,011
Fees	204	115	89
Information Services	1,193	1,193	0
Insurance	225	225	0
Maintenance	1,544	512	1,032
Membership	388	308	80
Misc	33	45	-12
Office Expense	1,125	605	520
Utilities	2,566	2,297	269
Total Expenditures	\$7,278	\$7,311	\$ -33
NET OPERATING REVENUE	\$9,780	\$ -7,311	\$17,091



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STATEMENT OF ACTIVITY

Statement of Activity
July 2021 - March 2022

	JUL 2021	AUG 2021	SEP 2021	OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2022	TOTAL
Revenue										
Discounts given			-1.89	-2.86		-0.94		-7.59		\$ -13.28
Donations	361.93	86.02	75.88	310.45	180.69	3,490.00	135.00	122.60	74.95	\$4,837.52
Dues	140.00		100.00	90.00	30.00	200.00	310.00	190.00	460.00	\$1,520.00
Grant						3,000.00			2,500.00	\$5,500.00
Investments	0.04	0.03	0.03	5,000.10	0.12	0.23	0.26	0.23	0.29	\$5,001.33
Sales			190.52	188.55		117.52		39.81		\$536.40
Sales of Product Revenue				7.58		123.24		66.36		\$197.18
Total Revenue	\$501.97	\$86.05	\$364.54	\$5,593.82	\$210.81	\$6,930.05	\$445.26	\$411.41	\$3,035.24	\$17,579.15
Cost of Goods Sold	\$0.00	\$0.00	\$160.80	\$99.20	\$0.00	\$183.61	\$0.00	\$76.86	\$0.00	\$520.47
GROSS PROFIT	\$501.97	\$86.05	\$203.74	\$5,494.62	\$210.81	\$6,746.44	\$445.26	\$334.55	\$3,035.24	\$17,058.68
Expenditures										
Fees		148.90		20.00				35.00	0.32	\$204.22
Information Services								165.36	1,028.00	\$1,193.36
Insurance						225.00				\$225.00
Maintenance	42.19		312.00	199.00	290.69	700.00				\$1,543.88
Membership					98.00		95.00	195.00		\$388.00
Misc	3.49	2.55		7.25	2.11	2.18	6.43	2.63	6.55	\$33.19
Office Expense	516.10	80.33	75.88	95.45			235.00	122.00		\$1,124.76
Utilities	217.34	210.28	212.75	323.80	290.09	226.24	330.07	360.49	394.98	\$2,566.04
Total Expenditures	\$779.12	\$442.06	\$600.63	\$645.50	\$680.89	\$1,153.42	\$666.50	\$880.48	\$1,429.85	\$7,278.45
NET OPERATING REVENUE	\$ -277.15	\$ -356.01	\$ -396.89	\$4,849.12	\$ -470.08	\$5,593.02	\$ -221.24	\$ -545.93	\$1,605.39	\$9,780.23



Programs Committee

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New Business

Marion Perkins Memorial Scholarship

Decision needed

- Amount \$3,000 ✓
- Process School ✓
- Type TBD
- Criteria Draft

Clearance

- Donors Tentative
- School In process



Falmouth Heritage Museum



Museum Operations & Exhibits Committee

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New Business

Preparing to re-open

- Light cleaning on the main floor
- Heavy cleaning in the basement

Summer Schedule

- Tuesdays, 9:00-3:00
 - Except Jun 14 (Election Day)
 - Days after a holiday? May 31, Jul 5, Sep 6, Oct 11
- Jun 7 through Oct 4 (15 days)?



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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	315
Total	1,144

NO CHANGE THIS MONTH

Falmouth Heritage Museum



Local History

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New Business

Responses to Inquiries

Conducted research; received/responded via email

	March
Collections	-
Family History	4
Property History	1
Local History	-
Total	5

More family history inquiries than usual

- One sought help planning a “genealogical tourism” visit

Property history request was complicated

- From realtor seeking history on home
- 100-acre tract on Blackstrap
- Another case in which the 1955 town plat was key

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Local History

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New Business

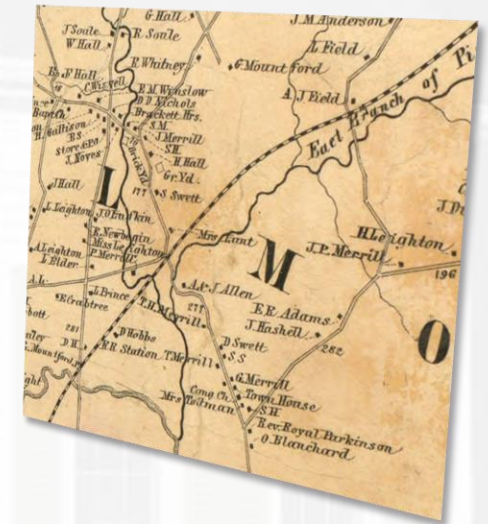
Growth in property history research

- Driven by home sales
- More difficult than family history

FHS well-equipped to respond

- Proven research methodology
- Familiar with resources and tools
- Unique resources at Museum
- Online access to public resources

FHS has been reconstructing the narrative for Falmouth homes one by one



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Local History

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New Business

Today each request starts from scratch

- Begins with by gathering data from separate databases or files

A process ripe for streamlining

- Build a database starting with the older homes
- Base on the extract from the assessor's database
- Add data from the binders, the GPL survey, and completed property histories (if done)

Goal is to have a central repository



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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

The Mailing draws near!

- Expected to have it out last month

Social media



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Merchandise Committee

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New Business

Nothing significant to report

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	\$569.70
Expense from Inventory			
Cost of Goods Sold	\$44.87	\$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	\$446.46

**NO CHANGE
THIS MONTH**

Potential profit after investment is recovered: \$710

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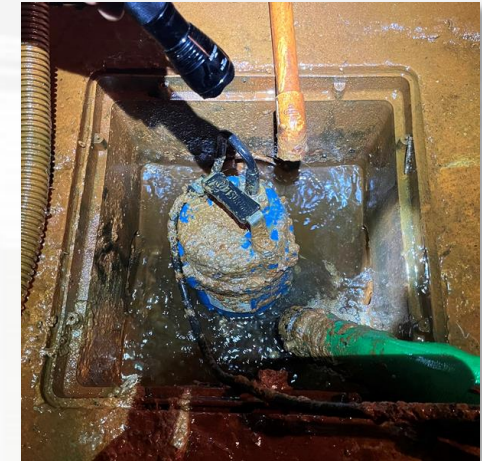
New Business

Sump Failure

- Electrical failure (GFCI breaker)
- Sump pump failure
 - In service for less than two years
 - Should be covered by warranty
- Possible sump wall fracture
- Well overflowed

Sump Well Overflow

- ServiceMaster pumped out water
- Left temporary pump
- Still overflowing but not as severely



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New Business

“Gonna need a bigger boat”

- 1/2 hp pump can't keep up
- Upgrade to a 1 hp pump

Warranty replacement pump

- 1/2 hp as backup/supplement

Replace electrical outlet

Install sensor for remote alerts of well overflow

Establish year-round schedule for regular cleaning of pump





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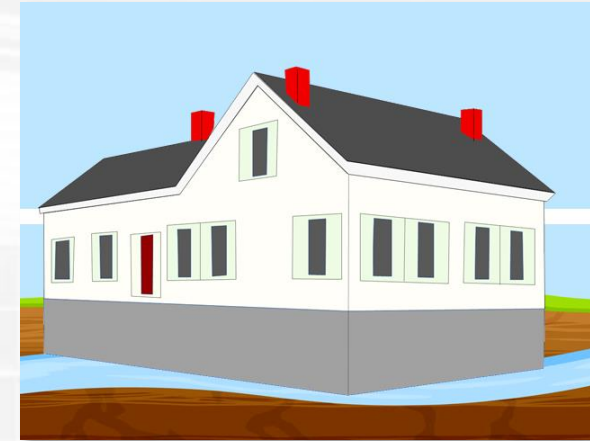
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New Business

Root problem is terrain

- Original soil condition unknown but believed to be marshy
- Area excavated for basement
- Surrounding area filled with soil and a lot of rocks
- Subsequent nearby modifications
- Increase in volume of water entering sump well



Museum seems to be atop an underground stream

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New Business

Need a long-term solution

- Bring in experts with experience solving serious drainage problems
- Have identified two companies

Solution is likely to be costly

- Well-defined and urgent expense
- Good candidate for a grant



Falmouth Heritage Museum



Website Activity

February-March 2022 – “What”

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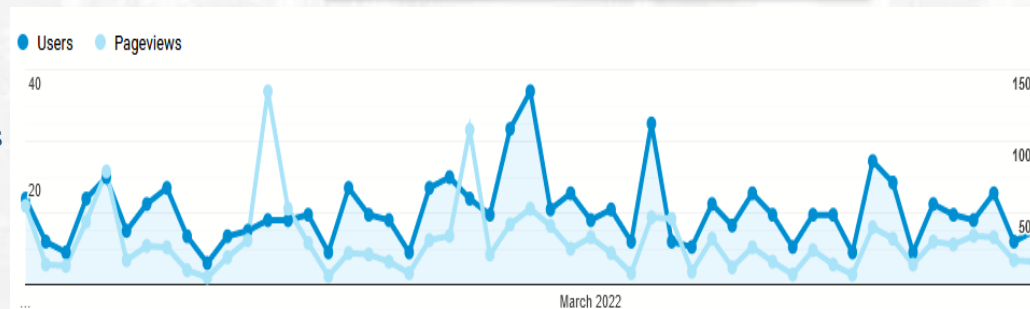
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New Business

- Period shown is 02/01-03/23
- Heavy burst of activity on website
 - 03/24 12:00-2:30 p.m.
 - 380 “users” from around the world visited the home page a total of 808 times (2x402)



Page ?	Pageviews ? ↓	Unique Pageviews ?
	1,532 % of Total: 100.00% (1,532)	1,203 % of Total: 100.00% (1,203)
1. Home	423 (27.61%)	342 (28.43%)
2. About Falmouth – Colonial Origins	170 (11.10%)	147 (12.22%)
3. Falmouth Historical Maps	77 (5.03%)	67 (5.57%)
4. About FHS	36 (2.35%)	26 (2.16%)
5. About Falmouth – Colonial Origins	36 (2.35%)	31 (2.58%)
6. Bookstore	35 (2.28%)	13 (1.08%)
7. Falmouth History References	31 (2.02%)	25 (2.08%)
8. Falmouth Family References	29 (1.89%)	25 (2.08%)
9. Board of Directors	26 (1.70%)	21 (1.75%)
10. Bookstore	26 (1.70%)	16 (1.33%)

Falmouth Heritage Museum



Website Activity

February-March 2022 – “Who”

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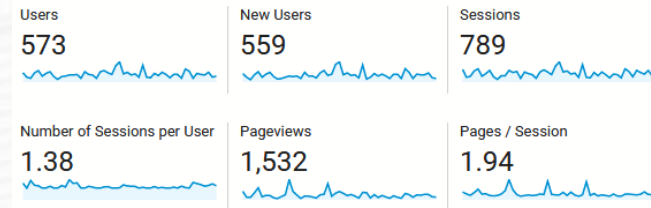
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New Business



Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	573 % of Total: 100.00% (573)	559 % of Total: 100.00% (559)	789 % of Total: 100.00% (789)
1. desktop	442 (77.14%)	430 (76.92%)	610 (77.31%)
2. mobile	122 (21.29%)	120 (21.47%)	163 (20.66%)
3. tablet	9 (1.57%)	9 (1.61%)	16 (2.03%)

Country	Users	% Users
1. United States	446	77.84%
2. China	88	15.36%
3. United Kingdom	8	1.40%
4. Ireland	6	1.05%
5. (not set)	4	0.70%
6. France	3	0.52%
7. India	3	0.52%
8. Canada	2	0.35%
9. Switzerland	2	0.35%
10. Germany	2	0.35%



City	Users	% Users
1. (not set)	112	19.15%
2. Falmouth	59	10.09%
3. Columbus	40	6.84%
4. Coffeyville	25	4.27%
5. Portland	24	4.10%
6. Boston	15	2.56%
7. New York	13	2.22%
8. Yarmouth	13	2.22%
9. South Portland	10	1.71%
10. Washington	10	1.71%

Who are they?

How do they get here?

Where do they come from?

Falmouth Heritage Museum



Facebook Activity

February-March 2022

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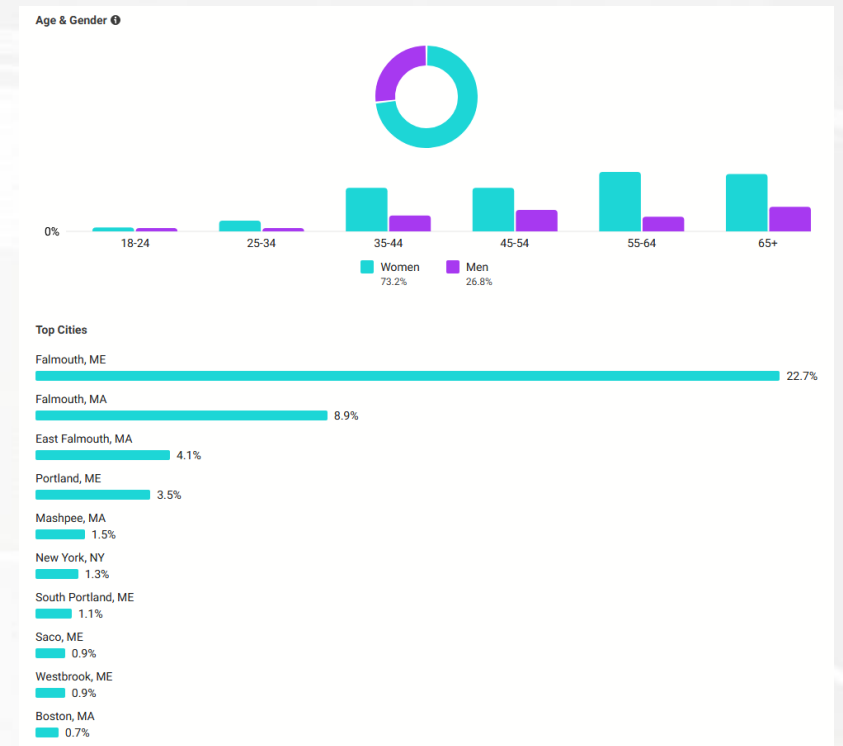
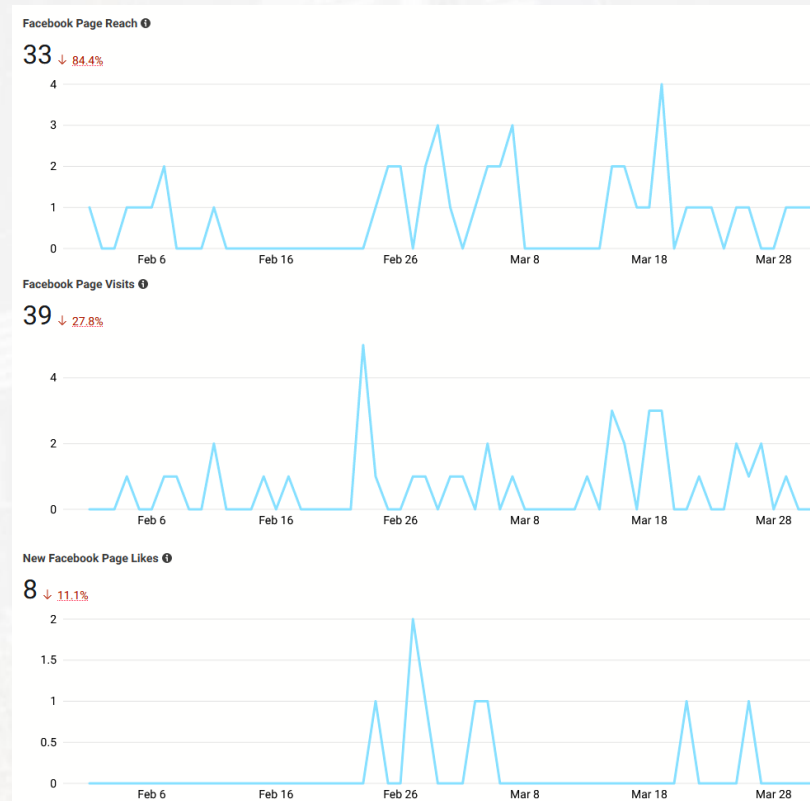
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New Business

No posts in Feb or Mar





System Status

April 2022

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Larry Perkins donated \$2,500 towards the 2023 fund

New Silver Sponsor:



Gold Sponsor renewed:



Falmouth Lions Club

Falmouth, Maine - United States

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New Business

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