



Board Meeting

The Falmouth Historical Society

June 7, 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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Our busy season is upon us

We are gaining ground across the board:

- Reopened the museum and resumed in-person activities
- Continue to conduct virtual activities plus general and administrative functions

The challenge is balancing our “brick and mortar” and online museums



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May minutes approved online

Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	38	6	4	48
Members pending renewal	33	15		48
Total	71	21	4	96 ←
Lapsed	8	1		9

Renewal Time!

Falmouth Heritage Museum



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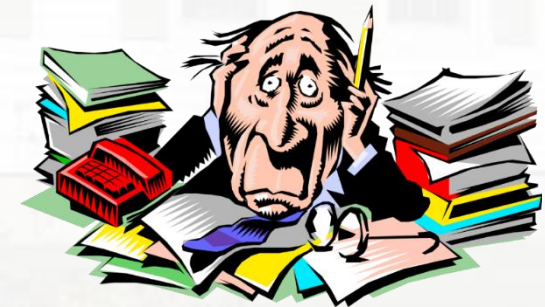
New Business

Financial Report

Back in the black

Time to build the FY23 budget

- Zero-based approach has worked well
- Any suggestions?
- Should we move septic pumping to FY23?



Falmouth Heritage Museum



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ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$1,422.01	\$223.45	\$5,645.01
Maine Community Foundation—The FHS Fund		\$15,008.05
PayPal		\$0.05
Venmo		\$0.00

Accounts receivable = **\$0.00**

Accounts payable = **\$181.97**

Sales tax payable = **\$8.24**

\$3,000 check on 06/02/22 for Perkins scholarship and in hand of recipient is shown as expensed even though has not cleared bank

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LIQUIDITY

June 6, 2022

Operating Accounts Balance	\$7,291
Plus Accounts Receivable	\$0
Less Accounts Payable + Sales Tax	\$190
Less Remaining Budgeted Expenses	\$1,365
Less Grant Restrictions	\$2,500
Plus Estimated Revenue from Dues/Donations	\$2,050
Projected Fiscal Year-End Balance	\$5,285
<hr/>	
Days Cash on Hand	174



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STATEMENT OF FINANCIAL POSITION

	June 6, 2022		
Assets	Without Donor Restrictions	With Donor Restrictions	Total
Checking	1,646		1,646
Savings	3,145	2,500	5,645
Inventory	3,658		3,658
Petty Cash	117		117
Undeposited Funds	0		0
Accounts Receivable	0		0
Total Current Assets	8,565	2,500	11,065
Land and Buildings	265,100		265,100
Fire Truck	35,000		35,000
Investments	15,008		15,008
Total Long-Term Assets	315,108		315,108
Total Assets	323,673	2,500	326,173
Liabilities			
Accounts Payable	182		182
Maine Revenue Service Payable	8		8
Total Current Liabilities	190		190
Total Liabilities	190		190
Net Assets			
Net Assets Beginning of Year	323,458		323,458
Change in Net Assets	25	2,500	2,525
Current Net Assets	323,483	2,500	325,983
Total Liabilities and Net Assets	323,673	2,500	326,173

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PERFORMANCE

July 2021 - May 2022

	ACTUAL	TOTAL BUDGET	OVER BUDGET
Revenue	\$18,336	\$0	\$18,336
Cost of Goods Sold	\$565	\$0	\$565
GROSS PROFIT	\$17,771	\$0	\$17,771
Expenditures			
Directed Donations		2,136	-2,136
Education		0	0
Fees	204	115	89
Information Services	1,193	1,193	0
Insurance	1,648	1,625	23
Maintenance	2,774	562	2,212
Membership	388	308	80
Misc	38	55	-17
Office Expense	1,125	780	345
Utilities	3,044	2,747	297
Total Expenditures	\$10,414	\$9,521	\$893
NET OPERATING REVENUE	\$7,356	\$ -9,521	\$16,877
NET REVENUE	\$7,356	\$ -9,521	\$16,877



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STATEMENT OF ACTIVITY

July 2021 - May 2022

	JUL 2021	AUG 2021	SEP 2021	OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022	TOTAL
Revenue												
Discounts given			-1.89	-2.86		-0.94		-7.59			-1.89	\$ -15.17
Donations	361.93	86.02	75.88	310.45	180.69	3,490.00	135.00	122.60	74.95	225.00	250.00	\$5,312.52
Dues	140.00		100.00	90.00	30.00	200.00	310.00	190.00	460.00	30.00	200.00	\$1,750.00
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	0.25	0.22	\$5,001.80
Sales			190.52	188.55		117.52		39.81			53.07	\$589.47
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	\$255.25	\$501.40	\$18,335.80
Cost of Goods Sold	\$0.00	\$0.00	\$160.80	\$99.20	\$0.00	\$183.61	\$0.00	\$76.86	\$0.00	\$0.00	\$44.80	\$565.27
GROSS PROFIT	\$501.97	\$86.05	\$203.74	\$5,494.62	\$210.81	\$6,746.44	\$445.26	\$334.55	\$3,035.24	\$255.25	\$456.60	\$17,770.53
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				1,423.00		\$1,648.00
Maintenance	42.19		312.00	199.00	290.69	700.00				1,230.10		\$2,773.98
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	3.94	1.15	\$38.28
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	236.47	241.14	\$3,043.65
Total Expenditures	\$779.12	\$442.06	\$600.63	\$645.50	\$680.89	\$1,153.42	\$666.50	\$880.48	\$1,429.85	\$2,893.51	\$242.29	\$10,414.25
NET OPERATING REVENUE	\$ -277.15	\$ -356.01	\$ -396.89	\$4,849.12	\$ -470.08	\$5,593.02	\$ -221.24	\$ -545.93	\$1,605.39	\$ -2,638.26	\$214.31	\$7,356.28

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New Business

SALES ACTIVITY

July 2021 - May 2022

	QUANTITY	AMOUNT	% OF SALES	AVG PRICE	COGS
Books		331.74	46.91 %		280.00
Clothing		128.91	18.23 %		97.39
Magnets		5.68	0.80 %		4.80
Maps		6.64	0.94 %		5.60
Other		96.70	13.68 %		82.40
Throw/Coverlets		42.65	6.03 %		36.00
Totes		94.80	13.41 %		59.08
TOTAL		\$707.12	100.00 %		\$565.27

NEW MERCHANDISE INVESTMENT

As of 06/01/22	Beanies	Totes	Total
Transfer of Cash to Inventory	\$274.30	\$295.40	\$569.70
Expense from Inventory			
Cost of Goods Sold	\$68.59	\$59.08	\$127.67
Income to Cash			
Margin on Goods Sold	\$26.21	\$35.72	\$61.93
Net			
Cash Tied Up in Inventory	\$179.50	\$200.60	\$380.10
Profit			\$0.00

NO CHANGE THIS MONTH

Falmouth Heritage Museum



Programs Committee

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New Business

Education

Falmouth Elementary 2nd Grade

- 140+ students
- Four groups across two days
- Half toured barn (Betsy) while the others toured museum (Sally)
- Visits lasted about 30 minutes
- Carefully planned and organized



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New Business

Education

Maps of Falmouth

- Presentation at Falmouth Memorial Library
- First hybrid event for both FML & FHS



Marion Perkins Scholarship

- \$3,000 grant by Perkins family
- Awarded to Charlie Adams, FHS '22
- Matched our selection criteria



Falmouth Heritage Museum



Museum Operations & Exhibits Committee

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New Business

Museum and barn made ready

- Water turned on
- Spring cleaning on 05/17
- Items put away for winter unpacked

Museum now open

- "By appointment" visitor on 05/24
- Public hours commenced today
 - Masks encouraged
 - Ventilation improved with pole fan
- Received compliments on appearance



Falmouth Heritage Museum



Collections Committee

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New Business

Digital Catalog



<https://thefhs.pastperfectonline.com/>

Archives	267
Photos	76
Library	487
Objects	333
Total	1,163

Photography of artifacts is underway

- Saturdays 10:00-2:00

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Local History

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New Business

Responses to Inquiries

Conducted research; received/responded via email

	April
Collections	-
Family History	-
Property History	1
Local History	1
Total	2

Light month for queries
(making up for it in June)

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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	✓	20 / 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

Postal mailing is still overdue!

Ramped up digital communications

- Three Facebook posts
 - One tied to a retrospective item
- Five more posts in hopper

Public presence

- Memorial Day parade
- Plan to have a tent at election
- Cumberland Fair?





Merchandise Committee

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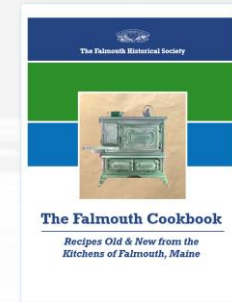
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New Business

Editing of the Falmouth Cookbook has resumed



Falmouth Heritage Museum



Museum Building & Grounds Committee

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New Business

Sump Status

- ✓ New GFCI breaker installed
- ✓ New, stronger (1 hp) pump installed
- Install wi-fi connected overflow alarm
- Clean/sanitize basement
- Repair or replace old (1/2 hp) pump
- Configure old pump for emergency use
- Schedule routine cleaning of pump
- Upgrade hose to increase capacity



Falmouth Heritage Museum



Website Activity

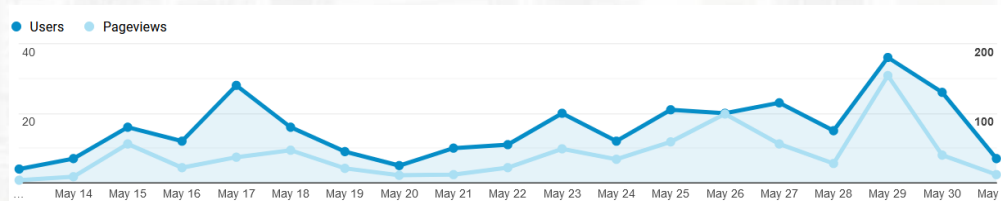
May 2022 – “What”

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Spike of unknown (but not obviously malicious) activity on 05/12

Charts reflect 05/13-31 to eliminate spike



Page ?	Pageviews ? ↓	Unique Pageviews ?
	772 % of Total: 100.00% (772)	522 % of Total: 100.00% (522)
1. Home	258 (33.42%)	161 (30.84%)
2. Retrospective-Memorial Day	42 (5.44%)	5 (0.96%)
3. Falmouth Historical Maps	34 (4.40%)	27 (5.17%)
4. Colonial Origins	34 (4.40%)	27 (5.17%)
5. Upcoming Events	27 (3.50%)	18 (3.45%)
6. Retrospective-First Newspaper	23 (2.98%)	3 (0.57%)
7. Falmouth Family Referecnes	16 (2.07%)	10 (1.92%)
8. From Town, to Destination...	15 (1.94%)	13 (2.49%)
9. Retrospective-Schoolmaster	15 (1.94%)	6 (1.15%)
10. Event-Memorial Day Parade	14 (1.81%)	14 (2.68%)

Falmouth Heritage Museum



Website Activity

May 2022 – “Who”

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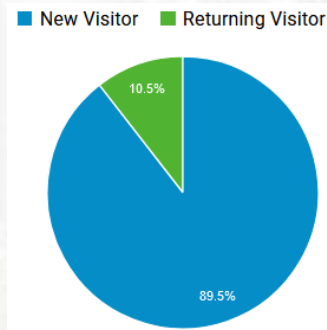
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Country	Users	% Users
1. United States	219	84.88%
2. China	29	11.24%
3. Ireland	6	2.33%
4. United Kingdom	1	0.39%
5. Honduras	1	0.39%
6. Poland	1	0.39%
7. (not set)	1	0.39%



Device Category	Acquisition		
	Users	New Users	Sessions
	258 % of Total: 100.00% (258)	246 % of Total: 100.00% (246)	332 % of Total: 100.00% (332)
1. desktop	169 (65.50%)	158 (64.23%)	222 (66.87%)
2. mobile	79 (30.62%)	78 (31.71%)	98 (29.52%)
3. tablet	10 (3.88%)	10 (4.07%)	12 (3.61%)

City	Users	% Users
1. (not set)	54	19.93%
2. Columbus	29	10.70%
3. Falmouth	28	10.33%
4. Gray	13	4.80%
5. New York	13	4.80%
6. Portland	10	3.69%
7. Cumberland	10	3.69%
8. Falmouth	7	2.58%
9. Dublin	6	2.21%
10. South Portland	6	2.21%

Who are they?

How do they get here?

Where do they come from?

Falmouth Heritage Museum



Facebook Activity

May 2022

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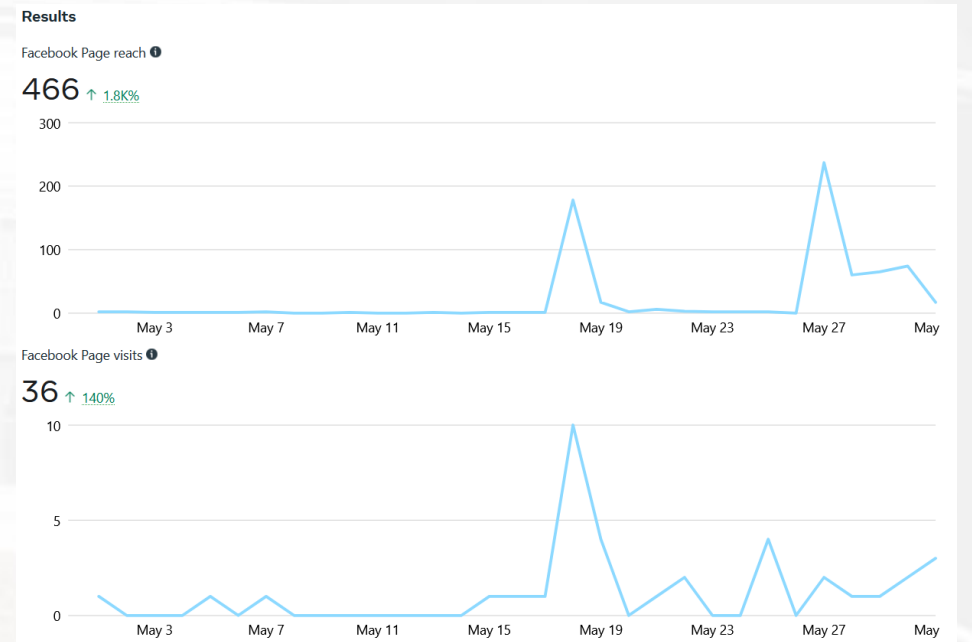
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Content				
Recent content ↓	Type	Reach ↑↓	Likes and reactio... ↑↓	
 Remembering the Greatest Genera... Sun May 29, 5:58pm	Post	124	4	
 Maps are key to understanding the... Fri May 27, 9:54am	Post	348	7	
 Spring Cleaning at the Falmouth H... Wed May 18, 6:12am	Post	213	14	



Falmouth Heritage Museum



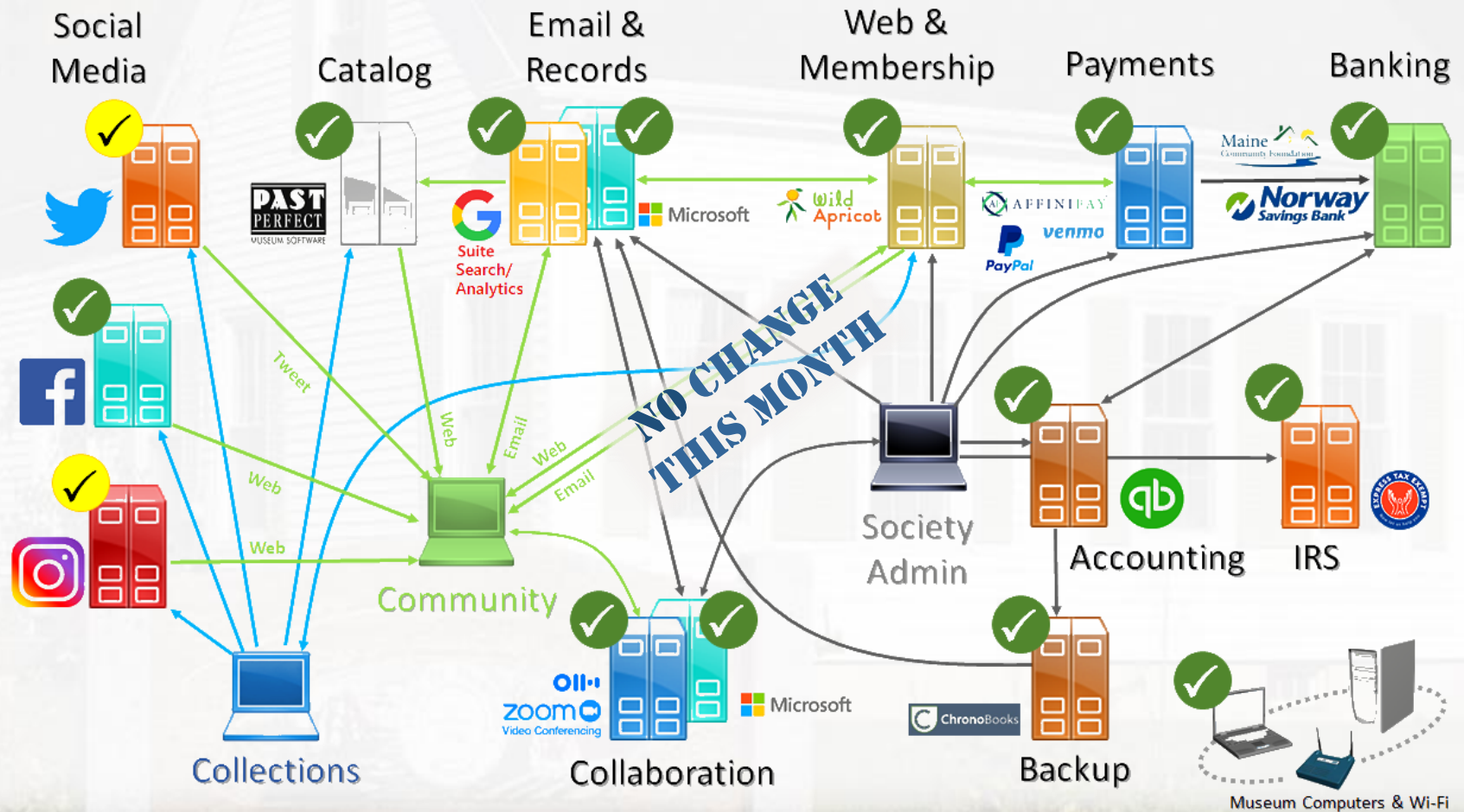
System Status

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Development

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New Business

Perkins family has pledged \$7,000 for 2022

- \$5,000 for scholarship
 - How should it be distributed?
\$2,500 x two years?
- \$2,000 for Society
- \$2,500 already received
- Meeting Ron Perkins in August



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