



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

Executive Summary

September was a month of changes at the Museum, as several areas received a facelift. The hardwood floors in the main gallery and gift shop were refinished, the main gallery was painted, and new baseboards were installed. The floor work necessitated closing the Museum from September 8 through September 21; however, the staff continued working and preparing for the upcoming Monarch season and the Butterfly Ball.

Our surveillance system was also upgraded to a digital system with 20 cameras, including 3 in the basement and several outside. We hosted our first Natural History Book Club. Open to members, volunteers, and staff, the book club's first choice was, *The Sixth Extinction*. The club will meet every two months, discussing a different book on relating to Natural History at each meeting.

Our online presence is growing with almost 4,000 followers on Facebook, and the Museum was featured on the front page of the Monterey Herald in a story on Monarchs.

I. Visitation

Visitation and Visitor Experience	September 2015
Museum Visitation	Guests – 918 (Small amount due to closure for floor repairs) Book Club – 16 Group visits – 171 Science Saturday – 513 Birthdays – 52 Total – 1,670 LiMPETS (off-site) – 400 participants
Monarch Sanctuary Visitation	Guests - N/A Season Closed

II. Exhibitions

Exhibits	September 2015
Permanent Exhibitions	<ul style="list-style-type: none"> • Wood floors in main gallery and museum store refinished • Exhibits re-installed in main gallery: (1) predators and prey, (2) new exhibit about animal coloration, (3) Rollo Beck, (4) taxidermy, (5) cabinet of curiosity with new information about Chautauqua and the Nature Study movement.
Special Exhibitions	<ul style="list-style-type: none"> • Natural History Book Club • "Discussion of "The Sixth Extinction," 16 participants

III. Education

Education	September 2015
School Group Visits	<ul style="list-style-type: none"> • Oasis Charter School-75 • Forest Grove-25 • San Carlos School -28 <p>Total: 128</p>
Other Group Visits	<ul style="list-style-type: none"> • Monthly Museum Tour -2 • Bonjour USA-33 • Santa Cruz Museum of Natural History-8 <p>Total: 43</p>
Science Saturday	<ul style="list-style-type: none"> • Otters <p>Total: 513</p>
Group Outreach Programs/Kits	<ul style="list-style-type: none"> • Dual Language Academy, Museum Collection Items • San Carlos School, Museum Collection Items • Robert Down, Predator Prey • Country Lane School, Ohlone • Junipero Serra School, Predator Prey <p>Number of kits checked out: 5 Total Outreach: 0 students</p>
Classes (Free) Museum Meetings	<p>N/A</p> <ul style="list-style-type: none"> • Monarch Docent Beginning of Season Meeting • Carmel Valley Gem & Mineral Society • Audubon Society • Sustainable Pacific Grove • California Native Plants Society • Chamber Meeting <p>Total: 6 Meetings</p>

Education	September 2015
Birthdays	<ul style="list-style-type: none"> • 1
Rentals	<ul style="list-style-type: none"> • N/A
LiMPETS	<ul style="list-style-type: none"> • Pacific Grove High School – 60 high school students • Santa Catalina School – 41 7th grade students and 75 high school students • Junipero Serra – 25 6th grade students • CSUMB – 30 college students • St. Mary’s Gilroy – 34 8th grade students • Agnes M. Baptist Elementary School – 55 5th grade students • Dougherty High School – 80 high school students
Total: 400 participants	

IV. Marketing and Promotions

Marketing & Promotions	September 2015
Web	Visits: 6,967 Page Views: 15,526
Marketing/Public Relations	<ul style="list-style-type: none"> • Science Saturday mentioned in Cedar Street Times • Science Saturday Sea Otters mentioned in Monterey County Weekly • Butterfly Ball in Cedar Street Times • Museum monarch story topic of front page story in Monterey Herald http://bit.ly/1L2gYWQ

VI. Organizational Updates

Organizational Updates	September 2015
Staff	<ul style="list-style-type: none"> • Hired temporary employee, Martin Morones as Education Assistant for the MPUSD Program on September 8th.

VII. Personnel & Volunteers

Personnel	September 2015
Volunteers	<ul style="list-style-type: none"> • Museum Docent Volunteers worked 79.35 hours • Museum Garden Volunteers worked 30.0 hours • Museum Project & Events volunteers worked 92.28 hours • Museum Store Volunteers worked 56.00 hours • Museum Tour Group volunteers worked 2.5 hours • Monarch Sanctuary volunteers worked 5.85 hours • School Groups volunteers worked 0 hours • Science Saturday volunteers worked 33.43 hours <p>Total Volunteer Hours: 299.41 hours</p>
Volunteer Orientation/ Enrichment	<ul style="list-style-type: none"> • Volunteer Information Meeting , 6 attendees • Volunteer Orientation, 9 attendees • Service Learner Orientation 8 Attendees <p>Total New Volunteers: 17</p> <p>Total Volunteers Attending Enrichments: 0</p>

VIII. Collections

Conservation & Collections	September 2015
Management	<ul style="list-style-type: none"> • Collections Management: • Deinstalled exhibits in Main Gallery and large items from gift shop, painted walls, prep for floor refinishing. Moved collection items to collection storage and updated database with condition reports. • Helped to install baseboards and paint walls in Main gallery. • Installed Biodiversity exhibit in main gallery (in process). • Installation of new upcoming event signage in lobby. • Received several donations of items as possible collection acquisitions. • Assisted with several collection/research inquiries. • Rescheduled delivery of large shell collection to be given to Museum in October. • Built display for sea otter skulls from collection for Science Saturday. • Inventoried old CDs and other items from attic. • Attended Museum advisory board meeting, presenting report on recent collection activities. • Provided collections tour to two members of the Museum advisory board.

Conservation & Collections	September 2015
Conservation	<p>Conservation:</p> <ul style="list-style-type: none"> • Monthly check of Temperature/relative humidity levels and pest activity. • Worked with city to install covering of sump well. • Updated database with object location changes, photos, and condition reports. • Continued re-examination of CAP report with Operations committee. • Facilitated collections audit with a result of 100% accuracy.

IX. Facility and Risk Management

Facility and Risk Management	September 2015
Repairs / Upgrades	<ul style="list-style-type: none"> • 9/6-9/7 Heritage Wing Painted • 9/8-9/18 Floors refinished in Heritage Wing & Store • 9/12 Core completed alarm installation • 9/12 Sentry Alarm replaced transformers for burglary and fire alarm • 9/18 Baseboards installed in Heritage Wing • 9/20 Repaired clogged sink in lower Ed room