



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

I. Executive Summary

The Museum was chosen to take part in Monterey County GIVES!, a program whereby local non-profits received funds donated through the Community Foundation and Monterey County Weekly. The Museum will receive approximately 14% over and above the \$54,000 donated to the Museum.

Over 7,000 visitors flocked to the Monarch Sanctuary during December, which was slightly lower than December 2014 visitors. Less Monarchs overwintered at the Sanctuary also with about 10,500 counted in December. Although there were less Monarchs in Pacific Grove, numbers increased in other parts of California.

The Museum added part-time staff members to welcome guests on Saturdays, replacing a current employee who is no longer available on Saturdays. The new staff members will rotate Saturdays.

Visitation and Visitor Experience	December 2015
Museum Visitation	Guests – 1,632 Science Saturday – N/A Lecture- 154 Attendees Meetings- 3 Attendees Birthday Parties- 20 Member holiday event-17 Facility Rental- 97 Attendees Field Trips- 484 Other Groups- 27 Total Volunteer Count: 66 TOTAL- 2,500 LiMPETS (off-site)- 43 MPUSD (off-site)- 374 Aquarium (off-site) 3,216 TOTAL served by Museum services (on and off-site)- 6,133
Monarch Sanctuary Visitation	Guests – 7,032

II. Exhibitions

Exhibits	December 2015
Permanent Exhibitions	<ul style="list-style-type: none"> • Monterey pine donated by Pebble Beach Co. and planted by Bruce Cowan to replace pine removed earlier in year. • One exhibit case removed from mezzanine level as partial preparation for

Exhibits	December 2015
Special Exhibitions	<p>Geology exhibit opening in late January.</p> <ul style="list-style-type: none"> • Displays removed from three exhibit cases on mezzanine level in preparation for Geology exhibit. • Text panel about Threatened and Endangered Birds of Monterey County added to Santa Catalina students' painting exhibition.

III. Education

Education	December 2015																																				
School Group Visits	<table border="0"> <tr> <td>• Lincoln Elementary</td> <td>Salinas</td> <td>40</td> </tr> <tr> <td>• Bay View Academy</td> <td>Monterey</td> <td>48</td> </tr> <tr> <td>• Aromas School</td> <td>Aromas</td> <td>55</td> </tr> <tr> <td>• Robert Down</td> <td>Pacific Grove</td> <td>23</td> </tr> <tr> <td>• Santa Rita School</td> <td>Salinas</td> <td>144</td> </tr> <tr> <td>• Forest Grove</td> <td>Pacific Grove</td> <td>23</td> </tr> <tr> <td>• Dual Language Academy</td> <td>Seaside</td> <td>88</td> </tr> <tr> <td>• Stevenson</td> <td>Pebble Beach</td> <td>25</td> </tr> <tr> <td>• Forest Grove</td> <td>Pacific Grove</td> <td>23</td> </tr> <tr> <td>• Pacific Grove Youth Center</td> <td>Pacific Grove</td> <td>15</td> </tr> <tr> <td>• Aquarium Home School Days</td> <td></td> <td>3,216</td> </tr> <tr> <td></td> <td></td> <td>Total: 3,700</td> </tr> </table>	• Lincoln Elementary	Salinas	40	• Bay View Academy	Monterey	48	• Aromas School	Aromas	55	• Robert Down	Pacific Grove	23	• Santa Rita School	Salinas	144	• Forest Grove	Pacific Grove	23	• Dual Language Academy	Seaside	88	• Stevenson	Pebble Beach	25	• Forest Grove	Pacific Grove	23	• Pacific Grove Youth Center	Pacific Grove	15	• Aquarium Home School Days		3,216			Total: 3,700
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Other Group Visits	<ul style="list-style-type: none"> • Group Tour-21 • Windsor Living- 6 <p>Total: 27</p>																																				
Science Saturday	<ul style="list-style-type: none"> • N/A 																																				
Group Outreach Programs/Kits	<p>Stevenson School Museum Collection Items Pebble Beach</p> <ul style="list-style-type: none"> • Number of kits checked out: 1 <p>Total Outreach: 0 students</p>																																				

Education	December 2015
Lectures Museum Meetings Birthdays Facility Rental Member Event	<ul style="list-style-type: none"> • “The Drunken Monkey” lecture presented by Robert Dudley; 44 attendees • “Edge of the Sea” lecture presented by David Shonman; 29 attendees • Ed Ricketts Lecture / Book Signing: 81 attendees Total Lectures: 3 Total Attendees: 154 <ul style="list-style-type: none"> • Volunteer Orientation Meeting- 3 Total: 1 Total Attendees: 3 1 Total Attendees: 20 Total Attendees: 97 Total Attendees: 17
LiMPETS MPUSD	<ul style="list-style-type: none"> • Santa Catalina School – 15 High School Students • Monterey County Home Charter School – 25 Middle and High School Students • Student Oceanography Club – 3 Middle School Students Total Participants: 43 <ul style="list-style-type: none"> • Marina Vista 12/1/15 52 • Del Rey 12/3/15 64 • Olsen 12/4/15 62 • Monte Vista 12/7/15 61 • Marshall 12/8/15 74 • Foothill 12/10/15 61 Total Students 374

IV. Marketing and Promotions

Marketing & Promotions	December 2015
Web	<ul style="list-style-type: none"> • Website Visits – 11,030 • Page Views – 18,787

Marketing & Promotions	December 2015
Marketing/Public Relations	<ul style="list-style-type: none"> • Doc Ricketts book signing in Cedar Street Times • Drunken Monkey lecture in Cedar Street Times • Museum mentioned and listed in MC Gives insert in Monterey Weekly https://goo.gl/j9rFLD • Drunken Monkey featured in Monterey Weekly “Quick Bites:” http://goo.gl/QTQI9Z • Museum mentioned in Monterey County Now – from the Monterey County Weekly: http://goo.gl/YvvMzL • Museum and monarchs mentioned in Monterey County Now – part of the Monterey County Weekly: http://goo.gl/eU5cU7 • Monarchs mentioned in front page Monterey Herald story: http://goo.gl/wfQ2bS • Santa Catalina School Exhibit in the Monterey Herald’s Art Openings: http://goo.gl/MTBBJf

VII. Personnel & Volunteers

Personnel	December 2015
Volunteers	<ul style="list-style-type: none"> • Museum Docent Volunteers worked 113.32 hours • Museum Garden Volunteers worked 20.77 hours • Museum Project & Events volunteers worked 52.78 hours • Museum Store Volunteers worked 97.17 hours • Museum Tour Group volunteers worked 2.58 hours • Monarch Sanctuary volunteers worked 187 hours • School Groups volunteers worked 19.73 hours • Science Saturday volunteers worked: 7 <p>Total Volunteer Hours: 500.35 hours Total Volunteer Count: 66</p>
Volunteer Orientation/Enrichment	<ul style="list-style-type: none"> • Volunteer Information Meeting , 3 attendees • Volunteer Orientation N/A • Total New Volunteers: 3 <p>Total Volunteers Attending Enrichments: 0</p>

VI. Organizational Updates

Organizational Updates	December 2015
Staff	<ul style="list-style-type: none"> • Mitch Gravelle - Guest Services Hire Date: 12/15/15 • Jane Thompson - Guest Services Hire Date: 12/12/15

VIII. Collections

Conservation & Collections	December 2015
Management	<p>Collections Management:</p> <ul style="list-style-type: none"> • Deinstalled Jade exhibit case from Mezzanine and returned loaned items from display. • Installation of new upcoming event signage in lobby. • Assisted in relocating Ed collection and preparing Education room for new flooring installation. • Received donation of large insect collection. • Updated PastPerfect online with approximately 50 additional records and photographs. • Worked with photographer to digitize 10 paintings from the Museum’s collection for reproductions, and submitted files to local printer for installation at PG City Hall. • Regular repairs and maintenance of Museum exhibits (light bulbs, damaged text panels, etc.). • Continue working with Volunteer on scrapbooking/archive project.
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	December 2015
Repairs / Upgrades	<ul style="list-style-type: none"> • 12/4/15 – Women’s Public Restroom: lock is broken in the door of the first stall. Repaired • 12/4/15 – Garden: Pathway light broken and laying on its side: Repaired • 12/4/15 – Acrylic overhang above entrance have blown off. Repaired. • 12/11/15 – Lobby Doors: Doors leading to the garden are leaking during the rain, significant amount of water inside of door. Not repaired • 12/12/15 – Women’s Public Restroom: Toilet in the 1st stall clogged. Volunteer repaired. • 12/14/15 – Administrative Offices Restroom: toilet seat is broken. Repaired.