

**Pacific Grove Museum of Natural History  
Director's Report  
April 2014**

**Table of Contents**

*(Ctrl click to jump directly to a section of this report)*

I.	Executive Summary .....	2
II.	Visitation.....	2
III.	Exhibitions .....	2
IV.	Education .....	4
V.	Marketing and Promotions.....	5
VI.	Organizational Updates.....	5
VII.	Personnel & Volunteers .....	6
VIII.	Collections .....	6
IX.	Facility and Risk Management .....	7

## I. Executive Summary

The Museum partnered with the California Native Plant Society to host the 2014 Wildflower Show. This year's show drew a record 4,772 people. 2,245 people participated in the 2013 Wildflower Show. The large increase in participation is believed to be because many coupled the event with Mother's Day activities. It is also believed that there was a marked increase in participation from Museum members and California Native Plant Society (CNPS) Members since the overall income brought in from the show remained about the same as previous years and Museum and CNPS members enjoy free admittance.

Conservator Tonja Morris came to the Museum in April to conserve birds in the Museum's Adopt-a-Bird program. This program has been instrumental to conserving the Museum's Bird collection and raising awareness of Museum conservation needs. Tonja will be returning in June to conserve another grouping of adopted birds. The Adopt-a-Bird program raises funds for conserving the Museum's bird collection. And over 100 of the Museum's birds have been adopted.

[Ctrl Click to Return to Table of Contents](#)

## II. Visitation

Visitation and Visitor Experience	April 2014
Museum Visitation	Guests – 10,804

[Ctrl Click to Return to Table of Contents](#)

## III. Exhibitions

Exhibits	April 2014
Special Exhibitions	<ul style="list-style-type: none"><li>• “Central Coast Landscapes” exhibition closed April 5</li><li>• 53<sup>rd</sup> Annual Wildflower Show hosted a record 4,772 visitors over a three-day period, April 18-20</li><li>• “Chinese Fishing Village” exhibition moved to space near top of lobby stairs</li><li>• New banners designed, printed, and hung to advertise annual “Illustrating Nature” exhibition</li></ul>
Permanent Exhibitions	<ul style="list-style-type: none"><li>• Windows uncovered in gallery formerly known as “Room of Man”</li><li>• “Some Insects of Monterey County” exhibit removed from second floor including removing two exhibit cases. Chinese Fishing Village exhibit moved into this space.</li></ul>

[Ctrl Click to Return to Table of Contents](#)



## IV. Education

Education	April 2014
School Group Visits	<ul style="list-style-type: none"> <li>• Bay School, Pre K, 20 students</li> <li>• Monterey Bay Charter School, 6<sup>th</sup> grade, 25 students</li> <li>• Robert Down, 1<sup>st</sup> grade, 23 students</li> <li>• Marshall West, 2<sup>nd</sup> grade, 43 students</li> <li>• CUSD After School, K-8<sup>th</sup> grade, 20 students</li> <li>• Robert Down, 1<sup>st</sup> grade, 23 students</li> <li>• Shoreline Preschool, Pre K, 15 students</li> <li>• Shoreline Preschool, Pre K, 20 students</li> <li>• Dual Language Academy, 2<sup>nd</sup> grade, 54 students</li> <li>• Mission Union, 2<sup>nd</sup> grade, 18 students</li> </ul> <p><b>Total: 261 students</b></p>
Other Group Visits	<ul style="list-style-type: none"> <li>• Corral De Tierra, 16 visitors</li> <li>• RV Tour-CA Chapter, 23 visitors</li> </ul> <p><b>Total: 39 visitors</b></p>
Other Museum Programs	<ul style="list-style-type: none"> <li>• Free workshop, “Identifying Plant Families,” with Sue Hubbard; approx 75 attendees total over three days</li> <li>• Workshop “Botanical Basics: An Introduction to Sketching Wildflowers” with Erin Hunter; 15 paying attendees</li> <li>• Workshop “An Introduction to Sketching Wildflowers” with John Muir Laws; 14 paying attendees</li> <li>• Workshop “Creating Native Microhabitat Pots” with Chris Hauser; 6 paying attendees</li> </ul> <p><b>Total: 110 attendees</b></p>
Science Saturday	<ul style="list-style-type: none"> <li>• Identification Day, 603 visitors</li> </ul> <p><b>Total: 603 visitors</b></p>
LIMPETS	<ul style="list-style-type: none"> <li>• Wavecrest School, 30 students</li> <li>• CART School, 40 students</li> <li>• North County High School, 25 students</li> <li>• Cunningham Elementary, 50 students</li> <li>• CART School, 40 students</li> <li>• Big Sur Charter School, 15 students</li> <li>• International School of Monterey, 45 students</li> <li>• Skyline High School, 30 students</li> <li>• Cabrillo College, 25 students</li> <li>• Natural Bridges High School, 5 students</li> <li>• Garner Bullis Elementary, 40 students</li> <li>• Pacific Grove High School, 20 students</li> <li>• Skyline High School, 30 students</li> <li>• Pacific Grove High School, 20 students</li> </ul>

Education	April 2014
	<ul style="list-style-type: none"> <li>• Monterey County Office of Education, 15 students</li> <li>• Oak Elementary School, 90 students</li> </ul> <p><b>Total: 520 participants</b></p>

[Ctrl Click to Return to Table of Contents](#)

## V. Marketing and Promotions

Marketing & Promotions	April 2014
Web	Visits: 3,493 Page Views: 11,112
Museum Phone	The Museum phone was updated.

[Ctrl Click to Return to Table of Contents](#)

## VI. Organizational Updates

Organizational Updates	April 2014
None.	

[Ctrl Click to Return to Table of Contents](#)

## VII. Personnel & Volunteers

Personnel	April 2014
Volunteers	<ul style="list-style-type: none"> <li>• Museum Docent volunteers worked 88 hours</li> <li>• Museum Garden volunteers worked 21.50 hours</li> <li>• Museum Projects &amp; Events volunteers worked 155.75 hours</li> <li>• Museum Store volunteers worked 149.50 hours</li> </ul> <p><b>Total Volunteer Hours: 414.75 hours</b></p>
Volunteer Orientation/ Enrichment	<ul style="list-style-type: none"> <li>• New Volunteer Orientation</li> <li>• Lecture: Birds</li> </ul>

[Ctrl Click to Return to Table of Contents](#)

## VIII. Collections

Conservation & Collections	April 2014
Management	<ul style="list-style-type: none"> <li>• Prepared workshop and special exhibit hall for annual wildflower exhibit.</li> <li>• Assisted CNPS with wildflower exhibit.</li> <li>• De-installation of “Central Coast Landscapes” exhibition.</li> <li>• Coordinated return of artwork to lenders for “Central Coast Landscapes” exhibition.</li> <li>• Worked with City to remove coverings from windows in new gift shop.</li> <li>• Painted, installed wall elements, and helped prepare new gift shop space.</li> <li>• Removed Insect display and display cases from upstairs. Painted walls and fixed carpeting.</li> <li>• Relocated Chinese fishing village exhibit to new space upstairs.</li> <li>• Installed “Illustrating Nature” exhibition.</li> <li>• Accepted donation of large whale bones.</li> <li>• Accepted donation of small sand collection.</li> <li>• Facilitated photo/research requests.</li> </ul>
Conservation	<ul style="list-style-type: none"> <li>• Monthly check of temperature/relative humidity levels and pest activity. All readings found to be within acceptable limits.</li> <li>• Began monitoring light levels from newly exposed windows in “Room of Man”. Set up consultation for UV film application to newly exposed windows.</li> <li>• Worked with conservator Tonja Morris on conservation treatments for bird specimens. Scheduled next phase for mid-June.</li> </ul>

[Ctrl Click to Return to Table of Contents](#)

## IX. Facility and Risk Management

Facility and Risk Management	April 2014
Repairs / Upgrades	<ul style="list-style-type: none"><li>• 04/16- Requested gutter above Museum main entrance to be cleaned out. Reported door bell not working on side entrance. Door bell battery replaced and gutter cleaned on same day of report by City of Pacific Grove workers.</li><li>• 04/17- Admin called Waste Management to request emergency yard waste can since new one was to be replaced on 4/17 and was not. New can was needed for 4/18 Wildflower Show. New can set to arrive 4/18, however did not until 4/22.</li><li>• 04/17- Sandy the whale was tagged with paint and reported to the Pacific Grove Police Department. Cleaning of Sandy was finalized on 4/21 by City of Pacific Grove workers. (Case number PG1400368; Officer Brian Gorman)</li><li>• Lobby handicap door pushes not operating. Notified Public Works.</li><li>• Heritage windows re-exposed in “Room of Man” gallery. Consulting with experts on UV/IR/Light window tinting.</li></ul>

[Ctrl Click to Return to Table of Contents](#)