

The Falmouth Historical Society

Meeting of the Board of Directors

Zoom Meeting—February 2, 2021

The meeting came to order at 6:30 p.m. Present were Betsy Whitcomb, Carol Kaufmann, David Farnham, Ron Scorsone, Sally Farneth, and Sue Farnham.

Secretary's Report

Minutes. Draft minutes will be circulated for review by the Board.

Membership. The February mailing is almost ready to go out. The newsletter, tax letters, and renewal letters are printed. The envelopes must still be printed, stuffed, and stamped. Our active membership has dropped to 82 because we did not mail renewal packets last August.

Annual Meeting. We had a quorum and a good mix of attendees including two local authors, the owner of Bucknam Tavern plus the owner of the company doing the restoration, people from local institutions, and a reporter from the Forecaster. There was a good discussion after the Tavern presentation.

This was our first large meeting via Zoom. Use of dual screens by the moderator would have made the delivery smoother and more natural.

Treasurer's Report

Budget. With reopening of the Museum put off until July, those expenses will now be incurred in the next fiscal year. That allows us to definitize our current year budget. So far, we have been replaying last year's budget. A zero-based review and extending the museum closure by two months allowed us to reduce planned expenditures to \$6,876.

Ron asked how the IT costs were broken out. Internet services for the Museum and Zoom fall under Utilities/Telecommunications. Wild Apricot (Web hosting & membership database), PastPerfect (online digital catalog), and our Internet domains are under Information Services. Bookkeeping (QuickBooks), meeting transcription (Otter), and desktop security (Norton) are considered Office

Expenses. Online IRS filings (Tax Exempt) is included with other federal and state fees. Our email and cloud services are provided at no charge by Google.

Carol asked about membership in Maine Association for Nonprofits (MANP). The Society is a member of MANP as well as the Maine Archives & Museums and American Association for State & Local History; membership in AASLH includes a substantial discount on PastPerfect.

A motion to approve the proposed FY2020-21 budget was made and seconded. The Board voted unanimously to accept the budget as proposed.

Finances. The Society has a balance of \$4,367 in its cash accounts and \$17,759 with the Foundation. Our accounts payable is \$235.01. Our year-to-date expenses are 9% under budget. Our projected fiscal year end balance is \$839 under target.

Depending upon income from dues and donations, our next withdrawal from savings will be in June or July. Depending upon the estimated costs to re-open the Museum and publish the cookbook, the withdrawal will be \$5,000.

Public Transparency. David described how the Society provides the community with full visibility into our financial affairs. The Treasurer's Reports are posted on the Society website. Our status as a public charity is posted at the Maine ALMS and IRS TEOS websites. The IRS has now posted our most recent filing on TEOS. We have also completed our profile on GuideStar, a resource used by potential donors to validate a charity's bona fides.

Committee Reports

Programs. Sally is arranging a meeting with teachers at Falmouth Elementary to discuss the school-age educational materials.

Museum Operation & Exhibits. Betsy has reviewed the state guidance for re-opening the Museum.

Collections.

Catalog. Ron has completed entering data for 2010 and has begun 2008.

Local History. We responded to four queries from the community last month. We put off working request from Falmouth High School until spring because it is likely to take much more effort than the typical query.

Communications. With the Museum closed, the front-page article about the Society in the Forecaster gave a huge boost to the Society’s visibility in the community.

Lack of a template for the newsletter had held up publication. Now we have a template so it will be much easier to quickly turn out future editions. We should be able to have four membership mailings annually:

Edition	Winter	Spring	Summer	Fall
Quarter	February	May	August	November
Newsletter	Current, Pending & Lapsed	Current & Pending	Current, Pending & Lapsed	Current & Pending
Renewals	Pending & Lapsed		Pending & Lapsed	
Tax Letters	Prior Calendar Year			

Many of our members printed newsletters.

We had two posts on Facebook last month.

Merchandise.

Cookbook. There was one meeting in January. The committee began the first pass on the complete list of recipes. We now plan to split the cookbook into two volumes: Savory (appetizers, soups, main courses, vegetables) and Sweets.

Museum Buildings & Grounds. The sump drain clogged causing the sump to overflow (again). The stoppage has been cleared and the sump is running properly again.

Ron discussed potential steps to prevent a recurrence. He mentioned that another Scout would like to work on a project to improve storage in the barn.

Technology. Nothing significant to report this month.

Fundraising. David provided an overview of the Society's income vs. expenses during recent years. We have been tapping our savings to cover the shortfall. This is not sustainable. The Society needs to find donors willing to make substantial contributions year after year.

One of the Society's goals calls for targeted local fundraising to put us back on the road to financial stability. We have spent the past four years straightening out our financial and administrative affairs. We have stepped up our mission accomplishment. We can now pass a stringent "due diligence" review by a prospective donor. David laid out the next steps in launching a campaign to engage potential benefactors.

General Topics

Organizational Meeting. The Society's bylaws call for the first meeting of the Board following the Annual Meeting to be an organizational and planning session. David briefly reviewed the "State of the Society" highlighting changes in the "report card" presented at the previous (2019) Annual Meeting followed by the "Goals for 2020-22" adopted by the Board in January 2020.

There being no additional new business, the meeting adjourned at 8:00 p.m.

Respectfully submitted,
Suzanne Farnham
Secretary