



Board Meeting

The Falmouth Historical Society

November 14, 2023

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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Winding down after a very busy and productive season

- Your prez is a little OCD when it comes to metrics
- Numbers show we are tracking a little bit above last year
 - A “little bit” seems like a lot more when you running at full speed
 - “Want Ads” for volunteers are in my job jar for winter



We accomplished a lot this year

- All due to you and our other volunteers
- Thank You!!!!

Falmouth Heritage Museum



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Minutes (*approved online*)

Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	69	14	5	88
Members pending renewal	18	2		20
Total	87	16	5	108
Lapsed	6	-		6



Falmouth Lions Club
Falmouth, Maine - United States

Lions Club upgraded to Gold Level

Falmouth Heritage Museum



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Financial Report

Find details in [Treasurer's Report](#)

FINANCIAL SUMMARY

Operating Accounts Balance	\$3,813	Minus restricted grants	●
Projected Income	\$5,720	"	●
Projected Expenses	\$8,770	"	●
Projected Year-End Balance	\$720	In the black	●
Projected Year-End Gain	 -\$1,569	Spending beyond our means	●
Variance from Budget	-\$919	Well under budget	●
Change in Unrestricted Net Current Assets	\$12	Barely in the black	●
Investments	\$23,302	Doing well	●

Taken in more than \$1K this month!

Falmouth Heritage Museum



Programs Committee

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Recent Events

Tue, 11/7 FHS Table at the Polls



Upcoming Events

Sat, 11/18 Presentation on the Penobscots
2:00 p.m. Russell Room, Falmouth Memorial Library
co-sponsored with FML

Fri, 12/2 FHS Table at Merry Mix & Mingle
6:00 p.m. Legion Parking Lot

Falmouth Heritage Museum



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Annual Meeting

Tue, 1/16? Hybrid meeting at Falmouth Town Hall
7:00 p.m.

Business Meeting with round-robin presentations

Historical Presentations

- New Mainers Who Fought for their New Nation
The Iverson Brothers—The story begins with a saber
- The Story of a West Falmouth Road
Mast Road—Retrospective revolving around four homes

Falmouth Heritage Museum



Museum Operations & Exhibits Committee

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New Business

Museum and Barn

- Tuesday, 10/10
No visitors
- Tuesday, 10/17
3 visitors
- Tuesday, 10/24
No visitors
- Friday, 11/10
6 visitors

Total visitors for season: **205**



Museum and Barn are
now closed for winter

Falmouth Heritage Museum



Collections Committee

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New Business

Expanding Our Digital Presence

- FHS has joined the Maine Memory Network
- Still learning how to use it
- First artifact will be the 1957 town plat



MMN expands our capabilities

- Can host digital items our website cannot
- Protects digital rights
- Reaches a broader audience

Falmouth Heritage Museum



Local History

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New Business

Responses to Queries

Conducted research; received/responded

	September	In Process
Collections	1	
Family History	2	2
Property History	3	2
Local History	2	2
Total	8	



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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	✓	17 / 0	
Research – Family References	✓	25 / 0	
Research – Historical Maps	✓	19 / 0	
Members Only -- Newsletters	✓	25 / 0	
Members Only – Local Resources	✗		
Members Only – Local Research	✓	3 / 0	

**NO CHANGE
THIS MONTH**

Falmouth Heritage Museum



Communications Committee

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New Business

Winter Newsletter for December

- Annual meeting
- Featured artifact: Edward Steele Dow violin
- Museum closed for winter
- FHS joins MMN

Will send email blast

- Museum closed for winter
- Autumn newsletter
- Mark your calendars for annual meeting

Facebook posts (same as email but spread out)



Falmouth Heritage Museum



Merchandise Committee

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New Business

Sales running lighter than expected

- Stocks of merchandise are good



THE FALMOUTH
HERITAGE BOOKSTORE

Falmouth Heritage Museum



Museum Building & Grounds Committee

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New Business

Winter is coming...

- Stow items for winter
- Winterize the building



Falmouth Heritage Museum



Technology

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New Business

Everything is working properly

Old printer-scanner at Museum replaced

Find details in [Technology Report](#)

Epson XP-7100 MFP



- Network connected
- Duplex scanning and printing
- Sheet-feed scanner
- Photo-quality color printing



General-purpose
Accessible by visitors

Epson V550 Scanner

- Acquired for Tercentennial
- Connected to office desktop
- Flatbed scanner
- Better for specialized scanning
(including photographic negatives)



Special-purpose

Falmouth Heritage Museum



Development

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New Business

Nothing significant to report



Falmouth Heritage Museum



New Business

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Falmouth Heritage Museum



Supplemental Slides

Falmouth Heritage Museum



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New Business

ACCOUNT BALANCES

	Checking—Society	Checking—Internet	Savings—Museum
	\$2,194.07	\$364.86	\$8,753.38
Maine Community Foundation—The FHS Fund			\$23,302.31
PayPal			\$0.00
Venmo			\$0.25
Accounts receivable =	\$0.00		
Accounts payable =	\$0.00		
Sales tax payable =	\$42.60		

Falmouth Heritage Museum



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New Business

LIQUIDITY

November 13, 2023

Operating Accounts Balance	\$11,313
Plus Accounts Receivable	\$0
Less Accounts Payable + Sales Tax	\$43
Less Remaining Budgeted Expenses	\$8,770
Less Grant Restrictions	\$7,500
Plus Estimated Revenue from Dues/Donations	\$5,720
Estimated Fiscal Year-End Balance	\$720

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New Business

STATEMENT OF FINANCIAL POSITION

November 13, 2023

Assets	Without Donor Restrictions	With Donor Restrictions	Total
Checking	2,559		2,559
Savings	1,253	7,500	8,753
Inventory	4,425		4,425
Petty Cash	232		232
Undeposited Funds	0		0
Accounts Receivable	0		0
Total Current Assets	8,469	7,500	15,969
Land and Buildings	449,900		449,900
Fire Truck	35,000		35,000
Investments	23,302		23,302
Total Long-Term Assets	508,202		508,202
Total Assets	516,671	7,500	524,171

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STATEMENT OF FINANCIAL POSITION

November 13, 2023

Liabilities	Without Donor Restrictions	With Donor Restrictions	Total
Accounts Payable	0		0
Maine Revenue Service Payable	43		43
Total Current Liabilities	43		43
Total Liabilities	43		43
Net Assets			
Net Assets Beginning of Year	516,280	7,500	523,780
Change in Net Assets	349	0	349
Current Net Assets	516,629	7,500	524,129
Total Liabilities and Net Assets	516,671	7,500	524,171
Change in Net Current Assets	12	0	12

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STATEMENT OF ACTIVITY

July 1 - November 13, 2023

	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 1-13, 2023	TOTAL
Revenue						
Discounts given	-21.82	-2.85	-8.53			\$ -33.20
Donations		239.03	70.12	105.60	116.00	\$530.75
Dues	30.00	30.00	389.00	640.00	770.00	\$1,859.00
Investments	0.24	0.23	0.22	0.22		\$0.91
Sales	50.24	66.35	36.97		9.48	\$163.04
Sales of Product Revenue	185.79	146.92	93.84		30.33	\$456.88
Total Revenue	\$244.45	\$479.68	\$581.62	\$745.82	\$925.81	\$2,977.38
Cost of Goods Sold	\$194.26	\$97.54	\$89.43	\$0.00	\$8.00	\$389.23
GROSS PROFIT	\$50.19	\$382.14	\$492.19	\$745.82	\$917.81	\$2,588.15
Expenditures						
Fees				20.00		\$20.00
Maintenance			327.60			\$327.60
Misc	2.21	1.17	1.40	14.83	8.15	\$27.76
Office Expense	225.93	249.01	9.99	160.07	9.99	\$654.99
Utilities	339.42	340.92	337.30	293.46		\$1,311.10
Total Expenditures	\$567.56	\$591.10	\$676.29	\$488.36	\$18.14	\$2,341.45
NET OPERATING REVENUE	\$ -517.37	\$ -208.96	\$ -184.10	\$257.46	\$899.67	\$246.70

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PERFORMANCE

July - October, 2023

	ACTUAL	TOTAL BUDGET	OVER BUDGET
Revenue	\$2,052	\$0	\$2,052
Cost of Goods Sold	\$381	\$0	\$381
GROSS PROFIT	\$1,670	\$0	\$1,670
Expenditures			
Directed Donations		286	-286
Fees	20	0	20
Maintenance	328	1,217	-889
Misc	20	20	-0
Office Expense	645	516	129
Utilities	1,311	1,204	107
Total Expenditures	\$2,323	\$3,243	\$ -919
NET OPERATING REVENUE	\$ -653		

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SALES ACTIVITY

July – November, 2023

	QUANTITY	AMOUNT	% OF SALES	AVG PRICE	COGS
Books		497.64	80.27 %		308.92
Other		9.48	1.53 %		0.00
Throw/Coverlets		42.65	6.88 %		36.00
Totes		70.15	11.32 %		44.31
TOTAL		\$619.92	100.00 %		\$389.23

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NEW MERCHANDISE INVESTMENT

<i>As of September 30, 2023</i>	<i>Beanies</i>	<i>Totes</i>	<i>Savory</i>	<i>Sweet</i>	<i>Total</i>
New Inventory	35	35	23	23	
Transfer of Cash to Inventory	\$480.03	\$516.95	\$500.48	\$562.81	\$2,060.27
Expense from Inventory					
Cost of Goods Sold	\$137.18	\$265.86	\$174.08	\$195.76	\$772.88
Income to Cash					
Margin on Goods Sold	\$52.42	\$154.09	\$30.64	\$31.76	\$268.91
Donation	\$75.00	\$75.00	\$44.16	\$67.85	\$262.01
Net					
Cash Tied Up in Inventory	\$215.43	\$22.00	\$251.60	\$267.44	\$756.47
Profit					\$0.00
Remaining Inventory	25	17	15	15	

NO CHANGE SINCE LAST MONTH

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MANUFACTURING

<i>As of June 30, 2023</i>	<i>Total Purchased</i>	<i>Current Material</i>	<i>Total Requisitioned</i>	<i>Current Finished Goods</i>	<i>Wastage</i>	<i>Total Delivered</i>	<i>Remaining Volumes</i>
Paper stock (sheets)	8,750	3,625	5,125	0	640	4,485	37
Binders	47	0	47	1		46	1
Insert stock	100	0	100	0		97	0
Divider stock	250	50	200	63		138	37
Ink	46	0	46	0		46	
Total cost	\$1,480.54	\$332.92	\$1,147.62	\$27.73	\$56.60	\$1,063.29	
Less unbilled ink/toner expense				\$0.00			
Cash Tied Up in Manufacturing	\$360.65						

NO CHANGE SINCE LAST MONTH

Falmouth Heritage Museum

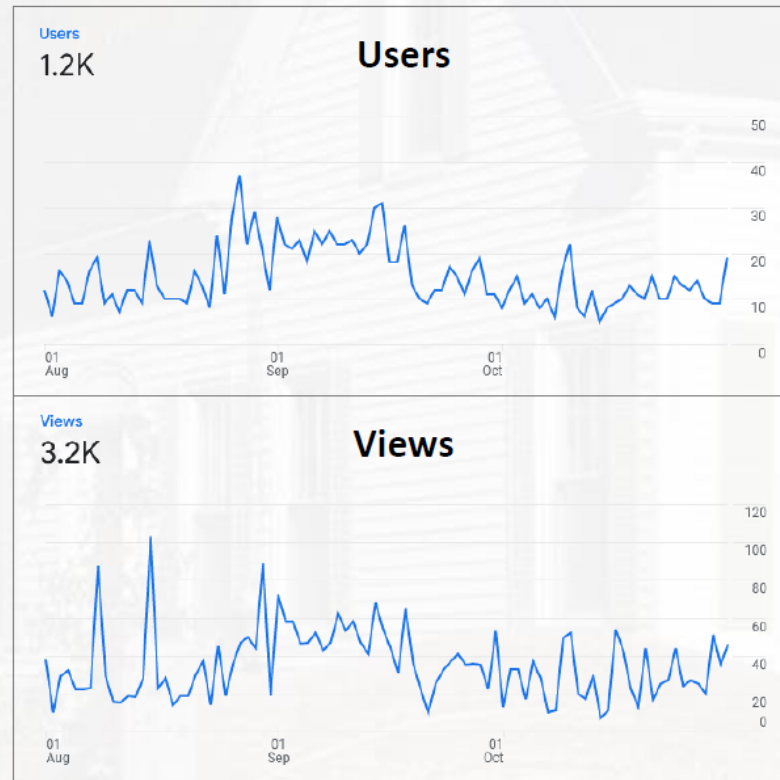


Website Activity

August-October – “What”

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Pages

Page	Views	Users
All	3,240	1,199
1 Welcome	920	441
2 FHS at the Cumberland Fair	309	232
3 Colonial Origins	202	159
4 Falmouth Historical Maps	160	75
5 The Almouchiquois	136	108
6 Falmouth History References	111	42
7 Falmouth Family References	90	51
8 Events	87	50
9 About FHS	79	36
10 Contact	55	33

What were they doing?



Website Activity

August-October – “Who”

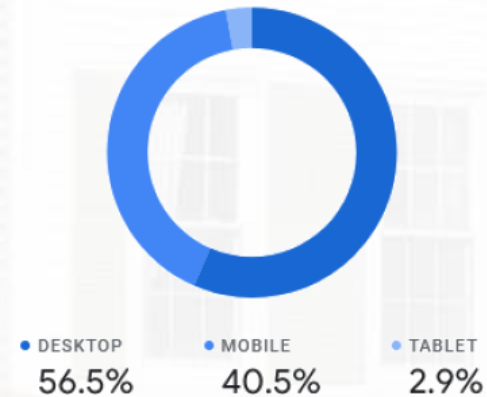
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Source



Client



Origin		1,199 100% of total
1	(not set)	177
2	Boston	85
3	Columbus	70
4	New York	70
5	Portland	57
6	Falmouth	43
7	Yarmouth	20
8	Gray	15
9	Brunswick	12
10	Augusta	11

How did they get here?

Where did they come from?

Falmouth Heritage Museum



Facebook Activity

August-October 2023

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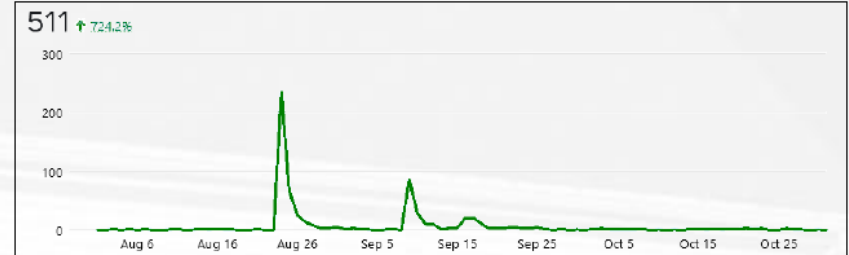
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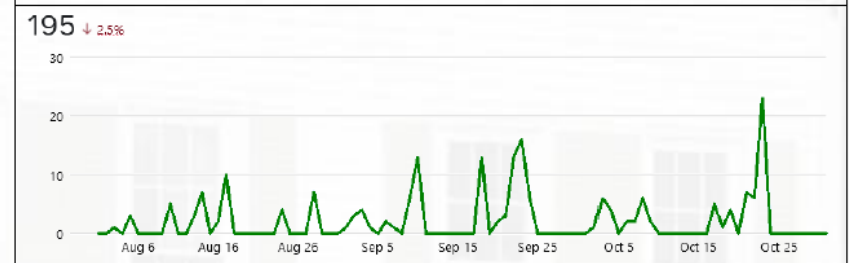
Recent Posts

Title	Type	Date published ↓	Reach ⓘ 11
 Our history detectives will be ready to solve you... The Falmouth Historical Society	Post	Sat Sep 9, 4:47pm	227 Accounts Center accoun...
 It's been a busy summer at the Falmouth Herita... The Falmouth Historical Society	Post	Thu Aug 24, 11:48am	369 Accounts Center accoun...

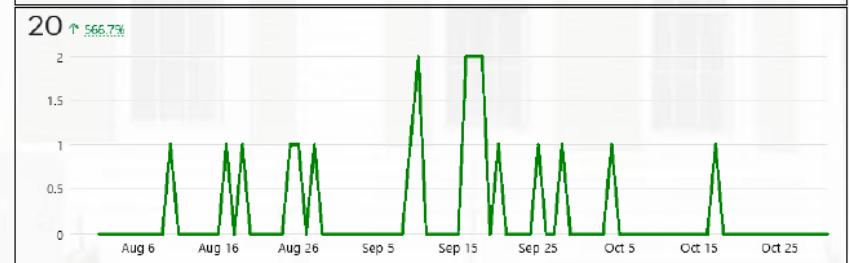
Reach



Visits



Likes



Falmouth Heritage Museum

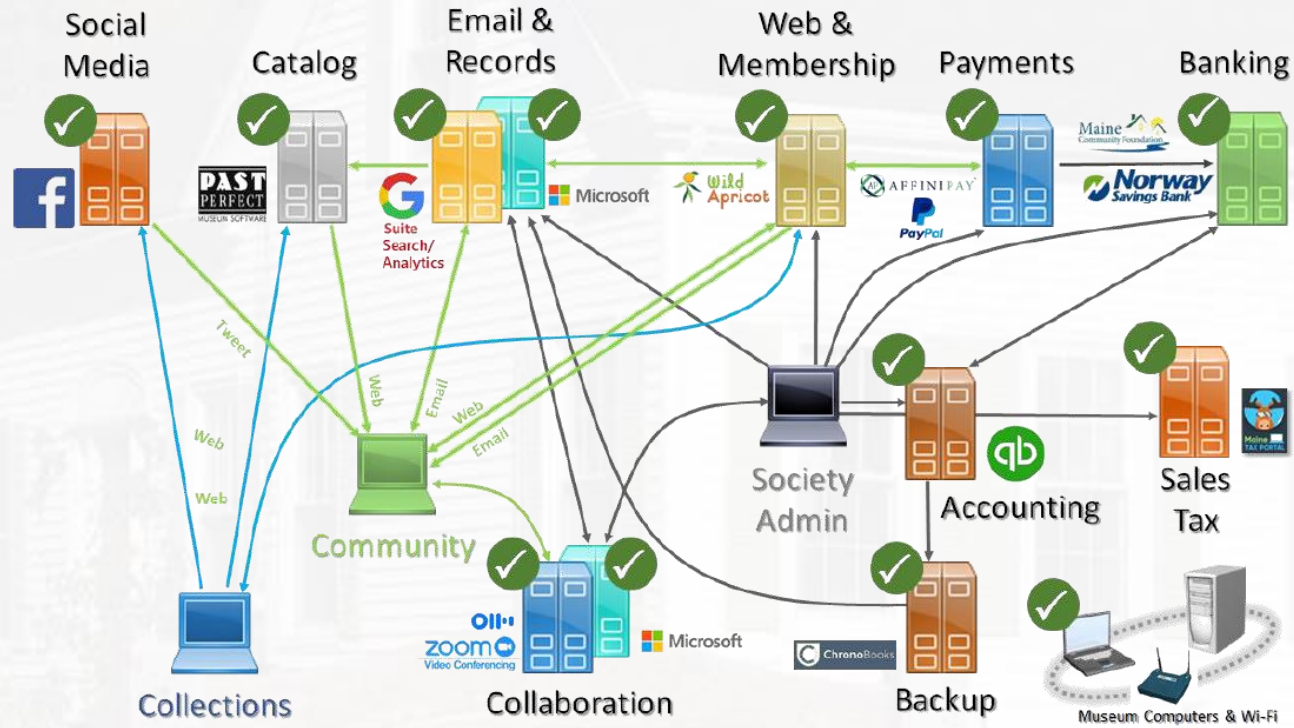


System Status

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Activity

- Digital catalog development underway (PP)
- Website expansion underway (WA)
 - Historical content