Annual Meeting

The Falmouth Historical Society

January 23, 2024
Agenda

Annual Membership Meeting
• Secretary’s Report
• Treasurer’s Report
• Committee Reports
• President’s Report
• New Business

FHS Presents!
• Falmouth’s Western Frontier
• The Story Begins with a Sword
Secretary’s Report
Secretary’s Report

Agenda
Secretary’s Report
Treasurer’s Report
Committee Reports
  • Programs
  • Museum Operation & Exhibits
  • Collections
  • Local History
  • Communications
  • Merchandise
  • Museum Buildings & Grounds
  • Technology
  • Development
President’s Report
New Business

Membership continues to inch upwards

Meeting materials
Everything is online
  — Slides, minutes, reports, speakers’ notes
  — Annual and monthly board meetings

<table>
<thead>
<tr>
<th>Society Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
</tr>
<tr>
<td>86</td>
</tr>
</tbody>
</table>

https://thefhs.org/Documents
Treasurer’s Report
Treasurer’s Report

Financial Report—All in Four Charts

Financial Position

<table>
<thead>
<tr>
<th>Assets</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating Accounts</td>
<td>16,601</td>
</tr>
<tr>
<td>Land and Buildings</td>
<td>449,900</td>
</tr>
<tr>
<td>Fire Truck</td>
<td>35,000</td>
</tr>
<tr>
<td>Investments</td>
<td>23,252</td>
</tr>
<tr>
<td>Total Assets</td>
<td>524,753</td>
</tr>
</tbody>
</table>

Liabilities

| Accounts Payable | 566     |
| State Tax Payable | 61     |
| Total Liabilities | 629    |

Net Assets

| Net Assets Beginning of Year | 519,415 |
| Change in Net Assets         | 4,709   |
| Total Liabilities and Net Assets | 524,753 |

Performance Against Budget

$1,430 Below Budget ($1,000 rebate for prior-year expense)

Income

Expenditures

- Discounts given
- Donations
- Dues
- Grant
- Investments
- Sales

- Education
- Information Services
- Maintenance
- Misc
- Utilities
- Fees
- Insurance
- Membership
- Office Expense

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Committee Reports
Programs Committee

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Public Appearances Beyond the Museum

<table>
<thead>
<tr>
<th>In-Person</th>
<th>Hybrid</th>
<th>Virtual</th>
<th>Talks</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

Education

• Supporting Falmouth Schools
• Marion Perkins Memorial Scholarship

Mission

❖ Preserve Falmouth’s heritage
❖ Make it accessible to community

Programs

❖ Collections
❖ Research
❖ Education

FHS Table at Cumberland Fair
FHS Table at the Polls
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Museum Operations & Exhibits Committee

Full season: May-November

Public Hours
• Tuesdays, June-October
• At least four volunteers on duty
  — Docents, accessioning, research, reorganizing files
• Also open by appointment

Second grade field trip

Falmouth Heritage Museum in 2023

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Season (weeks)</td>
<td>22</td>
</tr>
<tr>
<td>Public Days</td>
<td>22</td>
</tr>
<tr>
<td>Visitors</td>
<td>205</td>
</tr>
</tbody>
</table>
Collections Committee

Accessions
  • Marge Merrill Devine Collection
  • Steady stream of books and artifacts

Collection Management
  • Migration to PastPerfect digital catalog continues
  • Reorganization of files progressing well

Museum Items in Digital Catalog

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photographs</td>
<td>76</td>
</tr>
<tr>
<td>Books etc.</td>
<td>487</td>
</tr>
<tr>
<td>Artifacts</td>
<td>333</td>
</tr>
<tr>
<td>Documents</td>
<td>267</td>
</tr>
<tr>
<td>Total</td>
<td>1,163</td>
</tr>
</tbody>
</table>

https://thefhs.pastperfectonline.com/
Local History

FHS Online Museum

Open 24/7, 365 days/year

<table>
<thead>
<tr>
<th>Website Expansion</th>
<th>Research Aids</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historical References</td>
<td>17</td>
</tr>
<tr>
<td>Family References</td>
<td>25</td>
</tr>
<tr>
<td>Historical Maps</td>
<td>19</td>
</tr>
<tr>
<td>Old Newsletters</td>
<td>25</td>
</tr>
<tr>
<td>Local Research</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td><strong>89</strong></td>
</tr>
</tbody>
</table>

Responses to Queries from the Community

| Property History                   | 12           |
| Local History                      | 17           |
| Family History                     | 15           |
| Collections                        | 7            |
| Total                               | **51**       |

Plus several queries meant for the “other Falmouth”

https://thefhs.org/Research
Communications Committee

Communications during 2023

<table>
<thead>
<tr>
<th>Channel</th>
<th>Number</th>
<th>Mode</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper mailings</td>
<td>3</td>
<td>Push</td>
<td>98</td>
</tr>
<tr>
<td>Website notices</td>
<td>Continuous</td>
<td>Pull</td>
<td>1,531</td>
</tr>
<tr>
<td>Email blasts</td>
<td>4</td>
<td>Push</td>
<td>66</td>
</tr>
<tr>
<td>Facebook posts</td>
<td>6</td>
<td>Push</td>
<td>372</td>
</tr>
</tbody>
</table>

Plans for 2024

- Achieve goal of four newsletters/year
- Increase activity on Facebook
- Share “This Week at the Museum”
Merchandise Committee

Where to purchase items

- In-person at the Museum
- In-person at Town Hall
- In-person at public events
- Online via FHS Website

― Mail order now in Maine & NH

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The Falmouth Heritage Bookstore
https://thefhs.org/Bookstore

<table>
<thead>
<tr>
<th>Item</th>
<th>Sold</th>
<th>Sales</th>
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</thead>
<tbody>
<tr>
<td>Books</td>
<td>39</td>
<td>$780</td>
</tr>
<tr>
<td>Clothing</td>
<td>5</td>
<td>$95</td>
</tr>
<tr>
<td>FTM*</td>
<td>8</td>
<td>$190</td>
</tr>
<tr>
<td>Total</td>
<td>52</td>
<td>$1,065</td>
</tr>
<tr>
<td>Margin</td>
<td></td>
<td>$353</td>
</tr>
</tbody>
</table>

* Falmouth-Themed Merchandise
No drama this year

Basement remains clean and dry
- Sump pump sensors provide real-time alerts
- Humidifier has made a big difference

Huge thanks go to Ron, Rich & Sue for their tireless efforts to keep our 19th-century “fixer-upper” and its grounds in good order!
**Technology**

<table>
<thead>
<tr>
<th>Users Visiting Website</th>
<th>Top Dozen Web Pages Visited</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Origin</strong></td>
<td><strong>Users</strong></td>
<td><strong>Page</strong></td>
</tr>
<tr>
<td>Total from Maine &amp; Mass.</td>
<td>1,531</td>
<td>All</td>
</tr>
<tr>
<td>1 Falmouth</td>
<td>348</td>
<td>1 Welcome</td>
</tr>
<tr>
<td>2 Boston</td>
<td>249</td>
<td>2 Colonial Origins</td>
</tr>
<tr>
<td>3 Portland</td>
<td>173</td>
<td>3 The Almouchquois</td>
</tr>
<tr>
<td>4 Cumberland</td>
<td>53</td>
<td>4 Falmouth Hist Maps</td>
</tr>
<tr>
<td>5 Gray</td>
<td>53</td>
<td>5 FHS at the Fair</td>
</tr>
<tr>
<td>6 Yarmouth</td>
<td>49</td>
<td>6 Falmouth History Refs</td>
</tr>
<tr>
<td>7 Brunswick</td>
<td>32</td>
<td>7 About FHS</td>
</tr>
<tr>
<td>8 Scarborough</td>
<td>26</td>
<td>8 Falmouth Family Refs</td>
</tr>
<tr>
<td>9 Augusta</td>
<td>24</td>
<td>9 Events</td>
</tr>
<tr>
<td>10 South Portland</td>
<td>22</td>
<td>10 Online Collections</td>
</tr>
</tbody>
</table>

**Trending upward—new content drawing visitors**
President’s Report
Accomplishments

The committee reports tell it all

Our small band of dedicated volunteers is delivering what the community expects from a town historical society

- Doing it well
- Doing a lot with very little
President’s Report

Needs
Same as last year
We are running at capacity
We need more volunteers
  • We need whatever skills you bring
We need additional funds
  • Expenses exceed income
  • Major expense would be catastrophic
President’s Report

Impact

We do history
- Remember, rediscover, and share stories of our town
- Small group of amateur historians
- One of 9,190 “very, very small” history organizations

History matters
- History is part of what draws people to Falmouth
- We help quench that thirst for knowledge
New Business
FHS Presents!