



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

Table of Contents

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

I.	Executive Summary.....	2
II.	Visitation.....	3
III.	Exhibitions.....	3
IV.	Education.....	3
V.	Marketing and Promotions.....	5
VI.	Organizational Updates.....	5
VII.	Personnel & Volunteers.....	6
VIII.	Collections.....	6
IX.	Facility and Risk Management.....	7

Executive Summary

Several events and a large number of school field trips kept Museum personnel busy in February. Even though Monarch numbers dwindled in throughout the month, over 7,000 people viewed them at the Sanctuary. We welcomed over 250 people at our Night Owl Valentine's Day event, The Science of Seduction. The First Inhabitants prototype exhibition, "Asking the Baskets" opened on February 21 with a display of the museum's three historic Native baskets from the Central Coast and two additional baskets from a private collector. A member-exclusive event was held showing approximately 30 of the Native baskets from other regions from the Museum's collection. Finally, print, television, and radio media featured several different stories throughout the month, including the Museum, the Sanctuary, and one of our docents, Mary Dainton.

- I. Attended the Science Advisory Meeting at the Museum
- II. Attended the Museum Foundation Advancement Committee Meeting
- III. Met with Ernest Chung, Chair of California State Parks Commission
- IV. Attended Basket Event meeting
- V. Attended Finance Committee meeting
- VI. Attended Night Owl meeting
- VII. Reviewed orientation packet with new Executive Administrative Assistant
- VIII. Attended Meeting with Elliott Management
- IX. Attended meeting with Tom Frutche, City Manager
- X. Held meeting with Scott Brubaker, Finance Committee Chair
- XI. Attended Foundation Board Development Committee Meeting
- XII. Attended meeting with PGMNH Facilities Committee
- XIII. Met with Gerry Low-Sabado regarding the Walk of Remembrance
- XIV. Attended Museum's Night Owl event, The Science of Seduction
- XV. Attended the member-exclusive showing of basket collection from basement
- XVI. Attended Xerces Society lecture
- XVII. Attended volunteer breakfast
- XVIII. Attended City Council meeting and offered Museum update
- XIX. Held weekly staff meetings
- XX. Meeting with Steve Dennis, VP Museum Foundation Board of Directors
- XXI. Attended Association of Fundraising Professionals luncheon with presentation from the David and Lucile Packard Foundation
- XXII. Attended Foundation Board Executive Committee Meeting
- XXIII. Met with David Nikssarian, Nikssarian Insurance
- XXIV. Attended Community Foundation for Monterey County, Legacy of Giving Luncheon
- XXV. Met with Miguel Salinas with the David and Lucile Packard Foundation

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

I. Visitation

Visitation and Visitor Experience	Feb 2015
Museum Visitation	Museum visitors – 1,946 Night Owl event – 250 Lectures – 40 Other group visits – 60 Science Saturday – 422 School group visits – 755 TOTAL Museum Guests – 3,473 LiMPETS (off-site) -- 279
Monarch Sanctuary Visitation	Guests - 7,569

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

II. Exhibitions

Exhibits	Feb 2015
Permanent Exhibitions	<ul style="list-style-type: none"> • Monarchs: Egg sculpture placed on pedestal • Chinese Fishing Village: Re-installed on mezzanine • New LED fixtures installed, replacing fluorescents, in main gallery beneath mezzanine. • First Inhabitants prototype exhibition, “Asking the Baskets:” Displays the museum’s three historic Native baskets from the Central Coast, two additional baskets from a private collector; also displays basketry techniques and native plants used. Opened to public on Feb 21, marked with a members-only event showing approx. 30 Native baskets from the Museum’s collection.
Special Exhibitions	<ul style="list-style-type: none"> • Consulted with Tim Thomas about exhibition focused on the Panama Pacific International Exhibition and its relationship to Monterey and the museum • Received seven powder-coated steel storage cabinets from CuriOdyssey in San Mateo

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

III. Education

Education	Feb 2015
School Group Visits	<ul style="list-style-type: none"> • Hallmark Charter School, 3rd grade, 15 students • Santa Rita School, K , 51 students • Vista Verde Middle School, 7th grade, 32 students • Vista Verde Middle School, 7th grade, 32 students • Monterey Bay Christian School, 5th grade, 9 students • Gabilan, 2nd grade, 70 students • Monterey Bay Christian, 3rd grade, 20 students

Education	Feb 2015
	<ul style="list-style-type: none"> • Robert Down, 2nd grade, 22 students • Bay View Academy, 3rd grade, 48 students • Toro Park, K, 120 students • Central Coast High School, 9-12th grade, 13 students • Crumpton, 2nd grade, 61 students • Hume Lake Charter School, 7th & 8th grade, 12 students • Castroville Elementary, 2nd grade, 84 students • Rancho Cielo, 9th - 12th grade, 15 students • Oasis Charter School, 1st grade, 77 students • Dual Language Academy, 2nd grade, 74 students <p>Total: 755 students</p>
Other Group Visits	<ul style="list-style-type: none"> • Google, Asilomar Parks, Sanctuary Visit, 40 visitors • Terraces of Los Gatos, Museum & Sanctuary, 20 visitors <p>Total: 60 visitors</p>
Science Saturday	<ul style="list-style-type: none"> • Cool Cats <p>Total: 422 visitors</p>
Group Outreach Programs/Kits	<ul style="list-style-type: none"> • Dual Language Academy - Predator Prey • International School of Monterey <p>Number of kits checked out: 2 Total Outreach: 0 students</p>
Lectures Museum Meetings	<ul style="list-style-type: none"> • “The National Effort to Save Monarch Butterflies” Presented by Serena Jepsen (Xerces Society) <p>Total: 40 attendees</p> <ul style="list-style-type: none"> • New Volunteer Meeting (2/5/15) • Volunteer Breakfast (2/6/15) • Lecture :The National Efforts to Save Monarchs (2/7/15) • Audubon Society Meeting (2/10/15) • Sustainable PG Meeting (2/11/15) • Carmel Valley Gem & Mineral Society Meeting (2/13/15) • Night Owl Event (2/14/15) • Member Exclusive: Treasures from the Basement (2/21/15) • MCCVB Meeting (2/25/15) • Volunteer Orientation (2/26/15) • Science Saturday: Cool Cats (2/28/15) <p>Total: 13 Meetings</p>
LiMPETS	<ul style="list-style-type: none"> • Sheppard Middle School - 100 Students • Big Sur Charter School - 20 Students • CSUMB qualitative analysis class - 30 Students • Santa Catalina School (repeat) - 24 Students • Blue Theologians Pacific Grove Church - 8 Members • CSUMB Marine Science Club (repeat) - 25 Students

Education	Feb 2015
	<ul style="list-style-type: none"> • Student Oceanography Club (repeat) - 5 Students • Pacific Grove High School - 24 Students • Wavecrest Middle School - 25 Students • LiMPETS Introduction to Rocky Intertidal Monitoring Workshop - 18 Educators <p>Total: 279 participants</p>

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

IV. Marketing and Promotions

Marketing & Promotions	Feb 2015
Web	Visits: 10,179 Page Views: 21,762
Marketing/Public Relations	<ul style="list-style-type: none"> • Night Owl featured in Cedar Street Times • Xerces Society lecture featured in Cedar Street Times • Xerces Society lecture featured in Monterey County Weekly • Night Owl Interview on KRML Beer Geeks radio show • Op-ed column by Patrick Whitehurst on monarch numbers in the Monterey Herald. • Monarch butterfly petition on KION 5. • Monarch threatened species information on KSBW 8 or Written version • Univision story on monarch sanctuary, federal protection http://www.ksmstv.com/2015/02/10/el-vuelo-de-la-mariposa-monarca/ • Monterey Peninsula Foundation promotion Flat Clint featured in Cedar Street Times. • Volunteer story on Mary Dainton on KION 5

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

VI. Organizational Updates

Organizational Updates	Feb 2015
Staff	<ul style="list-style-type: none"> • The Museum said goodbye to temporary employee Jane Thompson , Education Assistant, who left the Museum at the end of February

VII. Personnel & Volunteers

Personnel	Feb 2015
Volunteers	<ul style="list-style-type: none"> • Museum Docent Volunteers worked 87.50 hours • Museum Garden Volunteers worked 25.50 hours • Museum Project & Events volunteers worked 110.20 hours • Museum Store Volunteers worked 96.50 hours • Monarch Sanctuary volunteers worked 120.50 hours <p>Total Volunteer Hours: 440.20 hours</p>
Volunteer Orientation/ Enrichment	<ul style="list-style-type: none"> • Volunteer Information Meeting , 8 attendees • Volunteer Orientation, 4 attendees • Service Learners, 6 attendees • Basketry Exhibit Enrichment, 4 attendees • Basketry Training/Enrichment, 6 attendees <p>Total New Volunteers: 10 Total Volunteers Attending Enrichments: 10</p>

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

VIII. Collections

Conservation & Collections	Feb 2015
Management	<ul style="list-style-type: none"> • Added pedestal with faux tile painting to display Monarch egg model in Monarch gallery • Added rock collections to Walnut exhibit cabinet in main gallery • Added newly designed text panels to Chinese Fishing Village exhibit • Began planning for exhibit about Panama Pacific International exhibit with Tim Thomas • Installed Historic Native American Basket exhibit outside of library • Received Museum cabinets from CuriOdyssey and installed in basement storage • Continued with temporary collection cataloging project • Continued 2015 rotating inventory (MC:12-24,34-36, Whale Room, Library, Safe) • Moved items stored in safe to collection storage • Moved selected baskets to Special exhibit hall for member's event; updated database and returned to home locations once event was completed • Removed remaining sound tile and drywall from ceiling in special exhibits hall • Conducted volunteer training for member event • Began working on new base for Brown Bear

Conservation & Collections	Feb 2015
Conservation	<ul style="list-style-type: none"> • Monthly check of Temperature/relative humidity levels and pest activity • Light cleaning performed on baskets used for members event

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

IX. Facility and Risk Management

Facility and Risk Management	Feb 2015
Repairs / Upgrades	<ul style="list-style-type: none"> • 2/2/15 Exterior Building walk through with Koji re: Gull nesting and falcon program • 2/2/15 American flag replaced • 2/4/15 Ladies restroom - toilet repaired • Added new LED lighting to main exhibit hall • 2/6/15 Contacted Caleb regarding pressure washing exterior and window cleaning - No pressure washing can be done because of the drought, and he will put a work order in for the windows. • 2/9/15 Walk through with John from CORE re: surveillance system • 2/13/15 Met with Koji re: continuing rodent issue • 2/18/15 Ladies public restroom - Koji took pressurized toilet and replaced it with basic low flow - later informed a pencil in the drain • 2/18/15 Met with Koji again for Gull nesting issue • 2/19/15 Met with Barry's Carpet for bid on pressure washing entry and public restrooms • 2/20/15 Met with Bigfoot Carpet and Upholstery for bid on pressure washing entry and restrooms