

**Pacific Grove Museum of Natural History
Director's Report
January 2015**

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I. Executive Summary

Monarch counts remained higher than in previous years causing record numbers of visitors to the Monarch Sanctuary. We are grateful for the many docents who educated the over 15,000 Sanctuary guests in January. We accommodated every field trip request by hosting 874 students this month, keeping our Education staff extremely busy. Once again, the Museum and the Sanctuary were featured in several news stories, both on television and in print.

Lastly, the Museum was one of six charities chosen to participate in the Monterey Peninsula Foundation Charity Match #FlatClint promotion. For each photo with Flat Clint posted on social media, the charities will receive \$10. All donations from the Monterey Peninsula Foundation will be disbursed in April.

- I. Attended the Science Advisory Meeting at the Museum
- II. Attended the Foundation's Board Development Committee Meeting
- III. Attended the Museum Foundation Advancement Committee Meeting
- IV. Attended Museum Volunteer informational meeting
- V. Hired New Executive Administrative Assistant
- VI. Hired New LiMPETS Coordinator
- VII. Held meeting with Dan Gho, the City of Pacific Grove's Public Works Supervisor
- VIII. Held the Museum Foundation Investment Committee Meeting at the Museum
- IX. Attended the Pacific Grove Rotary Meeting
- X. Ensured that all staff was educated on the Museum's Emergency Plan
- XI. Conducted the Museum Foundation's Facilities Committee Meeting at the Museum
- XII. Held meeting with Museum Board Member - Bob Bianchi
- XIII. Attended a social media meeting with Lisa Brown
- XIV. Hosted Museum Foundation Board Meeting at the Museum

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II. Visitation

Visitation and Visitor Experience	Jan 2015
Museum Visitation	Guests - 1,912 School groups - 874 Other groups - 20 Science Saturday - 685 Lectures - 40 TOTAL Museum Guests - 3,531 LiMPETS participants (off-site) - 190
Monarch Sanctuary Visitation	Guests - 15,044

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III. Exhibitions

Exhibits	Jan 2015
Permanent Exhibitions	<ul style="list-style-type: none"> • Native Plant Garden: Volunteers planted donated plants in area near water fountain. • Birds: Wicker seating and table placed in gallery • Monarchs: Gallery name painted above door • Chinese Fishing Village: Interpretive panels revised, condensed, printed; models moved to new location on mezzanine • First Inhabitants: Two historic Central Coast baskets picked up- on loan from private collector; display cabinet moved and readied (UV file, repainting, LED lights)

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IV. Education

Education	Jan 2015
School Group Visits	<ul style="list-style-type: none"> • Army Child Youth Services Co-op, K-6th grade, 20 students • Bay View Academy, 3rd grade, 48 students • Monterey Bay Charter School, 2nd grade, 24 students • Santa Lucia Elementary, 2nd grade, 130 students • Mission Avenue Elementary, 5th grade, 100 students • Chartwell, 9th-12th grade, 16 students • Chartwell, 9th-12th grade, 16 students • Del Rey, 2nd grade, 120 students • Elkhorn Elementary, 2nd grade, 80 students • Pacific Grove High School, 9th-12th grade, 24 students • Junipero Serra, 6th grade, 25 students • Crossroads Christian School, 6th-8th grade, 11 students • Fairview Middle School, 2nd grade, 75 students • Marina Vista, 2nd grade, 75 students • El Gabilan, 2nd grade, 100 students <p>Total: 874 students</p>
Other Group Visits	<ul style="list-style-type: none"> • MPRPD Volunteers, 7 visitors • South Portola Valley Seniors, 13 visitors <p>Total: 20 visitors</p>
Science Saturday	<ul style="list-style-type: none"> • Amazing Migrations <p>Total: 685 visitors</p>
Group Outreach Programs/Kits	<ul style="list-style-type: none"> • Chartwell School, 9th-12th grade, 16 students • Vista Verde, 7th grade, 32 students <p>Number of kits checked out: 0 Total Outreach: 48 students</p>

Education	Jan 2015
Lectures	<ul style="list-style-type: none"> • “California Indian Basketry” presented by Ralph Shanks
	Total: 40 attendees
LiMPETS	<ul style="list-style-type: none"> • Student Oceanography Club – 5 Students • Santa Catalina School- 38 Students • Lincoln High School – 50 Students • North Salinas High School – 24 Students • Joseph Gregori High School – 64 Students • Point Lobos Docents – 9 Docents • Underwater Parks Day (Tabled and did “mock monitoring” for LiMPETS)
	Total: 190 participants

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V. Marketing and Promotions

Marketing & Promotions	Jan 2015
Web	Visits: 10,281 Page Views: 22,537
Museum Phone	The Museum phone was updated.
Marketing/Public Relations	<ul style="list-style-type: none"> • Story in the Monterey Herald about Monarchs beginning to leave their overwintering sites. http://www.montereyherald.com/environment-and-nature/20150126/monarchs-on-the-move-warm-weather-spurred-butterfly-activity • KSBW 8 news story on monarch mating season. http://www.ksbw.com/news/central-california/monterey/monarch-mating-season-being-early-in-pacific-grove/30916040 • Front page story on monarch mating season in Cedar Street Times. • KUSP radio interview about monarch protection. http://news.kusp.org/post/monarch-butterflies-csumb-tuition-rail-groundbreaking • Science Saturday: Amazing Migrations listed as a “Hot Pick” in Monterey Weekly. • Second monarch story in the Monterey Herald http://www.montereyherald.com/20140129/north-american-monarch-butterfly-migration-falls-to-record-lows-report-says

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VI. Organizational Updates

Organizational Updates	Jan 2015
Staff	<ul style="list-style-type: none"> • New LiMPETS Coordinator, Emily Gottlieb, began work on January 5 • New Executive Administrative Assistant, Deanna Sinsel, began work on January 20.
Foundation Board	<ul style="list-style-type: none"> • Museum Foundation Board member, Dan Cort resigned his position effective January 23.

VII. Volunteers

Personnel	Jan 2015
Volunteers	<ul style="list-style-type: none"> • Museum Docent volunteers worked 104.50 hours • Museum Garden volunteers worked 47 hours • Museum Projects & Events volunteers worked 91 hours • Museum Store volunteers worked 106 hours • Monarch Sanctuary volunteers worked 188 hours <p>Total Volunteer Hours: 536.50 hours</p>
Volunteer Orientation/ Enrichment	<ul style="list-style-type: none"> • Volunteer Information Meeting, 4 attendees • Volunteer Orientation, 3 attendees • Volunteer Meeting, Jan 10th, 48 attendees • Garden Volunteer Meeting, Jan. 10th, 6 attendees <p>Total New Volunteers: 3 Total Volunteers Attending Enrichments: 54</p>

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VIII. Collections

Conservation & Collections	Jan 2015
Management	<ul style="list-style-type: none"> • Fixed minor issues in Monarch Gallery: corrected lighting at entry, stenciled gallery title, fixed loose item in drawers • Moved Chinese Fishing village models to Mezzanine • Moved display cabinet from Ed offices to area outside Library. Painted and installed shelf brackets in preparation for basketry exhibit • Traveled to Los Altos to receive loan of two local baskets for upcoming exhibit. • Continued with temporary collection cataloging project • Continued 2015 rotating inventory (MC: 12-24, 34-36, Whale room, Library, Safe) • Renewed loan of Rollo Beck material • Hosted volunteer tours of the Collection area • Began working on exhibit elements for California Indian Basketry exhibit • Began printing new text panels for Chinese Fishing Village exhibit.

Conservation & Collections	Jan 2015
Conservation	<ul style="list-style-type: none"> • Monthly check of Temperature/relative humidity levels and pest activity. • Worked with the City to secure building from future rodent problems.

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IX. Facility and Risk Management

Facility and Risk Management	Jan 2015
Repairs / Upgrades	<ul style="list-style-type: none"> • 1/2 - Emailed Roque re: heat, rodent proofing, gallery repaint. • 1/6 - Jeanette met with Dan Gho - walk through for rodent proofing. • 1/6 - Monterey Pest Control Site Visit. • 1/8 - Dan Gho & Roque conducted rodent proofing inspection. • 1/8 - Informed Dan Gho of dying pine tree. • 1/13 - Reported to Caleb concerns about loading dock clean up, outdoor broken light, resolved 1/14/15. • 1/13 - Reported Ladies Public Restroom sink sensors, resolved 1/14/15. • 1/14 - Reported Lobby Doors (main & garden). • 1/15 - City & Del Monte Glass site inspection of lobby doors. • 1/21 - Roque & Koji screen for vent. • 1/23 - Del Monte Glass on site for Door Repairs. • 1/27 - Reported Flag Replacement & Gallery Paint to Caleb. • 1/27 - Sewage on Forest backed up - city addressed the problem. • 1/29 - Del Monte Glass doors sanded on top and auto release repaired.