

**Pacific Grove Museum of Natural History  
Director's Report  
February 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 .....	3
V.	Marketing and Promotions.....	4
VI.	Organizational Updates.....	4
VII.	Personnel & Volunteers .....	4
VIII.	Collections .....	5
IX.	Facility and Risk Management .....	5

## I. Executive Summary

The Museum is in full preparation for the upcoming Butterfly Ball on March 22. Enjoy live music, strolling dinner, wine, spirits, silent auction items, and a special unveiling of the Museum's Butterfly Pavilion design. Attire: Ball gowns to blue jeans (wings optional.) **TheButterflyBall.org**

The Museum presented the recommendation of accessioning an Edwardian Bird hat (TF# 0351) into the Museum's collection to City's Museum Board. The Museum also presented to the City's Museum Board the recommendation to deaccession a fake pictograph stone (ID#4/1272).

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

## II. Visitation

Visitation and Visitor Experience	February 2014
Museum Visitation	Guests – 5,954
Sanctuary Visitation	Guests – 4,091

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

## III. Exhibitions

Exhibits	February 2014
Special Exhibitions	<ul style="list-style-type: none"><li>Annie Holdren attended an IMLS-funded, 8-day "Exhibit Skills" workshop at the Huntington in Pasadena.</li></ul>
Permanent Exhibitions	<ul style="list-style-type: none"><li>Terminated contract with exhibit designers Muniz/McNeil for Monarchs Gallery design.</li></ul>

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

## IV. Education

Education	February 2014
School Group Visits	<ul style="list-style-type: none"> <li>• Loma Vista, 2<sup>nd</sup> grade, 75 students</li> <li>• Del Ray Woods, 2<sup>nd</sup> grade, 105 students</li> <li>• Toro Park, Kindergarten, 110 students</li> <li>• Pacific Grove High School, 12<sup>th</sup> grade, 14 students</li> <li>• Lawrence Jones, 6<sup>th</sup>-8<sup>th</sup> grade, 185 students</li> <li>• Sacred Heart, 3<sup>rd</sup> grade, 34 students</li> <li>• Tularcitos, 1<sup>st</sup> grade, 40 students</li> <li>• Fall Creek Home School, K-5<sup>th</sup> grade, 10 students</li> </ul> <p><b>Total: 573 students</b></p>
Other Group Visits	<ul style="list-style-type: none"> <li>• Terraces of Los Gatos, 20 visitors to Museum and Monarch Sanctuary</li> <li>• Emeryville Senior Center, 35 visitors to Museum and Monarch Sanctuary</li> </ul> <p><b>Total: 55 visitors</b></p>
Other Museum Programs	<ul style="list-style-type: none"> <li>• Museum Tours, 8 visitors</li> <li>• Monarch Sanctuary Talks, 90 visitors</li> <li>• Migration Festival</li> </ul> <p><b>Total: 98 attendees</b></p>
Science Saturday	<ul style="list-style-type: none"> <li>• Passenger Pigeons, 400 visitors</li> </ul> <p><b>Total: 400 visitors</b></p>
Lectures	<ul style="list-style-type: none"> <li>• “Ecology and Evolution of a Strange Soil,” lecture by Susan Harrison, 35 attendees.</li> <li>• “Passenger Pigeons: Back from Extinction?” lecture by Ben Novak, 60 attendees.</li> </ul> <p><b>Total: 95 attendees</b></p>
LiMPETS	<ul style="list-style-type: none"> <li>• Santa Catalina School, 12 attendees</li> <li>• Santa Catalina School, 15 students</li> <li>• Big Sur Charter School, 15 students</li> <li>• CSUMB, 30 students</li> <li>• Santa Catalina School, 12 students</li> <li>• Santa Catalina School, 12 students</li> <li>• CSUMB, 30 students</li> <li>• CSUMB, 30 students</li> <li>• CSUMB, 30 students</li> <li>• CSUMB, 30 students</li> <li>• Natural Bridges High School, 13 students</li> <li>• North Salinas High School, 28 students</li> <li>• Watsonville High School, 30 students</li> <li>• Big Sur Charter School, 15 students</li> </ul> <p><b>Total: 272 participants</b></p>

## V. Marketing and Promotions

Marketing & Promotions	February 2014
Web	Visits: 4,512 Page Views: 14,597
Museum Phone	The Museum phone was updated.

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

## VI. Organizational Updates

Organizational Updates	February 2014
	There are no organizational updates.

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

## VII. Personnel & Volunteers

Personnel	February 2014
Volunteers	<ul style="list-style-type: none"><li>• Museum Docent volunteers worked 61.50 hours</li><li>• Museum Garden volunteers worked 6.5 hours</li><li>• Museum Projects &amp; Events volunteers worked 83.75 hours</li><li>• Museum Store volunteers worked 83.50 hours</li><li>• Museum Monarch Sanctuary volunteers worked 87.25 hours</li></ul> <b>Total Volunteer Hours: 322.50 hours</b>
Volunteer Orientation/ Enrichment	<ul style="list-style-type: none"><li>• Volunteer Information Meeting, 6 attendees</li><li>• New Volunteer Orientation, 5 attendees</li><li>• Service Learner Orientation, 12 attendees</li><li>• Don Kohrs Talk, 10 attendees</li></ul> <b>Total Attending Enrichments: 10</b> <b>Total New Volunteers: 17</b>

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

## VIII. Collections

Conservation & Collections	February 2014
Management	<ul style="list-style-type: none"> <li>• Continued annual rotating inventory of collections.</li> <li>• Continued process of matching museum records to temporary catalog objects.</li> <li>• Presented proposed accession of Edwardian Bird hat (TF# 0351) to Museum Advisory Board.</li> <li>• Presented proposed deaccession of fake pictograph stone (ID#4/1272) to Museum Advisory Board.</li> <li>• Submitted loan materials to Jepson Herbaria.</li> <li>• Facilitated research requests.</li> <li>• Facilitated Photo requests.</li> <li>• Moved Chinese Fishing Village exhibit/assisted with setup for “Night Owls” event.</li> <li>• Accepted donation of shells from Florida Keys for use in education collection.</li> <li>• Installed Passenger Pigeon specimen in Main exhibit hall with accompanying text panel.</li> <li>• Began coordinating return of loaned artwork for “Central Coast Landscapes” exhibit.</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. Resolved issue regarding upload of files to Eclimate Notebook.</li> <li>• Confirmed schedule for next round of bird specimen conservation for 4/1-4/2/14.</li> <li>• Attended Collections Roundtable meeting at Marina Library.</li> </ul>

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

## IX. Facility and Risk Management

Facility and Risk Management	February 2014
Repairs / Upgrades	<ul style="list-style-type: none"> <li>• 02/12- Public Works repaired handicap stall toilet water that was running in women’s public bathroom.</li> <li>• 02/28- Reported three water leaks throughout the Museum due to heavy rains: Glass above over pass bridge on second floor dripping water, ceiling above garden doors in lobby and door frame leaking water onto floor in lobby, and ceiling above main entrance doors and door frame leaking water and pooling on outside ledge of door. Public Works inspected areas.</li> </ul>