



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

Table of Contents

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

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

I. Executive Summary

In the month of March, the Museum Foundation was fortunate to be the beneficiary of proceeds from the Estate of Helen Johnson. Helen cared deeply for the Monarchs and left a legacy that will educate Museum visitors for generations to come. Her gift established the Helen Johnson Monarch Endowment Fund will be held in perpetuity. Per Helen’s wishes, the investment income can be used for Monarch education, Monarch Citizen Science, or the Butterfly Pavilion.

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

II. Visitation

Visitation and Visitor Experience	March 2015
Museum Visitation	Guests – 1,419 School group visits – 309 students Science Saturday – 434 people Lectures – 40 people Birthday parties – 57 people TOTAL Museum Guests -- 2,259 LiMPETS (off-site) -- 986 students
Monarch Sanctuary Visitation	Guests – N/A Season Closed

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

III. Exhibitions

Exhibits	March 2015
Permanent Exhibitions	<ul style="list-style-type: none"> • California State Symbols case: Installed <i>Smilodon</i> skull (donated by Carmel Valley Gem & Mineral Society) • Birds of Monterey County gallery: Small birds secured in pyramid case, so that they don’t move with vibrations of floor. • Grizzly Bear in main gallery: Replaced base of mount with life-like rock fabricated to be durable; replaced interpretive sign. • Native Plant Garden: Removed large, dead <i>Ceanothus</i> bush
Special Exhibitions	<ul style="list-style-type: none"> • Developed and installed exhibit featuring centennial of the Panama Pacific International Exhibition and its relationship to Monterey and the museum; in partnership with historian Tim Thomas.

IV. Education

Education	March 2015
School Group Visits	<ul style="list-style-type: none"> • Monterey Bay Charter School, 4th grade, 24 students • Seattle Country Day School, 5th grade, 45 students • San Carlos School, 1st grade, 31 students • Camelia Waldorf School, 4th grade, 17 students • Forest Grove, 4th grade, 26 students • Apple Pie Pre School, Pre-K, 26 students • Forest Grove, 4th grade, 26 students • Medeiros Elementary, 6th grade, 97 students <p>Total: 284 students</p>
Other Group Visits	<ul style="list-style-type: none"> • Forest Grove, Museum, 25 students <p>Total: 25 students</p>
Science Saturday	<ul style="list-style-type: none"> • Bees, Wasps, Honey & Hives <p>Total: 434 visitors</p>
Group Outreach Programs/Kits	<ul style="list-style-type: none"> • Stevenson School, Museum Collection Items • Pacific Grove Middle School, Macroinvertebrate Mayhem • Community Group: South Bay, Museum Collection Items • San Carlos School, Museum Collection Items • Santa Catalina, Museum Collection Items <p>Number of kits checked out: 5 Total Outreach: 0 students</p>
Lectures Museum Meetings	<ul style="list-style-type: none"> • “ From Wavetop to Ridgetop, the Life History of Steelhead in Central California” (3/5/15) <p>Total: 40 attendees</p> <ul style="list-style-type: none"> • Naturalist Program Kick Off (3/2/15) • YEA Awards (3/2/15) • Volunteer Breakfast (3/6/15) • Volunteer Garden Session (3/7/15) • New Volunteer Information Meeting (3/7/15) • Naturalist Class (3/9/15) • Audubon Lecture “Wildlife and the Salinas”, (3/10/15) • Sustainable PG (3/11/15) • California Native Plant Lecture (3/12/15) • Carmel Valley Gem & Mineral Meeting (3/13/15) • Naturalist Class 3/16/15) • Naturalist Class (3/23/15) • Naturalist Class (3/30/15) • New Volunteer Meeting (3/31/15)

Education	March 2015
Birthdays	<p>Total: 13 Meetings</p> <ul style="list-style-type: none"> • 3/8/15 • 3/15/15 <p>Total Attendees: 57</p>
LiMPETS	<ul style="list-style-type: none"> • MBAQ Student Oceanography Club, 4 Students • CSUMB Marine Science Club, 12 Students • Santa Catalina School, 44 Students • Turlock Junior High School, 60 Students • Wakefield Elementary, 50 students • Pacific Elementary, 25 students • Robert Down Elementary, 150 students • Elkhorn Elementary, 90 students • Learning for Life Charter, 9 students • Pacific Grove High School, 23 students • Big Sur Charter School, 20 students • Oak Elementary School, 76 students • Lincoln High School, 45 students • Vanguard University, 50 students • St. Mary's Gilroy, 37 students • CSUMB Qualitative Analysis, 25 students • Point Lobos Docents, 7 students • Watsonville High School, 45 students • California Montessori Project, 66 students • Fremont High School, 40 students • CSU Stanislaus, 18 students • Medeiros Elementary, 90 students <p>Total: 986 participants</p>

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

V. Marketing and Promotions

Marketing & Promotions	March 2015
Web	<p>Visits: 7,990 Page Views: 16,495</p>

Marketing & Promotions	March 2015
Marketing/Public Relations	<ul style="list-style-type: none"> • Flat Clint article in Monterey Herald. Read it here. • Museum mentioned in Young Entrepreneurs' article in Cedar Street Times • Flat Clint and the Museum's role topic of Cedar Street Times article • Article in the Monterey Herald about Jeanette being named Executive Director. Read it here. • New Executive Director and Helen Johnson Endowment story, in the Carmel Pine Cone. Click here for download information. • Helen Johnson Endowment featured in Cedar Street Times. Click here to read it. • Story on Jeanette and Helen Johnson Endowment in Monterey County Weekly. • Helen Johnson Endowment mentioned on KSBW 8.

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

VI. Organizational Updates

Organizational Updates	March 2015
Staff	<ul style="list-style-type: none"> • Interim Executive Director, Jeanette Kihs, named Executive Director

VII. Personnel & Volunteers

Personnel	March 2015
Volunteers	<ul style="list-style-type: none"> • Museum Docent Volunteers worked 85.50 hours • Museum Garden Volunteers worked 26.50 hours • Museum Project & Events volunteers worked 45.0 hours • Museum Store Volunteers worked 113.00 hours • Monarch Sanctuary volunteers worked 14.50 hours • School Groups volunteers worked 11.50 hours • Science Saturday volunteers worked 21.50 hours <p>Total Volunteer Hours: 317.50 hours</p>
Volunteer Orientation/Enrichment	<ul style="list-style-type: none"> • Volunteer Information Meeting , 2 attendees • Volunteer Orientation, 2 attendees <p>Total New Volunteers: 2</p>

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

VIII. Collections

Conservation & Collections	March 2015
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Conservation & Collections	March 2015
Management	<ul style="list-style-type: none"> • Installation of Panama Pacific International Exposition Centennial exhibit on mezzanine (guest curated by Tim Thomas). • Facilitated loan of materials used in PPIE Exhibit. • Added new faux rock base for Brown bear (David McCornack designed and built) along with new interpretive panel. • Assisted Researcher who was looking for information about PG history. • Continued with temporary collection cataloging project. This now includes a variety of materials found in the safe. • Continued 2015 rotating inventory of MC:12-24,34-36, Whale room, Library, Safe • Conducted volunteer training of database use • Supervised three interns helping with collection related projects • Relocated Mineral and Fossil display cases on mezzanine
Conservation	<ul style="list-style-type: none"> • Monthly check of temperature/relative humidity levels and pest activity. Rodent issue appears to have been resolved. • Began coordinating Bird specimen conservation

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

IX. Facility and Risk Management

Facility and Risk Management	March 2015
Repairs / Upgrades	<ul style="list-style-type: none"> • 3/2/15 Big Foot Carpet - Pressure Washed Exterior Entry/Interior Entry /Public Restrooms • 3/2/15 Met with Precision Plumbing and Heating re: HVAC issues, and water heater in lower education room • 3/2/15 Steps leading to the entrance were repainted • 3/6/15 Began surface cleaning of lower ed room • 3/7/15 Began painting lower ed room • 3/8/15 Installed new cabinets and frames in lower ed room • 3/9/15 Cleaned, organized Volunteer check in area • 3/25/15 Met with Koji about broken water heater in lower ed room • 3/29/15 Bird Gallery kitchenette removed and re-hung in the work room • 3/30/15 Clean and reorganized the work room