Agenda

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

FHS Presents!
• Falmouth’s First Summer Colony
• An Early Falmouth Family
Secretary’s Report
Secretary’s Report

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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 growing steadily

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

Society Membership

<table>
<thead>
<tr>
<th></th>
<th>Primary</th>
<th>Family</th>
<th>Sponsors</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>83</td>
<td>19</td>
<td>4</td>
<td>106</td>
</tr>
</tbody>
</table>

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

Financial Report—All in Four Charts

<table>
<thead>
<tr>
<th>Financial Position</th>
<th>December 31, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Operating Accounts</td>
<td>8,819</td>
</tr>
<tr>
<td>Inventory</td>
<td>4,744</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>21,538</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>520,001</td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>518</td>
</tr>
<tr>
<td>Sales Tax Payable</td>
<td>68</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>586</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Net Assets Beginning of Year</td>
<td>330,949</td>
</tr>
<tr>
<td>Change in Net Assets</td>
<td>188,466</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>520,001</td>
</tr>
</tbody>
</table>

2022 Performance Against Budget

Details can be found in the Annual Treasurer’s Report on the Society website.
Committee Reports
Agenda

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PublicAppearances 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>3</td>
<td>1</td>
<td>4</td>
</tr>
</tbody>
</table>

Education

• Supporting Falmouth Schools
• Marion Perkins Scholarship

Mission

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

Programs

❖ Collections
❖ Research
❖ Education
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

Resumed second grade visits

Falmouth Heritage Museum in 2021

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Season (weeks)</td>
<td>18</td>
</tr>
<tr>
<td>Public Days</td>
<td>15</td>
</tr>
<tr>
<td>Visitors</td>
<td>155</td>
</tr>
</tbody>
</table>
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Collections Committee

Accessions
  ● Pace of accession slowed post-pandemic
  ● Volunteers caught up with 2021 surge

Artifacts inventoried and photographed
  ● Eagle Scout project: Dan Rabinowitz of Falmouth Troop 93

Museum Items in Digital Catalog
- Photographs: 77
- Books etc.: 486
- Artifacts: 315
- Documents: 266
- Total: 1,163

Dan Photographing Artifacts at Museum

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

FHS Online Museum
Open 24/7, 365 days/year

Website Expansion
- Research Aids

<table>
<thead>
<tr>
<th>Historical References</th>
<th>14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family References</td>
<td>30</td>
</tr>
<tr>
<td>Historical Maps</td>
<td>18</td>
</tr>
<tr>
<td>Newsletters</td>
<td>25</td>
</tr>
<tr>
<td>Local Research</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
</tr>
</tbody>
</table>

Responses to Queries from the Community

<table>
<thead>
<tr>
<th>Property History</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local History</td>
<td>20</td>
</tr>
<tr>
<td>Family History</td>
<td>16</td>
</tr>
<tr>
<td>Collections</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>54</strong></td>
</tr>
</tbody>
</table>

Plus three queries meant for the “other Falmouth”

https://thefhs.org/Research
Communications with members was highlighted as a major shortcoming last year. Improvements have been made, but more is needed.

Communications since the last annual meeting:

<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>88</td>
</tr>
<tr>
<td>Website notices</td>
<td>Continuous</td>
<td>Pull</td>
<td>146</td>
</tr>
<tr>
<td>Email blasts</td>
<td>2</td>
<td>Push</td>
<td>75</td>
</tr>
<tr>
<td>Facebook posts</td>
<td>8</td>
<td>Push</td>
<td>160</td>
</tr>
</tbody>
</table>
Merchandise Committee

New Edition of Cookbook
• Two volumes (Savory & Sweet)
• New look and style
• Self-publishing with first run of eight pairs

Online Bookstore
• Society website
• Fulfillment
  — Pickup in Falmouth now
  — Mail order next month

<table>
<thead>
<tr>
<th>Item</th>
<th>Sold</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>43</td>
<td>$790</td>
</tr>
<tr>
<td>Maps</td>
<td>2</td>
<td>$13</td>
</tr>
<tr>
<td>Clothing</td>
<td>8</td>
<td>$137</td>
</tr>
<tr>
<td>FTM*</td>
<td>19</td>
<td>$376</td>
</tr>
<tr>
<td>Total</td>
<td>72</td>
<td>$1,316</td>
</tr>
<tr>
<td>Margin</td>
<td></td>
<td>$422</td>
</tr>
</tbody>
</table>

* Falmouth-Themed Merchandise

https://thefhs.org/Bookstore
Museum Building & Grounds Committee

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Upkeep of Museum is difficult
- Old farmhouse atop swampy ground
- Sump pump can run nonstop

Catastrophic failure last spring
- Sump pump and GFI breaker failed
- Sump overflowed

Restoration was a major effort
- New pump and breaker installed
- Wireless sensor and alarm installed
- Basement cleaned and sanitized

Other Major Work
- Septic tank pumped
Technology

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Users Visiting Website

<table>
<thead>
<tr>
<th>Town</th>
<th>Users</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Falmouth</td>
<td>253</td>
<td>2,565</td>
</tr>
<tr>
<td>Portland</td>
<td>152</td>
<td>384</td>
</tr>
<tr>
<td>Yarmouth</td>
<td>69</td>
<td>485</td>
</tr>
<tr>
<td>Gray</td>
<td>55</td>
<td>185</td>
</tr>
<tr>
<td>Cumberland</td>
<td>48</td>
<td>150</td>
</tr>
<tr>
<td>South Portland</td>
<td>43</td>
<td>97</td>
</tr>
<tr>
<td>Scarborough</td>
<td>39</td>
<td>81</td>
</tr>
<tr>
<td>Freeport</td>
<td>24</td>
<td>59</td>
</tr>
<tr>
<td>Other Maine</td>
<td>366</td>
<td>1,124</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>372</td>
<td>729</td>
</tr>
<tr>
<td>Other New England</td>
<td>189</td>
<td>503</td>
</tr>
<tr>
<td>Other US</td>
<td>1,940</td>
<td>2,828</td>
</tr>
</tbody>
</table>

Top Dozen Web Pages Visited

<table>
<thead>
<tr>
<th>Title</th>
<th>Views</th>
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</thead>
<tbody>
<tr>
<td>Home Page</td>
<td>5,306</td>
</tr>
<tr>
<td>Colonial Origins</td>
<td>885</td>
</tr>
<tr>
<td>Falmouth Historical Maps</td>
<td>498</td>
</tr>
<tr>
<td>The Almouchiquois</td>
<td>432</td>
</tr>
<tr>
<td>Falmouth History References</td>
<td>254</td>
</tr>
<tr>
<td>Falmouth Family References</td>
<td>196</td>
</tr>
<tr>
<td>Events</td>
<td>182</td>
</tr>
<tr>
<td>From Town, to Destination, to Suburb</td>
<td>169</td>
</tr>
<tr>
<td>About FHS</td>
<td>159</td>
</tr>
<tr>
<td>About Falmouth</td>
<td>144</td>
</tr>
<tr>
<td>Historic Site Tours</td>
<td>137</td>
</tr>
<tr>
<td>Falmouth Heritage Tours</td>
<td>124</td>
</tr>
</tbody>
</table>

Facebook

<table>
<thead>
<tr>
<th>Facebook</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Followers</td>
<td>642</td>
</tr>
<tr>
<td>Reach</td>
<td>781</td>
</tr>
<tr>
<td>Visits</td>
<td>401</td>
</tr>
<tr>
<td>Likes</td>
<td>82</td>
</tr>
</tbody>
</table>

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

Big Challenge # 1

Volunteers are stretched too thin

- Speeding up in one area means slowing down somewhere else

Need more members

- Members become volunteers
- Volunteers drive events
- Events bring more members

Please volunteer!

- We need whatever skills you bring
President’s Report

Big Challenge # 2
Society facing major expenses
  • Conversion from septic to sewer
  • Painting of barn
  • Assessing other upkeep issues
Pursuing all options
  • Local businesses or organizations willing to donate material or labor
  • If too big, seek grant

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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
New Business
FHS Presents!