

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

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I. Executive Summary

The 2nd Butterfly Ball was a huge success with more tickets sold than the previous year, larger attendance and more fun to be had by all. Guests enjoyed live music, strolling dinner, wine, spirits, silent auction items, and a special unveiling of the Museum's Butterfly Pavilion conceptual design. All proceeds from the fundraising event benefit the Pacific Grove Museum of Natural History. A special thanks to all of our event sponsors:

- Bianchi, Kasavan, & Pope,
- Wild Plum Café,
- Trotter's Antiques,
- Pacific Grove Chamber,
- Trotter Galleries,
- Fenton & Keller,
- Local Catch Monterey Bay,
- Monterey Copy Center,
- Chic Event Rentals,
- Bug Under Glass,
- Halē Kai Lana, Inc.,
- Marich Confectionery,
- Lilify,
- Union Bank,
- Portola Hotel & Spa,
- Monterey Bay Laundry Company,
- Pierce Ranch Vineyards,
- Ventana Vineyards, and
- Brooks Wine.

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II. Visitation

Visitation and Visitor Experience	March 2014
Museum Visitation	Guests – 6,504
Sanctuary Visitation	Guests – 6

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III. Exhibitions

Exhibits	March 2014
Special Exhibitions	<ul style="list-style-type: none">• Preparations underway for Wildflower Show.
Permanent Exhibitions	<ul style="list-style-type: none">• Finalized conceptual design of Butterfly Pavilion to unveil at Butterfly Ball.

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IV. Education

Education	March 2014
School Group Visits	<ul style="list-style-type: none"> • Tularcitos Co-Op, Pre K, 15 students • Robert Down, 2nd grade, 22 students • Vista Verde Middle School, 6th grade, 35 students • Robert Down, 2nd grade, 21 students • Creekside Learning Lab, 4th grade, 18 students <p>Total: 111 students</p>
Other Museum Programs	<ul style="list-style-type: none"> • Senior Centers Without Walls, 20 visitors <p>Total: 20 attendees</p>
Science Saturday	<ul style="list-style-type: none"> • Bees, Wasps, Honey and Hives, 800 visitors <p>Total: 800 visitors</p>
Group Outreach Programs/Kits	<ul style="list-style-type: none"> • Robert Down Elementary, Pacific Grove, checked out the Owl Classroom Kit
Lectures	<ul style="list-style-type: none"> • “More Than Honeybees,” lecture by Gretchen LeBuhn, 30 attendees.
LiMPETS	<ul style="list-style-type: none"> • Santa Catalina School, 12 attendees • Santa Catalina School, 12 students • Robert Down, 75 students • Big Sur Charter, 15 students • Robert Down, 75 students • Student Oceanography Club, 30 students • Vista Verde Middle School, 35 students • Cabrillo College, 23 students • CSU Stanislaus, 30 students • Santa Catalina School, 12 students • Natural Bridges High, 30 students • Saint Mary’s Gilroy, 33 students • Santa Catalina School, 12 students • Santa Catalina School, 12 students • Santa Catalina School, 12 students • CSUMB Ecology, 4 students <p>Total: 422 participants</p>

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V. Marketing and Promotions

Marketing & Promotions	March 2014
Web	Visits: 3,758 Page Views: 12,026
Museum Phone	The Museum phone was updated.

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VI. Organizational Updates

Organizational Updates	March 2014
Board of Directors	Scott Brubaker joined the Museum Board of Directors.

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VII. Personnel & Volunteers

Personnel	March 2014
Volunteers	<ul style="list-style-type: none"> • Museum Docent volunteers worked 74.50 hours • Museum Garden volunteers worked 10 hours • Museum Projects & Events volunteers worked 181.50 hours • Museum Store volunteers worked 129.75 hours • Museum Monarch Sanctuary volunteers worked 3 hours <p>Total Volunteer Hours: 398.75 hours</p>
Volunteer Orientation/ Enrichment	<ul style="list-style-type: none"> • Volunteer Information Meeting • New Volunteer Orientation • Monarch End of Season Meeting

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VIII. Collections

Conservation & Collections	March 2014
Management	<ul style="list-style-type: none">• Continued annual rotating inventory of collections.• Accession of Edwardian Bird hat (TF# 0351) to Museum collection.• Deaccession of fake pictograph stone (ID#4/1272) from Museum collection.• Accepted donation of fossil bone for use in education collection.• Continued coordinating return of loaned artwork for “Central Coast Landscapes” exhibit.
Conservation	<ul style="list-style-type: none">• Monthly check of Temperature/relative humidity levels and pest activity. All readings found to be within acceptable limits.• Prepared bird specimens for conservation treatment taking place 4/1-4/2/14

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IX. Facility and Risk Management

Facility and Risk Management	March 2014
Repairs / Upgrades	<ul style="list-style-type: none">• 03/07- Pixels IT performed computer consultation and repair in regards to wireless issues. Replaced non working router with new router in library.