

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

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I. Executive Summary

The new Museum admission rates went into effect June 10. Associated with this event was a refreshing of the Museum experience with the hiring of Guest Services personnel to greet Museum visitors, way finding signage, and various exhibition improvement (e.g., adding exhibit titles, updating lighting.)

Also in June, conservationist, Tonja Morris, conducted treatment of birds in a three day span. Those who have symbolically adopted birds to support this conservation were sent notification of this event.

June 30th marks the closing of the Museum 2013 / 2014 fiscal year.

- **Museum's visitation** for the 2013 / 2014 fiscal year ended at 75,417, a significant increase over last year's attendance of 70,062. This increase can be directly attributed to a 3,000 visitation increase from the Annual Wildflower Show falling over Mother's Day weekend and an increased visitation to the Museum for viewing exhibitions.
- **Class field trip participation** was down this year (3062 this year versus 3,804 last year) due to not having funding to replace the Hearst Foundation funding of the coordinated curriculum program created jointly with the Monterey Museum of Art. This funding sponsored bus transportation for the schools to participate in this partnered program.
- **Science Saturday participation** continues to increase with this year's participation being 7,956 versus last year's participation of 7,037.
- **Volunteer hours** significantly increased to 4,416 hours over last year's total of 3,507 hours. A heartfelt *thank you* to our committed and passionate volunteers. The Museum and the greater community is simply a better place for their dedicated investment of time.

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II. Visitation

Visitation and Visitor Experience	June 2014
Museum Visitation	Guests – 4,965

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III. Exhibitions

Exhibits	June 2014
Special Exhibitions	<ul style="list-style-type: none"> • “Illustrating Nature” exhibition closed June 15. • Selections from “MVSEVM” exhibition re-installed in former Museum Store location, with addition of two touch boxes plus antique (1776) hand-colored bird prints. • New “chrysalis chair” covering sewn by Crystel Bianchi for the “Monarchs Come Home” exhibition. • Interpretive marker for Chinese Fishing Village completed and sent to sign-maker.
Permanent Exhibitions	<ul style="list-style-type: none"> • “Welcome” sign framed and installed in Museum lobby. • Vinyl lettering and painted stencil lettering placed in appropriate locations to provide way-finding and interpretive assistance for visitors. • “Whales and Dolphins” gallery renovated with the removal of old touch-screen computer and other extraneous elements, installation of whale baleen and teeth for visitors to touch, and deep cleaning/touch-up of signs and surfaces. • Schematic drawings for Butterfly Pavilion completed by Marcy Wong Donn Logan Architects (not to be used for construction). • Contract signed with Hare Construction for installation of water fountain in back yard. • Contract signed with architect Hunter Eldridge for remodeling of space for new Monarchs Gallery.

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IV. Education

Education	June 2014
School Group Visits	<ul style="list-style-type: none"> • El Gabilan, 2nd grade, 60 students • YMCA Summer Camp, K-3rd grade, 14 students • Monterey Presidio Summer Camp, K-2nd grade, 60 students • Monterey Presidio Summer Camp, 3rd-5th grade, 60 students • YMCA Summer Camp, 3rd-8th grade, 40 students <p>Total: 234 students</p>
Science Saturday	<ul style="list-style-type: none"> • H20h My! <p>Total: 457 visitors</p>
LIMPETS	<ul style="list-style-type: none"> • Junipero Serra School, 26 students • Arcata School, 40 students • MBAQ PSI 2, 15 students • Adult Monitoring Day, 8 students • Adult Monitoring Day, 12 students • Point Lobos Docents, 15 students • Point Lobos Summer Adventures, 40 students • Crabby Family Day, 19 students • National Association of Black SCUBA Divers, 25 students • MBAQ PSI 1, 40 students • Castroville Summer School, 40 students • Family Nature Summit, 30 students <p>Total: 310 participants</p>

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V. Marketing and Promotions

Marketing & Promotions	June 2014
Web	Visits: 2,715 Page Views: 8,454
Museum Phone	The Museum phone was updated.

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VI. Organizational Updates

Organizational Updates	June 2014
Guest Services	Please join me in welcoming the Museum's new Guest Services staff. Stacey Limone, Lauren Finch, and Chloe Carter all began employment this June. The Guest Services position is a part-time position responsible for greeting visitors as they enter the Museum, answering the Museum phones, and facilitating admission and membership discussions. Our Guest Services team is critical, as they serve as the vital first contact with Museum visitors.

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VII. Volunteers

Personnel	June 2014
Volunteers	<ul style="list-style-type: none"> • Museum Docent volunteers worked 69.5 hours • Museum Garden volunteers worked 13.5 hours • Museum Projects & Events volunteers worked 159.5 hours • Museum Store volunteers worked 80 hours <p>Total Volunteer Hours: 322.5 hours</p>
Volunteer Orientation/ Enrichment	<ul style="list-style-type: none"> • New Volunteer Orientation, 1 attendees • Volunteer Information Meeting, 4 attendees <p>Total New Volunteers: 1</p>

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VIII. Collections

Conservation & Collections	June 2014
Management	<ul style="list-style-type: none"> • Updated and cleaned up Whale Room Exhibit: Removed computer and installed hands-on station. Removed outdated and superfluous text panels. Replace lighting underneath table, fixed sound buttons, • Finished installation of “MVSEM” exhibit. • Added way finding stencils throughout Museum. • Finalized elements throughout the Museum in preparation for admission charging. • Installed additional elements in new gift shop. • De-installation of “Illustrating Nature” exhibit. • Returned all artwork on loan from “Illustrating Nature” exhibit. Updated exhibit and loan files. • Returned final works of art from “Central Coast Landscapes” exhibit. • Continued Annual rotating Inventory (Herbarium cabinet 11) • Cataloged several recently acquired plant specimens (2010 on) into Temporary collection. • Facilitated photo/research requests. • Updated and installed bird sponsorship labels. • Relocated newly sponsored birds into exhibit case below stairs for conservator access.
Conservation	<ul style="list-style-type: none"> • Monthly check of Temperature/relative humidity levels and pest activity. Recommend moving forward on recommendation to enclose sump pump area in collection storage. • Conducted 6 month review of environmental data. Began developing a plan to address areas that need attention. • Worked with Conservator Tonja Morris to finish treatment of birds from initial round of conservation as well as conduct assessment of second round of sponsored bird specimens.

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IX. Facility and Risk Management

Facility and Risk Management	June 2014
Repairs / Upgrades	<ul style="list-style-type: none">• 06/01- Museum hired Flawless Cleaners conducted full facility carpet cleaning.• 06/01- Craven Landscaping moved rocks and fossils in the Native Plant Garden in anticipation of installation of the drinking fountain.• 06/06- Reported Buckeye Tree crack to City. Evaluation and caution tape administered same day.• 06/09- City Arborer planned to cut off broken branch of Buckeye.• 06/09- Informed City of wheelchair ramp sign, on Forest Avenue side, blocked by small tree.• 06/10- Wheelchair ramp sign properly visible due to City trimming back small tree by Museum staff.• 06/30- Water fountain installation.