

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

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I. Executive Summary

The Museum's *Night Owl: Botany and Brews* event October 4 was a huge success. Over 250 people enjoyed live music by the local bluegrass band the "Blue Tail Flies", while learning the science behind their favorite drinks. Pierce Vineyards held wine tasting from different grapes while discussing sugar levels and grape varieties. Bottoms-Up Home Brew Shop provided beer tasting from different plants and showcased the process of home brewing beer. The Lost Spirits Distillery was on hand for rum tasting and to show how to turn molasses into rum, and Chaya Tea shared the secrets of brewing the perfect tea. Mark your calendars for the next Night Owl event, which will be held on Valentine's Day.

Museum representatives attended the Packard Foundation Open House in October celebrating the 50th Anniversary of the David and Lucile Packard Foundation. The community turned out in droves for this wonderful occasion held at the Foundation's Platinum certified green building. The David and Lucile Packard Foundation stepped in with support to keep the Museum from closing in 2008 and remain strategic partners today. The Museum is deeply grateful for their past faith in our organization and for their continued support.

The monarch season will begin in November, but the Museum has docents in the Monarch sanctuary each weekend beginning in October. This is to support the thousands of tourists who begin their journeys a bit early in hopes of seeing the monarchs. A small number monarchs did arrive in the sanctuary in October, but not enough to exhibit significant cluster behavior.

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II. Visitation

Visitation and Visitor Experience	Oct 2014
Museum Visitation	Guests - 7,714
Monarch Sanctuary Visitation	Guests - 1,908

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III. Exhibitions

Exhibits	Oct 2014
Permanent Exhibitions	<ul style="list-style-type: none">• Construction begun for remodeling of Monarchs Gallery/Receiving Room.• Acoustic ceiling tiles removed from main exhibit gallery.• "Cabinet of curiosity" moved to location under mezzanine in main exhibit gallery.• Extinct birds (passenger pigeon and Carolina parakeet) installed in Birds Gallery.• Interpretive text added to Birds Gallery.

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IV. Education

Education	Oct 2014
School Group Visits	<ul style="list-style-type: none"> • Monterey Bay Charter School, 6th grade, 26 students • San Carlos School, 4th grade, 24 students • Forest Grove, 2nd grade, 22 students • City of Seaside Camp, K-3, 30 students • Robert Down, 2nd grade, 20 students • Santa Clara Home School, K-3, 5 students • Monte Vista, 1st grade, 60 students • Big Sur Charter School, K-5, 15 students • Hallmark Charter School, 4th-5th grade, 20 students • Robert Down, 1st grade, 20 students • Monterey Bay Charter School, 5th grade, 26 students <p>Total: 268 students</p>
Other Group Visits	<ul style="list-style-type: none"> • Family Reunion, 60 visitors <p>Total: 60 visitors</p>
Science Saturday	<ul style="list-style-type: none"> • Spiders and Snakes, 1,800 visitors <p>Total: 1,800 visitors</p>
Group Outreach Programs/Kits	<ul style="list-style-type: none"> • Point Lobos- Sea Otters Kit <p>Number of kits checked out: 1</p>
Lectures	<ul style="list-style-type: none"> • “The Natural History of California Spiders” presented by RJ Adams; 25 attendees <p>Total: 30</p>
LiMPETS	<ul style="list-style-type: none"> • Santa Catalina, 30 students • Santa Catalina, 30 students • Walnut Elementary, 64 students • CSUMB, 25 students • Pacific Elementary, 40 students • Santa Catalina, 22 students • Santa Catalina, 13 students • Lincoln High School, 60 students • Santa Catalina, 30 students • Robert Down Elementary, 90 students • CSUMB, 23 students • Santa Catalina, 20 students • Santa Catalina, 12 students • Robert Down Elementary, 90 students <p>Total: 549 participants</p>

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V. Marketing and Promotions

Marketing & Promotions	Oct 2014
Web	Visits: 5,168 Page Views: 13,201
Museum Phone	The Museum phone was updated.

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VI. Personnel & Volunteers

Personnel	Oct 2014
Volunteers	<ul style="list-style-type: none"> • Museum Docent volunteers worked 83 hours • Museum Garden volunteers worked 15 hours • Museum Projects & Events volunteers worked 182.75 hours • Museum Store volunteers worked 83.50 hours • Monarch Sanctuary volunteers worked 23.50 hours <p>Total Volunteer Hours: 387.75 hours</p>
Volunteer Orientation/ Enrichment	<ul style="list-style-type: none"> • Volunteer Information Meeting, 3 attendees • Volunteer Orientation, 9 attendees <p>Total New Volunteers: 9</p>

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VIII. Collections

Conservation & Collections	Oct 2014
Management	<ul style="list-style-type: none"> • Finished database update (including photographs, location updates, exhibit catalog and condition notes) for objects moved during September's gallery changes. • Discussed and recorded information about Chinese Fishing Village models from Michael Croft. • Installed additional elements in Bird Gallery: Fiberglas Condor, Condor wingspan example, didactic panels, additional paintings and labels, table with bird nest display, sand footprint station, birdsong soundtrack, and extinct birds case. • Removed extinct species display from Main gallery. • Added additional collection objects to case below stairs in Main gallery. • Moved Walnut cabinet to east wall in main gallery. • Removed sound tiles and drywall on ceiling in main gallery. • Began scrapbooking archive project with new Museum intern. • Photographed many collection objects while updating location information in database • Removed Geology and fossil exhibits and began dismantling exhibit cases on north wall of Mezzanine. • Continued with temporary collection cataloging project.
Conservation	<ul style="list-style-type: none"> • Monthly check of Temperature/relative humidity levels and pest activity. • Additional condition reports for several of the items moved during the gallery moves.

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IX. Facility and Risk Management

Facility and Risk Management	Oct 2014
Repairs / Upgrades	<ul style="list-style-type: none"> • 10/09- Exit signs throughout facility fixed with new lighting. • 10/13- Broken water heater replaced. • 10/14- Tough box installed at Monarch Sanctuary to hold Monarch Docent equipment. • 10/24- 10/29- Comcast final installation with Sentry Alarm and Totlcom assistance. • 10/27- Egress lighting throughout facility updated and fixed. • 10/30- Lock on sanctuary tough box installed.