



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

Executive Summary

Thanks the hard work of Paul Van de Carr, over 3,000 items in the collection can now be viewed online. Each listing contains a description, photo of the item and in some cases, information on the item's provenance.

The month of August also brought a few shifts in our exhibits. Exhibitions Curator, Dr. Annie Holdren, added two borrowed Ohlone baskets to our "Asking the Baskets" exhibit. The "Strange and Useful Animals" exhibit was de-installed to prepare for our floor maintenance work in the main gallery.

We welcomed a new employee to our Education Department. Todd Weston began working on two collaborative education programs with the Monterey Peninsula Unified School District and the Monterey Peninsula Regional Park District.

Museum attendance numbers demonstrate that the height of our tourist season is July. While the Museum welcomed 27% of the month's visitors from areas outside of Monterey County in August, the number was 42% in the prior month.

I. Visitation

Visitation and Visitor Experience	August 2015
Museum Visitation	Guests – 2,681 Science Saturday – 567 attendees Lecture – 91 attendees Birthday parties – 62 attendees Summer camp – 16 students TOTAL – 3,417 LiMPETS (off-site) – 46
Monarch Sanctuary	Guests - N/A Season Closed

Ctrl Click to Return to Table of Content

II. Exhibitions

Exhibits	August 2015
Permanent Exhibitions	<ul style="list-style-type: none"> • Removed "cabinet of curiosity" in preparation for floor refinishing
Special Exhibitions	<ul style="list-style-type: none"> • Added two Ohlone baskets (on loan from the Carmel Mission and from a private

Exhibits	August 2015
	<ul style="list-style-type: none"> collector) to display case in “Asking the Baskets” exhibition • De-installed “Strange and Useful Animals” exhibition

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

III. Education

Education	August 2015
School Group Visits	<ul style="list-style-type: none"> • None <p>Total: 0 students</p>
Other Group Visits	<ul style="list-style-type: none"> • None <p>Total: 0 visitors</p>
Science Saturday	<ul style="list-style-type: none"> • Fossils – Carmel Valley Gem and Mineral Society <p>Total: 567 attendees</p>
Group Outreach Programs/Kits	<p>Number of kits checked out: 0 Total Outreach: 0 students</p>
Lectures Meetings Birthday Parties	<ul style="list-style-type: none"> • “Mammoth in the Artichokes,” presented by Mark Hylkema <p>Total Attended : 91 attendees</p> <ul style="list-style-type: none"> • Audubon Society Meeting 8/11/15 • Volunteer Orientation Meeting 8/12/15 • Sustainable PG Meeting 8/12/15 • Volunteer Breakfast 8/14/15 • Carmel Valley Gem & Mineral Society Meeting 8/14/15 • MPUSD Partnership Training & Arts Council 8/19/15 • MCCVB Meeting 8/21/15 • Save our Shores Meeting 8/27/15 <p>Total: 8 Meetings</p> <ul style="list-style-type: none"> • 8/8/15 • 8/30/15 • <p>Total Attendees: 62</p>

Education	August 2015
LiMPETS	<ul style="list-style-type: none"> • Blue Theology – 10 students (church group) • San Lorenzo Valley HS – 6 high school students (first time out) • CSUMB – 30 college students <p>Total: 46 participants</p>

IV. Marketing and Promotions

Marketing & Promotions	August 2015
Web	Visits: 6,107 Page Views: 13,364
Marketing/Public Relations	<ul style="list-style-type: none"> • Author Series featured in the Cedar Street Times • Butterfly Ball featured in Cedar Street Times • Museum featured in brief in P.G. Chamber magazine • Mammoth in the Artichokes Lecture in Carmel Pine Cone • Science Saturday Fossils featured in Cedar Street Times • Science Saturday Sea Otters featured in Cedar Street Times • Natural History Book Club in Cedar Street Times

VI. Organizational Updates

Organizational Updates	August 2015
Staff	<ul style="list-style-type: none"> • Education Specialist Todd Weston hired, first day August 18th.

VII. Personnel & Volunteers

Personnel	August 2015
Volunteers	<ul style="list-style-type: none"> • Museum Docent Volunteers worked 112.00 • Museum Garden Volunteers worked 20.0 hours • Museum Project & Events volunteers worked 160.0 hours • Museum Store Volunteers worked 112.0 hours • Science Saturday volunteers worked 20.0 hours • Museum Tour worked 1.5 hours

Personnel	August 2015
	Total Volunteer Hours: 425.5 hours Total Volunteers: 45
Volunteer Orientation/ Enrichment	<ul style="list-style-type: none"> • Volunteer Information Meeting , 5 attendees Total New Volunteers: 5

VIII. Collections

Conservation & Collections	August 2015
Management	Collections Management: <ul style="list-style-type: none"> • Relocated Rollo Beck and Taxidermy display cases to special exhibits hall • Deinstalled <i>Strange and Useful Animals</i> in Main gallery • Deinstalled Large Cabinet of Curiosity display in Main gallery • Successfully upgraded PastPerfect to version 5 with online hosting upgrade • Published photography collection online and began quality control review • Added approximately 500 photos for 180 records • Installation of new upcoming event signage in lobby • Installed 1 of two new baskets in exhibit along with updates text panel • Installed new signage at Monarch Sanctuary • Organized donation of large shell collection to be given to Museum in September
Conservation	Conservation: <ul style="list-style-type: none"> • Monthly check of Temperature/relative humidity levels and pest activity. • Updated database with conservation treatment reports from "Adopt a Bird" program.

IX. Facility and Risk Management

Facility and Risk Management	August 2015
Repairs / Upgrades	<ul style="list-style-type: none"> • Core Surveillance – security system installation continued 8/11- September • Totlcom - rerouted phone lines for new education employee • City informed about crack in the Buckeye Tree in the Garden 8/7/15 • City informed about CA and PG flags in need of replacement 8/15/15 • UV Film installation completed 8/21/15