



Annual Meeting

The Falmouth Historical Society

January 23, 2024

Falmouth Heritage Museum

*Images, unless otherwise attributed, are
from The Falmouth Historical Society*



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

Falmouth Heritage Museum



Secretary's Report

Falmouth Heritage Museum



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

Society Membership			
Primary	Family	Sponsors	Total
86	17	5	108

<https://thefhs.org/Documents>

The screenshot shows the website header with the logo and tagline 'Falmouth Historical Society Preserving Falmouth's Heritage'. A navigation menu includes 'Welcome', 'About FHS', 'About Falmouth', 'Heritage Museum', 'Events', 'Get Involved', 'Research', and 'Documents'. Below the menu, there is a list of documents under the heading 'Documents - FHS 2023 Board and Annual Meetings'. The list includes links for each month from January to October 2023, as well as the 2023 Annual Meeting. A sidebar on the right shows a 'From the Collections' section with a list of board and annual meetings from 2017 to 2023.

Falmouth Heritage Museum



Treasurer's Report

Falmouth Heritage Museum



Treasurer's Report

Agenda

Secretary's Report

Treasurer's Report

Committee Reports

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President's Report

New Business

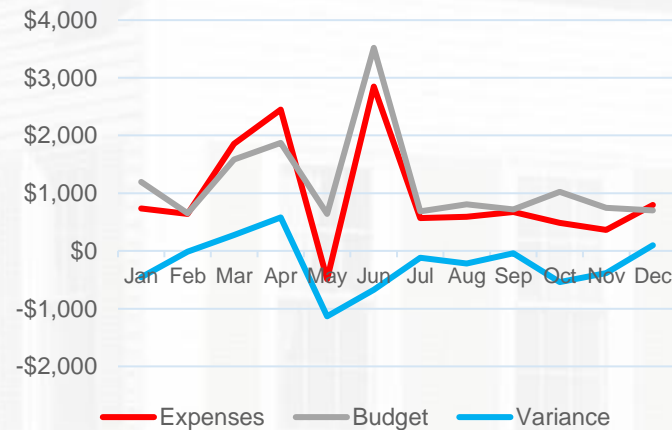
Financial Report—All in Four Charts

Financial Position

December 31, 2023

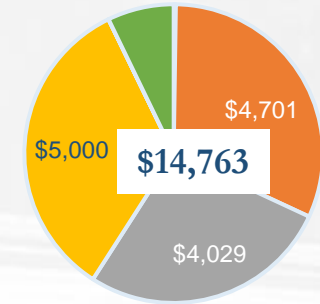
Assets	Total
Operating Accounts	16,601
Land and Buildings	449,900
Fire Truck	35,000
Investments	23,252
Total Assets	524,753
Liabilities	
Accounts Payable	568
State Tax Payable	61
Total Liabilities	629
Net Assets	
Net Assets Beginning of Year	519,415
Change in Net Assets	4,709
Total Liabilities and Net Assets	524,753

Performance Against Budget



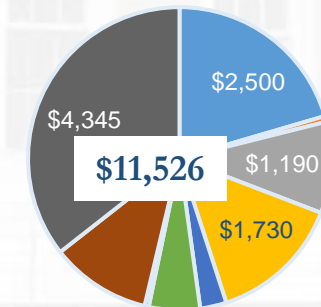
\$1,430 Below Budget
(\$1,000 rebate for prior-year expense)

Income



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

Expenditures



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

Falmouth Heritage Museum



Committee Reports

Falmouth Heritage Museum



Programs Committee

Agenda

Secretary's Report

Treasurer's Report

Committee Reports

- **Programs**
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President's Report

New Business

Public Appearances Beyond the Museum			
In-Person	Hybrid	Virtual	Talks
5	2	1	3

Education

- Supporting Falmouth Schools
- Marion Perkins Memorial Scholarship



FHS Table at Cumberland Fair



FHS Table at the Polls

Falmouth Heritage Museum



Museum Operations & Exhibits Committee

Agenda

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President's Report

New Business

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

Season (weeks)	22
Public Days	22
Visitors	205



Falmouth Heritage Museum



Collections Committee

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New Business

Accessions

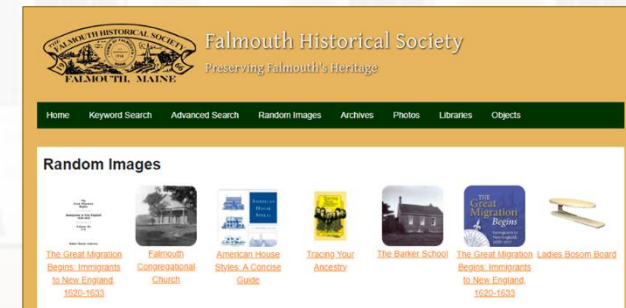
- Marge Merrill Devine Collection
- Steady stream of books and artifacts

Collection Management

- Migration to PastPerfect digital catalog continues
- Reorganization of files progressing well



Museum Items in Digital Catalog	
Photographs	76
Books etc.	487
Artifacts	333
Documents	267
Total	1,163



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



Local History

Agenda

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Committee Reports

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President's Report

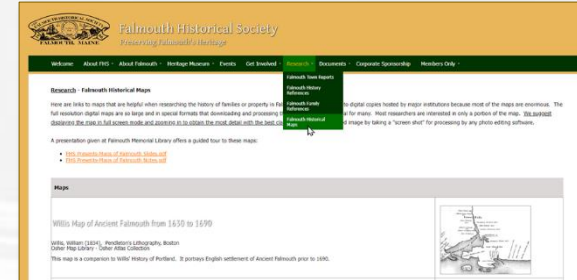
New Business

FHS Online Museum

Open 24/7, 365 days/year

Website Expansion Research Aids	
Historical References	17
Family References	25
Historical Maps	19
Old Newsletters	25
Local Research	3
Total	89

<https://thefhs.org/Research>



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"

Falmouth Heritage Museum



Communications Committee

Agenda

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Treasurer's Report





Committee Reports

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President's Report

New Business

Communications during 2023

Channel		Number	Mode	Reach
	Paper mailings	3	Push	98
	Website notices	Continuous	Pull	1,531
	Email blasts	4	Push	66
	Facebook posts	6	Push	372

Plans for 2024

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

Falmouth Heritage Museum



Merchandise Committee

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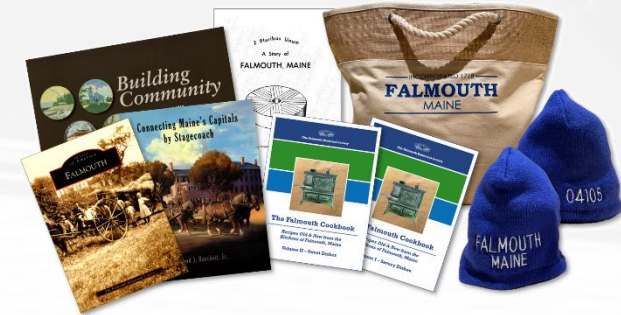
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President's Report

New Business



Falmouth-related Items at Town Hall



The Falmouth Heritage Bookstore

<https://thefhs.org/Bookstore>

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

Item	Sold	Sales
Books	39	\$780
Clothing	5	\$95
FTM*	8	\$190
Total	52	\$1,065
Margin		\$353

* Falmouth-Themed Merchandise

Falmouth Heritage Museum



Museum Building & Grounds Committee

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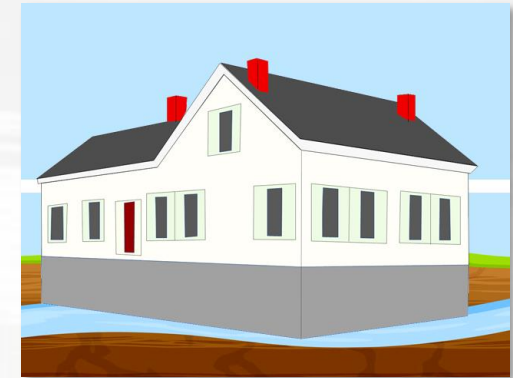
President's Report

New Business

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!

Falmouth Heritage Museum



Technology

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Users Visiting Website	
Origin	Users
Total from Maine & Mass.	1,531
1 Falmouth	348
2 Boston	249
3 Portland	173
4 Cumberland	53
5 Gray	53
6 Yarmouth	49
7 Brunswick	32
8 Scarborough	26
9 Augusta	24
10 South Portland	22

Top Dozen Web Pages Visited		
Page	Views	Users
All	12,328	4,203
1 Welcome	3,472	1,691
2 Colonial Origins	941	682
3 The Almouchiquois	696	468
4 Falmouth Hist Maps	555	311
5 FHS at the Fair	312	235
6 Falmouth History Refs	274	128
7 About FHS	264	132
8 Falmouth Family Refs	256	166
9 Events	253	122
10 Online Collections	182	103

Facebook	
Followers	673
Reach	773
Visits	694
Likes	30

Trending upward—new content drawing visitors

Falmouth Heritage Museum



President's Report

Falmouth Heritage Museum



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New Business

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



The Falmouth Heritage Museum and Barn

Falmouth Heritage Museum



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New Business

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



*Presidents of all-volunteer nonprofits
must sound like broken records*

Falmouth Heritage Museum

Image: iStock



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New Business

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



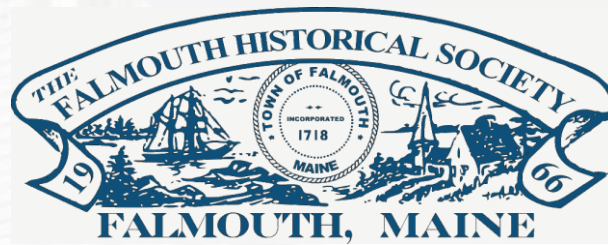
Image: Rio Hondo College

Falmouth Heritage Museum



New Business

Falmouth Heritage Museum



FHS Presents!

Falmouth Heritage Museum