

**Pacific Grove Museum of Natural History
Director's Report
November 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.	Personnel & Volunteers	4
VIII.	Collections	5
IX.	Facility and Risk Management	6

I. Executive Summary

Monarchs took center stage during the month of November with counts significantly larger than last year. During the peak week around Thanksgiving, staff and docents counted over 24,000 Monarchs, which is almost twice last year's peak count. The Sanctuary was featured on KION-TV, and KSBW visited the Museum during Science Saturday. Monarchs were also featured on the front page of the Monterey Herald.

Staffing shifted during the month of November as we welcomed new Marketing and Communications Coordinator, Patrick Whitehurst on November 3. We said goodbye to the Museum's Executive Director, Lori Mannel, in mid-November. We also bid farewell to our LiMPETS Coordinator who relocated out of the area.

- I. Attended the Museum Advancement Committee Meeting.
- II. Held lunch meeting with Liza Horvath from Monterey Trust and Lori Mannel.
- III. Ensured staff is trained on Cyber Security.
- IV. Attended the Finance Committee Meeting at the Museum.
- V. Attended the City Museum Board Meeting regarding basketry.
- VI. Attended a Museum Member exclusive event at Point Lobos.
- VII. Hosted a going away dinner, to include all staff and Board Members, for the Museum's outgoing Executive Director, Lori Mannel.
- VIII. Met with Rafael Payan, Jackie Nelson, Ann Wasser, and Lori Mannel regarding potential partnership with the Monterey Peninsula Regional Park District.
- IX. Attended the City Council meeting in support of the MCCVB.
- X. Attended National Philanthropy Day with Lori Mannel and several Foundation Board members.
- XI. Hosted the Museum Board Meeting.
- XII. Attended the Board Development Committee Meeting at the Museum.

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

II. Visitation

Visitation and Visitor Experience	Nov 2014
Museum Visitation	Guests - 6,293
Monarch Sanctuary Visitation	Guests - 8,771

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

III. Exhibitions

Exhibits	Nov 2014
Permanent Exhibitions	<ul style="list-style-type: none"> • Three Geology display cases removed from upstairs mezzanine level. • Remodel of Monarchs Gallery/Receiving Room completed, including chrysalis viewing window. • Monarchs Gallery opened to public.

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

IV. Education

Education	Nov 2014
School Group Visits	<ul style="list-style-type: none"> • Cedar Springs Waldorf School, 4th grade, 18 students • Foothill School, 2nd grade, 66 students • Lighthouse Preschool, Pre K, 20 students • Robert Down, 1st grade, 25 students • Robert Down, 1st grade, 20 students • Valley View Daisy Group, K-2nd grade, 20 students • Junipero Serra School, 6th grade, 25 students • Forest Grove, 3rd grade, 25 students • Robert Down, K and 3rd grade, 50 students <p>Total: 269 students</p>
Other Group Visits	<ul style="list-style-type: none"> • Kanan Tours, 60 visitors • Kanan Tours, 45 visitors • Saratoga Senior Center, 30 visitors <p>Total: 135 visitors</p>
Science Saturday	<ul style="list-style-type: none"> • Monarch Magic, 599 visitors <p>Total: 599 visitors</p>
Group Outreach Programs/Kits	<ul style="list-style-type: none"> • Junipero Serra School, 6th grade, 25 students • Del Ray Woods, Predator Prey Kit • Robert Down, Seals and Sea Lions Kit • Spreckles Elementary, Ohlone Kit <p>Number of kits checked out: 3 Total Outreach: 25 students</p>
Lectures	<ul style="list-style-type: none"> • “Current Status of Condors on the Central Coast” presented by Joe Burnett, 30 attendees

Education	Nov 2014
	Total: 30 attendees
LIMPETS	<ul style="list-style-type: none"> • Santa Catalina- 36 students • Castroville Elementary- 97 students • CSUMB Env. Science- 26 Students • CSUMB Marine Science Club- 12 Students • San Lorenzo Valley High School- 6 Students • North Salinas High School- 28 Students • Sandy Beach Teacher Workshop- 24 Teachers
	Total: 229 participants

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

V. Marketing and Promotions

Marketing & Promotions	Nov 2014
Web	Visits: 6,351 Page Views: 15,040
Museum Phone	The Museum phone was updated.
Media coverage	Several news agencies featured the Museum on a number of local news programs, including KSBW 8 and KION. Newspaper coverage included articles in the Monterey Herald, the Monterey County Weekly, and the Cedar Street Times.

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

VI. Organizational Updates

Organizational Updates	Nov 2014
Board Member Resignation	Terry Trotter resigned his position as a member of the Board of Directors.
Marketing and Communications Coordinator	Patrick Whitehurst began working as the Museum's Marketing and Communications Coordinator on November 3.
Executive Director	Executive Director, Lori Mannel, resigned her position. Development Director, Jeanette Kihns, was appointed Interim Executive Director.
LIMPETS Coordinator	Although LIMPETS coordinator, Korissa Troxel, moved out of the area she continues to work remotely on a part-time basis until her replacement begins in January.

VII. Personnel & Volunteers

Personnel	Nov 2014
Volunteers	<ul style="list-style-type: none"> • Museum Docent volunteers worked 61.25 hours • Museum Garden volunteers worked 19.50 hours • Museum Projects & Events volunteers worked 110.75 hours • Museum Store volunteers worked 44 hours • Monarch Sanctuary volunteers worked 97.50 hours <p>Total Volunteer Hours: 333 hours</p>
Volunteer Orientation/ Enrichment	<ul style="list-style-type: none"> • Volunteer Orientation, 4 attendees <p>Total New Volunteers: 4</p>

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

VIII. Collections

Conservation & Collections	Nov 2014
Management	<ul style="list-style-type: none"> • Installed additional elements in Bird Gallery: Silhouette birds, additional artwork, updated text panels and labels. • Installed Monarch exhibit in newly renovated gallery. • Hosted a group from MBAQ researching fishing communities in Monterey. • Continued scrapbooking archive project with Museum interns. • Continued with temporary collection cataloging project. • Assisted researcher looking for information about the Buffalo Soldiers in Monterey.
Conservation	<ul style="list-style-type: none"> • Monthly check of temperature/relative humidity levels and pest activity. • Began monthly checks of light entering newly exposed windows to ensure light entering is low UV. Levels detected so far are considerably less than a standard fluorescent light bulb. • Met with consultant to consider new lighting options in main gallery. • Attempted to acquire mountain lion skeleton from a BLM location find. Although the transfer did not go through, we now have a process in place to hopefully acquire a specimen from California Fish & Wildlife in the future.

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

IX. Facility and Risk Management

Facility and Risk Management	Nov 2014
Repairs / Upgrades	<ul style="list-style-type: none">• 11/13- Fire Extinguisher Inspection; Passed. One extinguisher added and installed in Whale Room. Facility total: 10 extinguishers.• 11/13- Facility Alarm Inspection conducted by Sentry Alarm; Passed.• 11/25-11/26- Heaters examined by City workers and repaired due to cold temperatures throughout facility.