




Board Meeting

The Falmouth Historical Society

February 6, 2024

A wooden sign for the Falmouth Heritage Museum is positioned in the foreground. It features a circular emblem with a sailing ship and the text "Falmouth Heritage Museum" at the bottom. The sign is set against a background of a white, two-story house with a porch and a large American flag on a tall pole to the left. The entire scene is overlaid with a semi-transparent white filter.

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 (skip)

- Development

New Business

Falmouth Heritage Museum



President's Remarks

Agenda

President's Remarks

Secretary's Report

Treasurer's Report

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- Museum Operation & Exhibits
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- Local History
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- Museum Buildings & Grounds
- Technology
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New Business

Annual Meeting

Came off very well!

- Facility nearly ideal
 - Wonderful support from Town
- Hybrid meeting worked well
- Solid content
- Ran 20 minutes longer than usual
 - More deliberate delivery in-person plus more content
- Next year, "BYOC"

Big thanks to all!!!



Falmouth Heritage Museum



President's Remarks

Agenda

President's Remarks

Secretary's Report

Treasurer's Report

Committee Reports

- Programs
- Museum Operation & Exhibits
- Collections
- Local History
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- Merchandise
- Museum Buildings & Grounds
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New Business

Annual Meeting

A heavy lift for a small nonprofit

Formula seems to work

- Business, round-robin, history presentations
- Showcases what we are all about
- History presentations can be hard
 - Converting research → general presentations
 - Additional research to fact check, fill gaps
 - But... the stories are what draw people



A highly promoted, often over-staged performance, presentation, or event designed to sway or convince opinion

Demonstrates competence, credibility, continuity

PRICELESS!

Falmouth Heritage Museum



President's Remarks

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

Life in a town historical society

- Longest learning curve ever
 - Repeatedly reminded of ignorance
- Requires uncommon knowledge and expertise
- Intimidates potential volunteers

We need a training plan

- General training for all volunteers
- More detailed for specific roles
- Have things documented in an SOP
- Training officer to oversee it all





President's Remarks

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 History Tours

Two existing tours

- East and West

Work on revision has begun

- Proposing five “village” tours
 - Mirror Images & Wallace books
- Deeper, more cohesive narratives
- Guided and self-guided tours

Most impactful product this year

- Fun, easier way to learn Falmouth history

Collections	Preserve our town's heritage
Research	Discover our town's lost and forgotten stories
Education	Share the story of our town



New Casco Village Tour

Falmouth Heritage Museum



Secretary's Report

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

Minutes for board and annual meetings (*approved online*)

Membership report

	<u>Primary</u>	<u>Family</u>	<u>Sponsors</u>	<u>Total</u>
Current members	67	16	5	87
Members pending renewal	19	1		20
Total	86	17	5	108
Lapsed	7	-		7

Falmouth Heritage Museum



Treasurer's Report

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

Financial Report

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

FINANCIAL SUMMARY

Operating Accounts Balance	\$4,648	Minus restricted grants	●
Projected Income	\$2,910	"	●
Projected Expenses	\$6,460	"	●
Projected Year-End Balance	\$1,042	In the black	●
Projected Year-End Gain	-\$767	Spending beyond our means	●
Variance from Budget	-\$1,115	Well under budget	●
Change in Unrestricted Net Current Assets	\$827	Skating between red & black	●
Investments	\$24,600	Doing well	●

Falmouth Heritage Museum



Programs Committee

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

Upcoming Events

TBA

FES Second Grade Field Trip
Falmouth Heritage Museum

TBA

Falmouth History Tour
Falmouth Parks & Community Programs

Mon, 05/27

Falmouth Memorial Day Parade
Legion Hall

Tue, 06/04

Beginning of Public Hours
Falmouth Heritage Museum

Tue, 06/11

FHS Table at the Polls
Falmouth High School

Falmouth Heritage Museum



Museum Operations & Exhibits Committee

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

Spring Cleaning at the Musuem
Sat, 05/18, 9:00 a.m.



Falmouth Heritage Museum



Collections Committee

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

Ongoing Activities

Committee meeting this week
to work on the MMD Collection

Need to resume work on posting
the 1957 plat online at MMN



Falmouth Heritage Museum



Local History

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

Responses to Queries

Conducted research; received/responded

	January	In Process
Collections	1	
Family History	2	3
Property History		2
Local History	2	1
Total	5	



Committee meeting this week to work on Falmouth History Tours

Falmouth Heritage Museum



Local History

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

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**



Communications Committee

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

“Fired a full broadside”

- Multiple channels, before and after the meeting

Messages reached our community

- Dispersion and engagement varied from last year

Channel	Pre-Meeting	Post-Meeting
Postal Mail	1 mailing	
Website	3 pages	2 pages
Email	1 blast	1 blast
Facebook	1 post	1 post



Falmouth Heritage Museum



Communications Committee

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

Newsletter via postal mail

- Reach: **96**



Email blasts

- Reach: **80**
- Open: **69** (86%)



Social media posts

- Reach: **138**
- Engagement: **26** (19%)



Falmouth Heritage Museum



Communications Committee

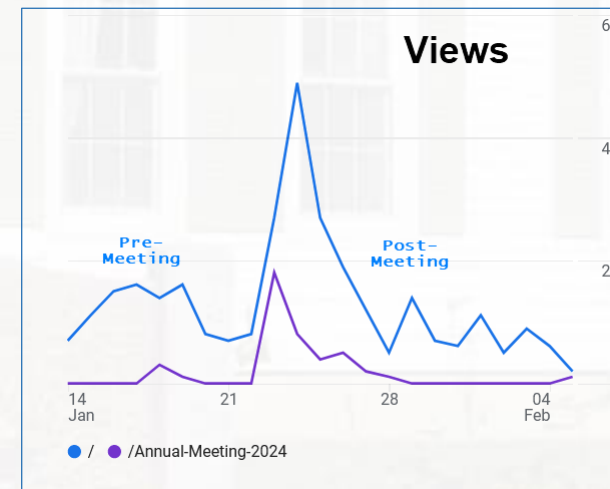
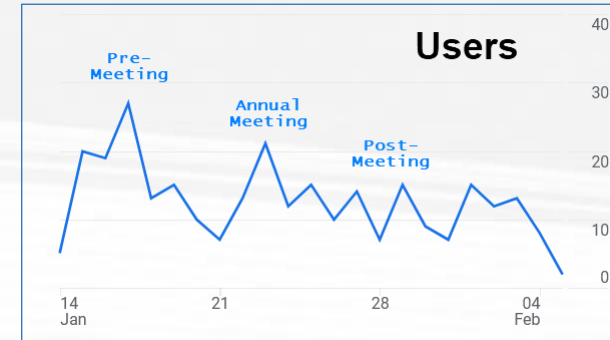
Agenda

- 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

Website

Users

- Reach: **245**
- Events: **3.1K**
- Views: **982**





Merchandise Committee

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

Ready to replenish Cookbook inventory

- Additional binders ordered and received

Ready to remove low-demand items from inventory

- Will reduce sales inventory by about \$730 (20% of total)
- Wipes out gains in net current assets (but who cares?)



**THE FALMOUTH
HERITAGE BOOKSTORE**

Falmouth Heritage Museum



Museum Building & Grounds Committee

Agenda

President's Remarks

Secretary's Report

Treasurer's Report

Committee Reports

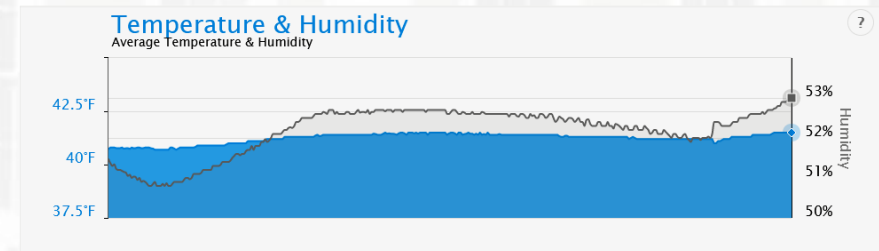
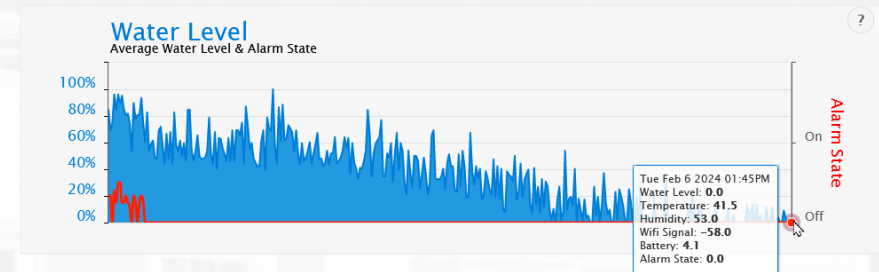
- Programs
- Museum Operation & Exhibits
- Collections
- Local History
- Communications
- Merchandise
- Museum Buildings & Grounds
- Technology
- Development

New Business

Museum Sump

- Pump overwhelmed by rain
- Sump overflowed on 01/10
- Ron responded immediately
- Remedial actions taken
- No recurrence

Museum need water turned back on before 05/18



*No, we will not explain these charts
(If we did, you would understand why)*

Falmouth Heritage Museum



Development

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

Perkins Family Grants

- Donations in January 2024
 - \$1,000 for AY24/FY24
 - \$2,500 for AY25/FY24
- Scholarships
 - 2023 100% funded and 50% disbursed
 - 2024 100% funded
 - 2025 50% funded
- Anticipate one more donation for FY24
 - Unsure of amount (\$500-1,500)
- *Ex post facto* rebalancing consistent with family wishes



Falmouth Heritage Museum



New Business

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

Marion Perkins Memorial Scholarship

- Francesca Pound is the 2023 recipient
 - Scholarship is \$5,000
 - \$2,500 disbursed in June 2023
 - Remaining \$2,500 to be disbursed prior to July 2024
 - Ms. Pound has requested disbursement now
- Recommend approval

Falmouth Heritage Museum



New Business

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



Supplemental Slides



Falmouth Heritage Museum



Treasurer's Report

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

ACCOUNT BALANCES

Checking—Society	Checking—Internet	Savings—Museum
\$2,364.56	\$339.49	\$12,053.94
Maine Community Foundation—The FHS Fund		\$24,599.89
PayPal		\$0.00
Venmo		\$0.00
Accounts receivable =	\$0.00	
Undeposited funds =	\$132.00	
Accounts payable =	\$183.96	
Sales tax payable =	\$4.33	

Falmouth Heritage Museum



Treasurer's Report

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

LIQUIDITY

February 6, 2024

Operating Accounts Balance	\$14,648
Plus Accounts Receivable	\$132
Less Accounts Payable + Sales Tax	\$188
Less Remaining Budgeted Expenses	\$6,460
Less Grant Restrictions	\$10,000
Plus Estimated Revenue from Dues/Donations	\$2,910
Estimated Fiscal Year-End Balance	\$1,042

Falmouth Heritage Museum



Treasurer's Report

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

STATEMENT OF FINANCIAL POSITION

February 6, 2024

Assets	Without Donor Restrictions	With Donor Restrictions	Total
Checking	2,594		2,594
Savings	2,054	10,000	12,054
Inventory	4,241		4,241
Petty Cash	263		263
Undeposited Funds	132		132
Accounts Receivable	0		0
Total Current Assets	9,284	10,000	19,284
Land and Buildings	449,900		449,900
Fire Truck	35,000		35,000
Investments	24,600		24,600
Total Long-Term Assets	509,500		509,500
Total Assets	518,783	10,000	528,783

Falmouth Heritage Museum



Treasurer's Report

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

STATEMENT OF FINANCIAL POSITION

February 6, 2024

Liabilities	Without Donor Restrictions	With Donor Restrictions	Total
Accounts Payable	184		184
Maine Revenue Service Payable	4		4
Total Current Liabilities	188		188
Total Liabilities	188		188
Net Assets			
Net Assets Beginning of Year	516,280	7,500	523,780
Change in Net Assets	2,315	2,500	4,815
Current Net Assets	518,595	10,000	528,595
Total Liabilities and Net Assets	518,783	10,000	528,783
Change in Net Current Assets	827	2,500	3,327

Falmouth Heritage Museum



Treasurer's Report

STATEMENT OF ACTIVITY

July 2023 - January 2024

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

	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	TOTAL
Revenue								
Discounts given	-21.82	-2.85	-8.53			-1.95		\$ -35.15
Donations		239.03	70.12	105.60	116.00	764.00	268.80	\$1,563.55
Dues	30.00	30.00	389.00	640.00	900.00	190.00	490.00	\$2,669.00
Grant							3,500.00	\$3,500.00
Investments	0.24	0.23	0.22	0.22	0.22	0.22	0.23	\$1.58
Sales	50.24	66.35	36.97		9.48		4.06	\$167.10
Sales of Product Revenue	185.79	146.92	93.84		30.33	336.55		\$793.43
Total Revenue	\$244.45	\$479.68	\$581.62	\$745.82	\$1,056.03	\$1,288.82	\$4,263.09	\$8,659.51
Cost of Goods Sold	\$194.26	\$97.54	\$89.43	\$0.00	\$8.00	\$257.43	\$0.00	\$646.66
GROSS PROFIT	\$50.19	\$382.14	\$492.19	\$745.82	\$1,048.03	\$1,031.39	\$4,263.09	\$8,012.85
Expenditures								
Fees				20.00				\$20.00
Insurance							225.00	\$225.00
Maintenance			327.60					\$327.60
Membership						217.00	50.00	\$267.00
Misc	2.21	1.17	1.40	14.83	8.15	2.92	7.54	\$38.22
Office Expense	225.93	249.01	9.99	160.07	9.99	169.99	436.80	\$1,261.78
Utilities	339.42	340.92	337.30	293.46	344.12	408.30	443.51	\$2,507.03
Total Expenditures	\$567.56	\$591.10	\$676.29	\$488.36	\$362.26	\$798.21	\$1,162.85	\$4,646.63
NET OPERATING REVENUE	\$ -517.37	\$ -208.96	\$ -184.10	\$257.46	\$685.77	\$233.18	\$3,100.24	\$3,366.22

Falmouth Heritage Museum



Treasurer's Report

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

PERFORMANCE

July 2023 - January 2024

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Revenue	\$8,660	\$0	\$8,660
Cost of Goods Sold	\$647	\$0	\$647
GROSS PROFIT	\$8,013	\$0	\$8,013
Expenditures			
Directed Donations		554	-554
Education		0	0
Fees	20	20	0
Information Services		0	0
Insurance	225	225	0
Maintenance	328	1,367	-1,039
Membership	267	252	15
Misc	38	35	3
Office Expense	1,262	861	401
Utilities	2,507	2,447	60
Total Expenditures	\$4,647	\$5,761	\$ -1,115
NET OPERATING REVENUE	\$3,366	\$ -5,761	\$9,128

Falmouth Heritage Museum



Treasurer's Report

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

SALES ACTIVITY

July 2023 – January 2024

	QUANTITY	AMOUNT	% OF SALES	AVG PRICE	COGS
Books		550.72	56.19 %		375.32
Clothing		106.17	10.83 %		78.19
Magnets		5.68	0.58 %		4.80
Maps		13.28	1.35 %		11.20
Other		52.13	5.32 %		16.80
Throw/Coverlets		42.65	4.35 %		36.00
Totes		209.50	21.37 %		132.93
TOTAL		\$980.13	100.00 %		\$655.24

Falmouth Heritage Museum



Treasurer's Report

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

NEW MERCHANDISE INVESTMENT

<i>As of January 31, 2024</i>	<i>Beanies</i>	<i>Totes</i>	<i>Savory</i>	<i>Sweet</i>
New Inventory	35	35	23	23
Transfer of Cash to Inventory	\$480.03	\$516.95	\$500.48	\$562.81
Expense from Inventory				
Cost of Goods Sold	\$205.76	\$280.63	\$348.16	\$195.76
Income to Cash				
Margin on Goods Sold	\$78.64	\$162.07	\$56.60	\$31.76
Donation	\$75.00	\$75.00	\$44.16	\$67.85
Net				
Cash Tied Up in Inventory	\$120.63	-\$0.75	\$51.56	\$267.44
Profit				
Remaining Inventory	20	16	7	15

Falmouth Heritage Museum



Treasurer's Report

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

MANUFACTURING

<i>As of February 6, 2024</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	54	7	47	1		46	8
Insert stock	100	0	100	0		97	0
Divider stock	250	50	200	63		138	37
Ink	46	0	46	0		46	
Total cost	\$1,554.04	\$406.42	\$1,147.62	\$27.73	\$56.60	\$1,063.29	
Less unbilled ink/toner expense				\$0.00			
Cash Tied Up in Manufacturing	\$434.15						

Falmouth Heritage Museum