



# Board Meeting

The Falmouth Historical Society

October 4, 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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## On the final stretch

- Four events remaining
- Readyng the Museum for winter

## Transition to our winter rhythm

## Annual meeting in January



Falmouth Heritage Museum





# Secretary's Report

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## Minutes

## Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	49	9	4	62
Members pending renewal	26	10		36
Total	75	19	4	98
Lapsed	8	1		9



**Renewal Time!**

Falmouth Heritage Museum



# Treasurer's Report

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## Financial Report

Nothing dramatic this month

- A boring treasurer's report is a good treasurer's report

The “←” in reports highlights what your treasurer thinks is noteworthy



Falmouth Heritage Museum





# Treasurer's Report

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## ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$1,418.51	\$510.32	\$4,915.55
Maine Community Foundation—The FHS Fund		\$22,360.16
PayPal		\$1.05
Venmo		\$0.25
Accounts receivable = <b>\$0.00</b>		
Accounts payable = <b>\$248.14</b>		
Sales tax payable = <b>\$42.91</b>		

Falmouth Heritage Museum



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## LIQUIDITY

October 4, 2022

Operating Accounts Balance	\$6,846
Plus Accounts Receivable	\$0
Less Accounts Payable + Sales Tax	\$291
Less Remaining Budgeted Expenses	\$8,765
Less Grant Restrictions	\$2,500
Plus Estimated Revenue from Dues/Donations	\$5,460
<b>Estimated Fiscal Year-End Balance</b>	<b>\$750</b> ←
<hr/>	
Days Cash on Hand	159

Falmouth Heritage Museum





# Treasurer's Report

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### STATEMENT OF FINANCIAL POSITION

October 4, 2022

Assets	Without Donor Restrictions	With Donor Restrictions	Total	Liabilities			
Checking	1,930		1,930	Accounts Payable	248		248
Savings	2,416	2,500	4,916	Maine Revenue Service Payable	43		43
Inventory	3,277		3,277	Total Current Liabilities	<u>291</u>		<u>291</u>
Petty Cash	142		142	Total Liabilities	<u>291</u>		<u>291</u>
Undeposited Funds	0		0	<b>Net Assets</b>			
Accounts Receivable	0		0	Net Assets Beginning of Year	323,044	2,500	325,544
Total Current Assets	<u>7,765</u>	<u>2,500</u>	<u>10,265</u>	Change in Net Assets	<u>191,690</u>	<u>0</u>	<u>191,690</u>
Land and Buildings	449,900		449,900	Current Net Assets	<u>514,734</u>	<u>2,500</u>	<u>517,234</u>
Fire Truck	35,000		35,000	Total Liabilities and Net Assets	<u>515,025</u>	<u>2,500</u>	<u>517,525</u>
Investments	22,360		22,360	Change in Net Current Assets	<u>-1,211</u>	<u>0</u>	<u>-1,211</u>
Total Long-Term Assets	<u>507,260</u>		<u>507,260</u>				
Total Assets	<u>515,025</u>	<u>2,500</u>	<u>517,525</u>				



Falmouth Heritage Museum





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## PERFORMANCE

July - September, 2022

	ACTUAL	TOTAL BUDGET	OVER BUDGET
Revenue	\$1,266	\$0	\$1,266
Cost of Goods Sold	\$235	\$0	\$235
<b>GROSS PROFIT</b>	<b>\$1,031</b>	<b>\$0</b>	<b>\$1,031</b>
<b>Expenditures</b>			
Directed Donations		69	-69
Education		0	0
Fees	100	100	-0
Information Services		0	0
Insurance		0	0
Maintenance	763	412	351
Membership		0	0
Merchandise		0	0
Misc	16	15	1
Office Expense	491	366	125
Utilities	726	705	21
<b>Total Expenditures</b>	<b>\$2,096</b>	<b>\$1,667</b>	<b>\$429</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -1,065</b>	<b>\$ -1,667</b>	<b>\$602</b>



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## STATEMENT OF ACTIVITY

July 1 - October 3, 2022

	JUL 2022	AUG 2022	SEP 2022	OCT 1-3, 2022	TOTAL
<b>Revenue</b>					
Discounts given	-5.69	-11.30	-7.61	-1.90	\$ -26.50
Donations	8,555.91	61.00	200.00	30.99	\$8,847.90
Dues	190.00	100.00	100.00		\$390.00
Investments	-8,391.29	0.14	0.12		\$ -8,391.03
Sales	60.66	63.51	216.14	56.87	\$397.18
Sales of Product Revenue	23.70	23.70	87.21	45.50	\$180.11
<b>Total Revenue</b>	<b>\$433.29</b>	<b>\$237.05</b>	<b>\$595.86</b>	<b>\$131.46</b>	<b>\$1,397.66</b>
Cost of Goods Sold	\$65.97	\$27.57	\$141.66	\$76.74	\$311.94
<b>GROSS PROFIT</b>	<b>\$367.32</b>	<b>\$209.48</b>	<b>\$454.20</b>	<b>\$54.72</b>	<b>\$1,085.72</b>
<b>Expenditures</b>					
Fees		99.90			\$99.90
Maintenance		332.62	429.92	30.99	\$793.53
Merchandise				48.00	\$48.00
Misc	10.73	3.25	2.48	5.80	\$22.26
Office Expense	374.58	116.34			\$490.92
Utilities	231.89	246.43	248.14		\$726.46
<b>Total Expenditures</b>	<b>\$617.20</b>	<b>\$798.54</b>	<b>\$680.54</b>	<b>\$84.79</b>	<b>\$2,181.07</b>
<b>NET OPERATING REVENUE</b>	<b>\$ -249.88</b>	<b>\$ -589.06</b>	<b>\$ -226.34</b>	<b>\$ -30.07</b>	<b>\$ -1,095.35</b>



Falmouth Heritage Museum





# Treasurer's Report

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## SALES ACTIVITY

July 1 - October 3, 2022

	TOTAL						
	QUANTITY	AMOUNT	% OF SALES	AVG PRICE	COGS	GROSS MARGIN	GROSS MARGIN %
Books		204.75	42.44 %		151.20		
Clothing		30.33	6.29 %		23.32		
Magnets		2.84	0.59 %		2.40		
Maps		13.28	2.75 %		11.20		
Other		48.34	10.02 %		13.60		
Throw/Coverlets		42.65	8.84 %		36.00		
Totes		140.30	29.08 %		88.62		
<b>TOTAL</b>		<b>\$482.49</b>	<b>100.00 %</b>		<b>\$326.34</b>		

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## NEW MERCHANDISE INVESTMENT

As of 10/03/22	Beanies	Totes	Total
Transfer of Cash to Inventory	\$274.30	\$295.40	<b>\$569.70</b>
Expense from Inventory			
Cost of Goods Sold	\$83.32	\$147.70	\$231.02
Income to Cash			
Margin on Goods Sold	\$31.45	\$87.40	\$118.85
Net			
Cash Tied Up in Inventory	\$159.53	\$60.30	<b>\$219.83</b>
Profit			<b>\$0.00</b>
Remaining Inventory	14	10	

← 61% paid off

*Standard accounting (& QuickBooks) considers cost of goods fully paid of when the last item is sold. This cost recovery chart shows when COGS + margin crosses breakeven point.*

Falmouth Heritage Museum





# Programs Committee

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## Cumberland Fair

FHS table manned four days (Sun-Tue-Wed-Sat)

- Large table with plenty of room and electric outlet
- Went smoothly thanks to lessons learned last year
- Payment app needs instructions and training

Big job, modest return, but still worthwhile

- Volunteer hours  $\approx$  a month at the Museum
- Small percentage of fairgoers stopped at table
  - Mostly people with ties to Falmouth
- “Showed the flag” with some follow-up engagement likely

Falmouth Heritage Museum



# Programs Committee

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## Activities

**10/05**

10:00 a.m.

**SOLVE**

Russell Room, Falmouth Memorial Library

**10/18**

7:00 p.m.

**OceanView Get-Acquainted**

Blueberry Commons

**11/08**

7:00 a.m.

**Election Day Table at Polls**

Outside Falmouth High School

**12/02**

6:00 a.m.

**Merry Mix & Mingle**

American Legion Parking Lot

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# Museum Operations & Exhibits Committee

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New Business

## 2022 season is over

- Arrival of chilly weather means an end to days open to the public
- Still open by appointment until building is closed for winter

## Busy and productive summer!

- Visitors of all ages
- Accessions
- Collections



## Falmouth Heritage Museum in 2022

Season (weeks)	18
Public Days	15
Visitors	155

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# Collections Committee

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New Business

## Digital catalog

- Acquisitions to 2021 transcribed into PastPerfect
- Recent acquisitions awaiting transcription

Next major step is marrying data and images from the Scout project

- Inventory & photographs on shared drive

Then comes the research library

- Separate library application is too hard
- Books, serials, binders, folders, and other reference materials will go into PastPerfect



Falmouth Heritage Museum





# Local History

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New Business

## Responses to Inquiries

Conducted research; received/responded

	September
Collections	-
Family History	1
Property History	2
Local History	3
<b>Total</b>	<b>6</b>

Plus one more for the "other" Falmouth



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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**





# Communications Committee

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New Business

Work underway on autumn  
newsletter

One FB post



Falmouth Heritage Museum



# Merchandise Committee

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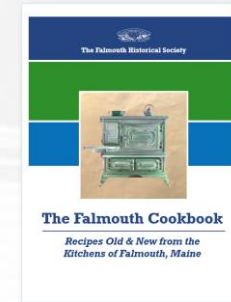
Committee Reports

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New Business

## Work on the Falmouth Cookbook continues

- Adding local color, tips, and graphics
- One meeting held



## Awaiting delivery of more totes and caps



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# Merchandise Committee

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New Business

## Economics of merchandise sales

Fair Sales	
Gross sales	\$418
Less payment for consignment	\$48
Less cost recovery for new merchandise	\$111
Less state sales tax	\$23
<b>Net profit</b>	<b>\$236</b>

**Sales at events MUST track every item sold, amount paid, and method of payment!**

*The "or else" doesn't bear contemplation*

- Take out 5.5% of all sales for taxes
- Take out cost of new merchandise to pay off "loan"
- Take out cost of consignment merchandise
- What's left is net profit

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# Museum Building & Grounds Committee

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New Business

## Basement

- Cleaning nearly done!!!
- Sump sensor ready to install

## Septic cleaning

- 10/11, Arkie Rogers of Windham

## Gutters

- Repairs & cleaning

## Closing for winter



Falmouth Heritage Museum



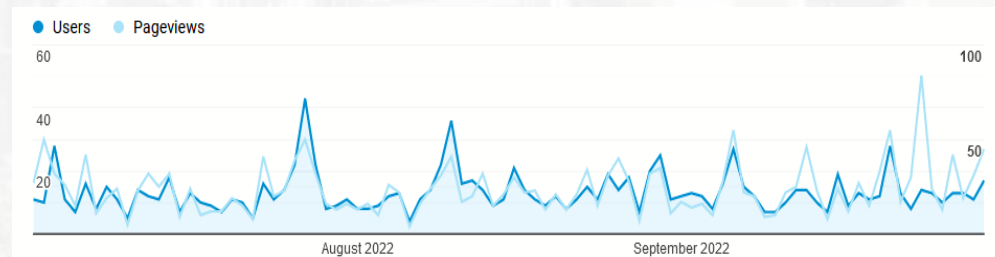


# Website Activity

## July-September 2022 – “What”

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Page ?	Pageviews ? ↓	Unique Pageviews ?
	<b>2,202</b> % of Total: 100.00% (2,202)	<b>1,909</b> % of Total: 100.00% (1,909)
1. Home	<b>748 (33.97%)</b>	<b>645 (33.79%)</b>
2. About Falmouth-Colonial Origins	<b>240 (10.90%)</b>	<b>222 (11.63%)</b>
3. Falmouth Historical Maps	<b>123 (5.59%)</b>	<b>114 (5.97%)</b>
4. Falmouth History References	<b>63 (2.86%)</b>	<b>55 (2.88%)</b>
5. Upcoming Events	<b>58 (2.63%)</b>	<b>42 (2.20%)</b>
6. Museum and Barn Open	<b>57 (2.59%)</b>	<b>49 (2.57%)</b>
7. Falmouth Family References	<b>56 (2.54%)</b>	<b>50 (2.62%)</b>
8. Heritage Museum	<b>46 (2.09%)</b>	<b>39 (2.04%)</b>
9. Historic Site Tours	<b>44 (2.00%)</b>	<b>33 (1.73%)</b>
10. The Almouchiquois	<b>38 (1.73%)</b>	<b>33 (1.73%)</b>

Falmouth Heritage Museum

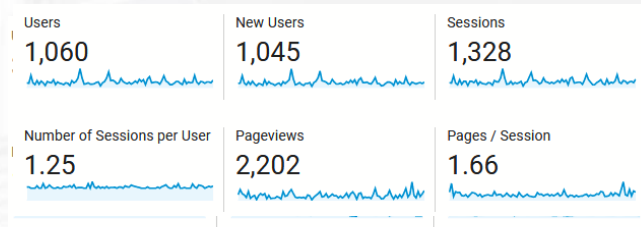


# Website Activity

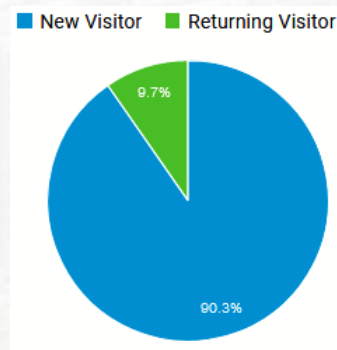
## July-September 2022 – “Who”

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Country	Users	% Users
1. United States	860	81.06%
2. China	142	13.38%
3. United Kingdom	15	1.41%
4. Canada	8	0.75%
5. Germany	6	0.57%
6. India	6	0.57%
7. Ireland	5	0.47%
8. France	3	0.28%
9. Australia	2	0.19%
10. Philippines	2	0.19%



*Who are they?*

Device Category	Acquisition		
	Users	New Users	Sessions
	<b>1,060</b> % of Total: 100.00% (1,060)	<b>1,045</b> % of Total: 100.00% (1,045)	<b>1,328</b> % of Total: 100.00% (1,328)
1. desktop	<b>692</b> (65.28%)	<b>679</b> (64.98%)	<b>880</b> (66.27%)
2. mobile	<b>346</b> (32.64%)	<b>344</b> (32.92%)	<b>421</b> (31.70%)
3. tablet	<b>22</b> (2.08%)	<b>22</b> (2.11%)	<b>27</b> (2.03%)

*How do they get here?*

City	Users	% Users
1. (not set)	244	21.92%
2. Ashburn	82	7.37%
3. New York	62	5.57%
4. Columbus	58	5.21%
5. Boston	52	4.67%
6. Falmouth	52	4.67%
7. Portland	28	2.52%
8. Yarmouth	22	1.98%
9. Cumberland	18	1.62%
10. Gray	15	1.35%

*Where do they come from?*





# Facebook Activity

July-September 2022

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## Posts



Coming to the Cumberland Fair? Be sure to stop by our table in the Exhibition Hall. Our volunteers will be there Sunday, Tuesday, Thursday, and Saturday. Got questions about Falmouth people...

Post reach 183 Engagement 54

Sat, Sep 24

Fun fact: Half of the visitors coming to our Facebook site for information about the Falmouth Historical Society are really looking for the “other” Falmouth on Cape Cod

Facebook Page reach

235 ↓ 56.2%

## Reach



Facebook Page visits

94 ↓ 13.8%

## Visits



Facebook Page new likes

28 ↓ 17.6%

## Likes



Falmouth Heritage Museum



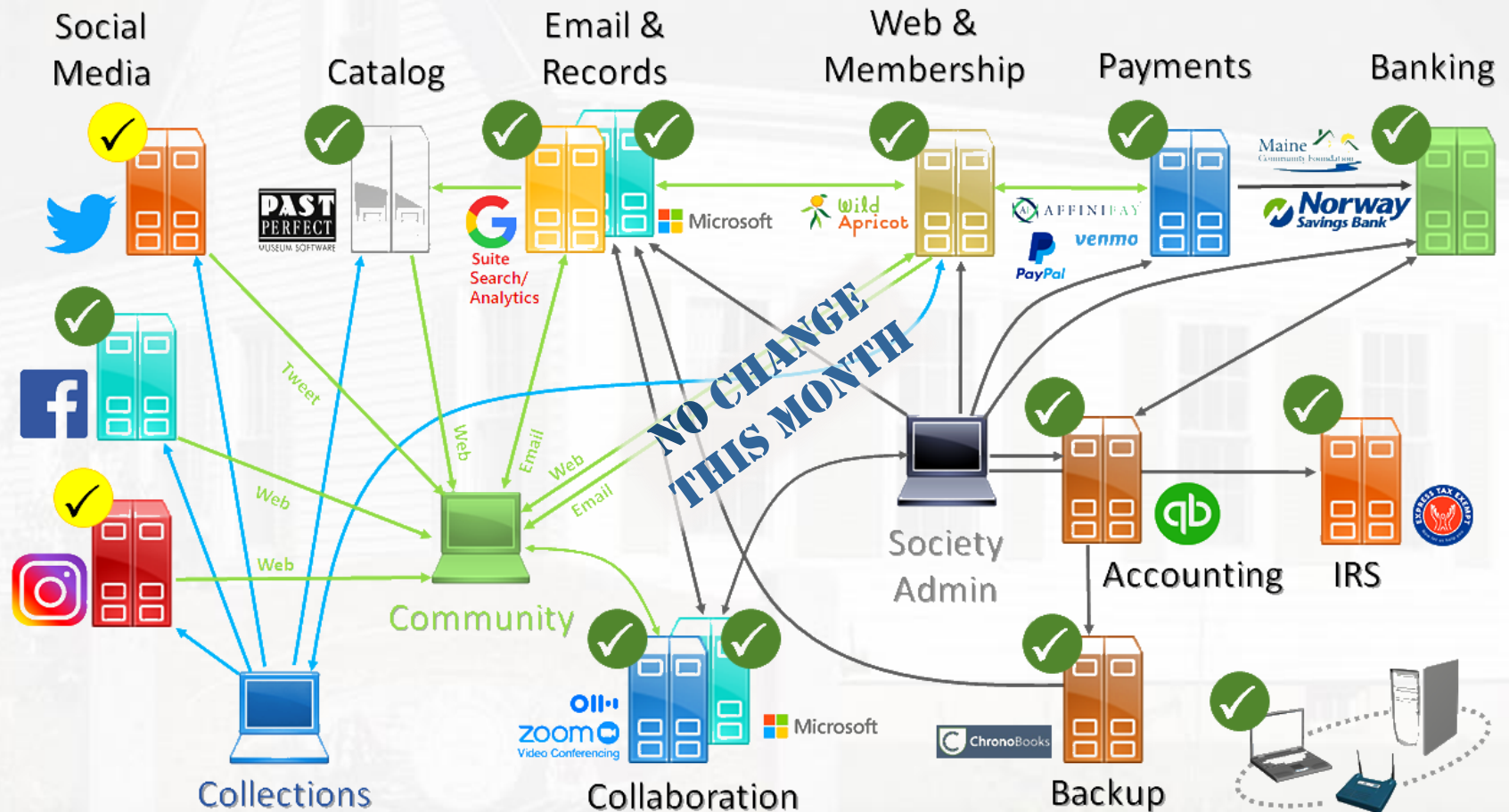
# System Status

October 2022

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# Development

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New Business

## Nothing significant to report

A wooden sign for the Falmouth Heritage Museum. The sign features a circular logo with a ship and a building, and the text "Falmouth Heritage Museum" below it.

Falmouth Heritage Museum



# New Business

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