



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

Table of Contents

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.....	6
IX.	Facility and Risk Management	6

I. Executive Summary

November is peak Monarch season on the Central Coast with over 11,000 Monarchs in the Sanctuary during the month of November. Although counts were about 50% lower in Pacific Grove than last year, new sites in California are showing more Monarchs. News about Pacific Grove and the Sanctuary was far reaching as both were featured in the *Seattle Times* and the *San Francisco Chronicle* (see links below).

Several temporary, special exhibits opened in the month of November including a year-long exhibit on local history at the Monterey Airport and a display of paintings of endangered birds by Santa Catalina School art students. A public reception with the artists and their teacher will be held on January 20. Further, we invited students from schools in British Columbia, Washington, Oregon, and California to decorate Monarch clusters. Their work is hanging in the Monarch Gallery. Lastly, nine paintings were added to various display cases throughout the Museum.

II. Visitation

Visitation and Visitor Experience	November 2015
Museum Visitation	Guests – 1,521 Science Saturday - 691 Lecture- 40 Attendees Book Club – 6 people Meetings- 199 Field Trips- 210 Other Groups- 50 TOTAL- 2,717 Member Exclusive Event (off-site)—27 participants LiMPETS (off-site)- 515 MPUSD (off-site)- 336 Home School Days (off-site)- 3,324 Total Served by Museum Services— 6,913
Monarch Sanctuary Visitation	Guests – 6,302

III. Exhibitions

Exhibits	November 2015
Permanent Exhibitions	<ul style="list-style-type: none"> Seven landscape paintings selected and purchased for exhibit; two additional paintings donated
Special Exhibitions	<ul style="list-style-type: none"> Year-long display at Monterey Regional Airport opened Santa Catalina School students' paintings of "Threatened and Endangered Birds of California" hung in Birds Gallery

Exhibits	November 2015
	<ul style="list-style-type: none"> • Paper monarchs from schools in British Columbia, Washington, Idaho, and California mailed and hung in “clusters” by Monarchs Gallery <p><i>Membership</i></p> <p>Natural History Book Club</p> <ul style="list-style-type: none"> • Discussion of “Leopold’s Shack and Rickett’s Lab,” 6 participants

IV. Education

Education	November 2015
School Group Visits	<ul style="list-style-type: none"> • Robert Down Pacific Grove 23 • Calvary Christian Hollister 20 • Robert Down Pacific Grove 23 • Forest Grove Pacific Grove 24 • Bachrodt Charter School San Jose 120 • Home School Days (Aquarium Off Site) 3,324 <p>Total: 210</p>
Other Group Visits	<ul style="list-style-type: none"> • Saratoga Senior Centers <p>Total: 50</p>
Science Saturday	<ul style="list-style-type: none"> • Monarch Magic <p>Total: 691</p>
Group Outreach Programs/Kits	<ul style="list-style-type: none"> • Spreckels Elementary ,Ohlone, Spreckels • Madonna Del Sasso, Ohlone, Salinas • Walter Colton Middle School. Museum Collection Items, Monterey • Number of kits checked out: 3

Education	November 2015
<p>Lectures</p> <p>Museum Meetings</p> <p>Member Event</p>	<ul style="list-style-type: none"> • “‘The Sanderling’ and a Premiere,” short films presented by Steve and Mary Albert; 40 attendees <p>Total Lectures: 1 Total Attendees: 40</p> <ul style="list-style-type: none"> • Carmel Valley Gem & Mineral Society -45 • Audubon Society -18 • Sustainable Pacific Grove -95 • California Native Plants Society -41 <p>Total: 4 Meetings Total Attendees: 199</p> <p>Geology Tour at Pt. Lobos with Dr. Ed Clifton Total Attendees: 27</p>
<p>LiMPETS</p> <p>MPUSD</p>	<ul style="list-style-type: none"> • CSUMB – 55 college students • Lincoln High School – 83 high school students • LiMPETS Teacher Workshop – 28 teachers (elementary, middle, high school, and college) • Everett Elementary School – 50 elementary school students • San Lorenzo Valley HS – 6 high school students • Gavilan College – 25 college students • North Salinas High School – 28 high school students • International School of Monterey – 50 middle school students • Dual Language Academy of Monterey Peninsula – 30 middle school students • Maze Middle School – 30 middle school students • Pacific Elementary School – 30 elementary school students • Los Padres Elementary School – 100 elementary school students <p>Total: 515 participants</p> <ul style="list-style-type: none"> • Ord Terrace 11/16/15-72 • Crumpton 11/17/15-51 • Highland 11/19/15-90 • King 11/20/15-72 • La Mesa 11/30/15-51 <p>Total Students 336</p>

V. Marketing and Promotions

Marketing & Promotions	November 2015
Web	Website Visits – 11,402 Page Views – 24,017
Marketing/Public Relations	<ul style="list-style-type: none"> • Science Saturday: Spiders in Cedar Street Times • Science Saturday: Monarch Magic featured in Cedar Street Times • Plants of Monterey County book release story, Museum mentioned: http://goo.gl/f14nxg • PPIE featured in Carmel Pine Cone: http://goo.gl/6RFsHg • Monarch Sanctuary featured in 151 things to do in Carmel: http://goo.gl/HTQvsQ • Museum featured in Monterey County Weekly for MC Gives, Nov. 12-18 edition • Museum mentioned in Seattle Times: http://goo.gl/tjXqjn • Monarch butterflies in Chron.com http://goo.gl/WCV9Xx

VI. Organizational Updates

Organizational Updates	November 2015
Staff	<ul style="list-style-type: none"> • No updates

VII. Personnel & Volunteers

Personnel	November 2015
Volunteers	<ul style="list-style-type: none"> • Museum Docent Volunteers worked 103.43 hours • Museum Garden Volunteers worked 28.90 hours • Museum Project & Events volunteers worked 240.37 hours • Museum Store Volunteers worked 108.60 hours • Museum Tour Group volunteers worked 0 hours • Monarch Sanctuary volunteers worked 87.75 hours • School Groups volunteers worked 12.90 hours • Science Saturday volunteers worked 136.2 hours <p>Total Volunteer Hours: 718.15 hours Total Volunteer Count: 83</p>
Volunteer Orientation/ Enrichment	<ul style="list-style-type: none"> • Volunteer Information Meeting , 5 attendees

VIII. Collections

Conservation Collections	November 2015
Management	<p>Collections Management:</p> <ul style="list-style-type: none"> • Received bird themed artwork from Santa Catalina students for display. • Installed Student artwork on temporary walls in special exhibits hall (using rolling casters). • Received landscape paintings and installed three in special exhibit hall. • Received painting of Peregrine falcons and installed three in special exhibit hall. • Added additional display elements to Monarch gallery (monarch skull, gynandromorphy) • Assisted with researcher looking into the history of the Chinese Fishing Village. • Attended meeting at Pt. Pinos Lighthouse to discuss use of Museum collection items. • Removed Sea Otter Display from Mezzanine. Dismantled display case and began painting wall in preparation for new geology display.
Conservation	<p>Conservation:</p> <ul style="list-style-type: none"> • Monthly check of Temperature/relative humidity levels and pest activity. • Updated database with object location changes, photos, and condition reports.

IX. Facility and Risk Management

Facility and Risk Management	November 2015
Repairs / Upgrades	<ul style="list-style-type: none"> • Leak over front entry plexi-glass repaired by the City 11/16/15