

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

Table of Contents

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

I.	Executive Summary	2
II.	Visitation.....	2
III.	Exhibitions	3
IV.	Education	3
V.	Marketing and Promotions.....	4
VI.	Organizational Updates.....	4
VII.	Volunteers	5
VIII.	Collections	5
IX.	Facility and Risk Management	6

I. Executive Summary

The City Council approved the first and second reading of the Third Amendment to the Operating Agreement and Lease between the City of Pacific Grove and the Museum. The impact of this amendment is that the Museum retains free admission to Monterey County residents, but may charge admission to those residing outside of the Monterey County.

As a result, the Museum will charge admission beginning mid-June at the following rate:

Admission:

- \$8.95 Adults
- \$5.95 Youth 4-18; Students with id; Military

Free for:

- 3 y.o. and under
- All Monterey County residents
- Museum Members
- All school field trips; regardless of location
- *Admission is free for everyone the last Saturday of every month*

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

II. Visitation

Visitation and Visitor Experience	May 2014
Museum Visitation	Guests – 6,363

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

III. Exhibitions

Exhibits	May 2014
Special Exhibitions	<ul style="list-style-type: none"> • <i>The MVSEVM</i> exhibition opened June 10 in a new intimate gallery that was the old Museum store. This exhibition showcases the artistry and history of taxidermy and emphasizes careful collecting.
Permanent Exhibitions	<ul style="list-style-type: none"> • Monterey Peninsula Water Management District inspected plumbing retrofits for completion of 199{?} permit for building of upstairs Education Room

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

IV. Education

Education	May 2014
School Group Visits	<ul style="list-style-type: none"> • Forest Grove, 3rd grade, 27 students • Robert Down, 2nd grade, 23 students • Robert Down, 1st grade, 22 students • Alianza, K, 90 students • Robert Down, 2nd grade, 22 students • Greenberg Elementary, 5th grade, 75 students • Sonoma County Waldorf School, 4th grade, 29 students <p>Total: 288 students</p>
Other Museum Programs	<ul style="list-style-type: none"> • “Archaeology and Prehistory of the Monterey Bay Area” by Gary Breschini and Trudy Haversat on May 1; 40 attendees • Science illustration demonstrations given by graduates of the CSUMB Science Illustration Program, on May 10 • “Walk of Remembrance,” celebrating Pacific Grove’s Chinese fishing village, held on May 17; presentations by village descendants (Munson Kwok, Gerry Low-Sabado, Karen Gok Lee, Hoover Mock, Brandon Sabado, and Peggy Benitez) and parade led by Lion Dance Team; 75 attendees <p>Total: 115 attendees</p>
Group Outreach Programs/Kits	<ul style="list-style-type: none"> • La Mesa School, Scrub Jay Kit • Del Ray Woods. 3rd grade, 75 students <p>Number of kits checked out: 1 Total Outreach: 75 students</p>
LIMPETS	<ul style="list-style-type: none"> • Cesar Chavez Middle School, 35 students • Watsonville High School, 70 students • Santa Catalina, 60 students

Education	May 2014
	<ul style="list-style-type: none"> • Everett Elementary, 45 students • Pacific Elementary, 25 students • Marina High School, 22 students • Lincoln High School, 40 students • Wavecrest Montessori, 25 students • Martin Murphy Middle School, 48 students • Natural Bridges High School, 20 students • Pajaro Valley Middle School, 135 students • CA Naturalist UCSC, 26 students • PG Museum Naturalist, 26 students <p>Total: 577 participants</p>

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

V. Marketing and Promotions

Marketing & Promotions	May 2014
Web	Visits: 2,751 Page Views: 8,880
Museum Phone	The Museum phone was updated.

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

VI. Organizational Updates

Organizational Updates	May 2014
Development Director	<p>Please join me in welcoming Jeanette Kihs (pronounced Keys) to our Museum Team! Jeanette begins her position as our Development Director on July 1st.</p> <p>Jeanette is a seasoned development professional coming to the Museum after an impactful seven year development career at Santa Catalina High School.</p>

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

VII. Volunteers

Personnel	May 2014
Volunteers	<ul style="list-style-type: none"> • Museum Docent volunteers worked 78 hours • Museum Garden volunteers worked 25 hours • Museum Projects & Events volunteers worked 57.25 hours • Museum Store volunteers worked 119.75 hours <p>Total Volunteer Hours: 280 hours</p>
Volunteer Orientation/Enrichment	<ul style="list-style-type: none"> • New Volunteer Orientation, 4 attendees • Volunteer Information Meeting, 6 attendees • Lecture: Rocks. 11 attended • Lecture: Monarchs, 9 attendees <p>Total Attending Enrichments: 20 Total New Volunteers: 4</p>

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

VIII. Collections

Conservation & Collections	May 2014
Management	<ul style="list-style-type: none"> • Prepared old gift shop to install <i>MVSEVM</i> exhibit. • Helped to install final elements into new gift shop. • Finished installing of <i>Illustrating Nature</i> exhibit. • Continued coordination and return of artwork to lenders for <i>Central Coast Landscapes</i> exhibition. • Updated and fixed several exhibit elements in Whale and Dolphin room. • Updated and fixed several exhibit elements in <i>Monarchs Come Home</i> exhibition. • Updated and fixed several exhibit elements on Mezzanine. • Accepted donation of various items, including Alvin Seale collection from PG Library (loan), insect collections, deer skull and coyote skull. • Facilitated photo/research requests.
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. • Continued monitoring light levels from newly exposed windows. • Brought in company to have UV/IR protective film applied to windows in new and old gift shop. • Scheduled next round of bird conservation treatments with Tonja Morris for June 24th-26th.

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

IX. Facility and Risk Management

Facility and Risk Management	May 2014
Repairs / Upgrades	<ul style="list-style-type: none">• 05/01- City ordered one waterless urinal for men's bathroom.• 05/05- City ordered another waterless urinal (they were not aware two were needed) and installed one that was ordered on May 1st in the Museum.• 05/12- City completed installation of second urinal in Museum.• 05/16- Requested for new California flag outside of Museum on flag pole. City worker's replaced flag that day.• 05/16- Reported broken handicap button to City and informed them of visitor complaints in regards to entrance difficulty, as well as legal obligations to its proper operation.