



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

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I. Executive Summary

The Museum partnered with the California Native Plant Society to host the 2015 Wildflower Show, which displayed a record number of 737 different wildflower taxa in mid-April. A temporary exhibition commemorating the centennial of the Panama Pacific International Exposition (PPIE) also opened in April. Historian Tim Thomas guest-curated this exhibit which includes items displayed at the expo including materials promoting abalone and sardines, marine specimens, and a chair made from branches of a tree under which Junipero Serra is said to have given his first sermon in Monterey.

Sadly, Museum Foundation Director and Secretary, Judd Perry, passed away in mid-April. Judd worked tirelessly on behalf of the Museum for many years. Following a successful 35-year legal career, Judd and his wife retired to Pacific Grove where Judd devoted his time to helping several organizations. He was a founding member of the Museum’s Board of Directors and served on the PGMNH Association Board for five years, prior to the forming of the Museum Foundation. Both the City and the Museum were fortunate to have a volunteer like Judd, who was instrumental in helping the Museum achieve success. His work was always done with integrity, kindness, and good humor; he will be missed by many.

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II. Visitation

Visitation and Visitor Experience	April 2015
Museum Visitation Monarch Sanctuary Visitation	Guests – 2,063 School group visits –413 students Science Saturday – 246 visitors Lectures – 112 attendees Classes—59 attendees Birthday parties – 27 people Other groups – 15 people TOTAL – 2,935 LiMPETS (off-site) – 577 students/teachers Guests - N/A Season Closed

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III. Exhibitions

Exhibits	April 2015
Permanent Exhibitions	<ul style="list-style-type: none"> Native Plant Garden: Installed 20 tile signs identifying significant plants 54th Annual Wildflower Show featured 737 different wildflower taxa
Special Exhibitions	<ul style="list-style-type: none"> Installed exhibit guest-curated by Tim Thomas: “Monterey County at the Panama Pacific International Exhibition, 1915” (open through the end of 2015) Installed “Illustrating Nature” exhibition to open on May 1

Exhibits	April 2015

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IV. Education

Education	April 2015
School Group Visits	<ul style="list-style-type: none"> • Monterey County Office of Education, Grades K-6, 60 students • Oak Avenue School, Grade 2, 125 students • City of Fairfield, Grade 6, 8 students • Forest Grove, Grade 3, 24 students • King Elementary, Grade 2, 24 students • Robert Down, Grade 1, 20 students • Spreckles Elementary, Grade K, 100 students • Robert Down, Grade 1, 30 students • Robert Down, Grade 2, 22 students <p>Total: 413 students</p>
Other Group Visits	<ul style="list-style-type: none"> • Salinas Valley Gardeners <p>Total: 15 visitors</p>
Science Saturday	<ul style="list-style-type: none"> • Identification Day <p>Total: 246 visitors</p>
Group Outreach Programs/Kits	<ul style="list-style-type: none"> • Lyceum of Monterey Counts - Museum Collections Items • Cole Pre-School - Museum Education Collection Items • Return of the Natives - Predator and Prey • Stevenson - Museum Education Collection Items <p>Number of kits checked out: 4 Total Outreach: 0 students</p>
Lectures	<ul style="list-style-type: none"> • "Identifying Plant Families" 3 sessions presented by Sue Hubbard (61 total attendees) • "Wildergarten: A Case Study in Plant Restoration" by Mark Van de Pol (8 attendees) • "Native Plant Gardening in Pots" by Patrick Regan (28 attendees) • "Revising the Monterey Flora" by Michael Mitchell (15 attendees) <p>Total: 112 attendees</p>
Classes (Paid)	<ul style="list-style-type: none"> • "Drawing Wildflowers" 3 sessions taught by John Muir Laws (43 total students) <p>Total Paid Classes : 43 attendees</p>
Classes (Free)	<ul style="list-style-type: none"> • "Introduction to Taxidermy" 2 sessions of 5 total, taught by Jim Covell (varying number of staff and volunteers)

Education	April 2015
	Total: 577 participants

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V. Marketing and Promotions

Marketing & Promotions	April 2015
Web	Visits: 8,790 Page Views: 17,752
Marketing/Public Relations	<ul style="list-style-type: none"> • Wildflower Show in Sacramento Bee http://www.sacbee.com/entertainment/living/travel/article17964965.html • Wildflower Show featured in Cedar Street Times • PPIE small article in Cedar Street Times • Wildflower Show a Hot Pick in Monterey County Weekly • Wildflower Show in Monterey County Weekly http://www.montereycountyweekly.com/calendar/art_exhibitions/wildflower-show-at-pacific-grove-museum-of-natural-history/event_d1529cf8-de5e-11e4-9029-d386123a8b9a.html • Summer camps mentioned in Monterey County Weekly's Summer Activities Guide • Wildflower Show Lifestyles story in Monterey Herald http://www.montereyherald.com/lifestyle/20150416/wildflowers-back-on-display-in-pacific-grove • Wildflower Show in Go Magazine • Wildflower Show featured in Hi Travel Tales blog • Illustrating Nature featured in Monterey Weekly • Illustrating Nature featured in Go Magazine

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VI. Organizational Updates

Organizational Updates	April 2015
Staff	<ul style="list-style-type: none"> • Lauren Finch (Guest Services) gave notice that she would be leaving the second week of May. Ad placed, interviews conducted and position offered to Ashley West.
Museum Foundation Board of Directors	<ul style="list-style-type: none"> • Long-time Director and Secretary, Judd Perry passed away unexpectedly.

VII. Personnel & Volunteers

Personnel	April 2015
Volunteers 47 volunteers in April	<ul style="list-style-type: none"> • Museum Docent Volunteers worked 93.00 hours • Museum Garden Volunteers worked 15.50 hours • Museum Project & Events volunteers worked 58.0 hours • Museum Store Volunteers worked 86.00 hours • Monarch Sanctuary volunteers worked 0 hours • School Groups volunteers worked 18.50 hours • Science Saturday volunteers worked 19.00 hours <p>Total Volunteer Hours: 290.0 hours</p>
Volunteer Orientation/ Enrichment	<ul style="list-style-type: none"> • Volunteer Information Meeting , 4 attendees • Volunteer Orientation, 5 attendees <p>Total New Volunteers: 5 Total Volunteers Attending Enrichments: None</p>

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VIII. Collections

Conservation & Collections	April 2015
Management	<ul style="list-style-type: none"> • Prepped workshop and main gallery for annual Wildflower Show. • Assisted NPS and volunteers during Wildflower Show and cleanup. • Addition of new elements in Panama Pacific International Exposition Centennial exhibit. • Received loan of "Father Serra Chair" from CA State Parks (for PPIE exhibit). • Began research into chair's origins and provenance. • Began construction of platform and stanchions to protect chair while on display. • Received loan of 66 framed works of art for annual "Illustrating Nature" exhibit. • Installed "Illustrating Nature" exhibit in main gallery. • Received donation of color photograph prints. • Assisted volunteers researching Good ol' Days. • Organized loan of education material for Lyceum of Monterey. • Continued with temporary collection cataloging project. This now includes a variety of materials found in the safe as well as the Library. • Continued 2015 rotating inventory of MC:12-24,34-36, Whale room, Library, safe (contents relocated to collection area, where they are being moved into archival storage containers while being inventoried). • Continued supervising interns helping with collection related projects • Relocated Bear to lobby.

Conservation & Collections	April 2015
Conservation	<ul style="list-style-type: none"> • Monthly check of Temperature/relative humidity levels and pest activity. • Moving inventoried collection items into archival storage as needed.

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IX. Facility and Risk Management

Facility and Risk Management	April 2015
Repairs / Upgrades	<ul style="list-style-type: none"> • 4/1/15 Removed Cabinets in Bird Gallery and re-hung in Work Room • 4/6/15 City repaired loose toilets in men’s restroom. • 4/8/15 Gopher in the garden was noticed by volunteer, he informed Dan Gho of the issue • 4/13/15 City was informed of non-working toilet in the men’s public restroom • 4/13/15 Sentry Alarm performed a 5 year test - necessary repairs given to Public Works • 4/17/15 Ladies public restroom toilet not flushing. Public Works informed. • 4/22/15 Dripping faucet in the administration restroom. Public Works fixed • 4/26/15 Installed countertop in the work room area kitchen • 4/27/15 Painted work room cabinets • 4/27/15 Installed hardware to cabinets in the work room • 4/29/15 City was informed about dead Pine tree in the garden area