

**Pacific Grove Museum of Natural History  
Director's Report  
January 2016**

**I. Executive Summary**

Every program and department was bustling with activity in January. We hosted 735 students for field trips in the Museum, including students from Wisconsin, Livermore, Sacramento, Salinas, and more. Almost 600 people visited the Museum for our free Science Saturday event. This month the topic was "Migrations." Museum education programs served 929 students outside of the museum walls through our LiMPETS program and a collaborative program with the Monterey Peninsula Unified School District.

Our new geology exhibit, located on the mezzanine, opened in late January and features a thorough explanation of the unique geology of the Central Coast. Dr. Ed Clifton spoke in a lecture, "Life on the Edge" which attracted 130 visitors. We hosted a reception featuring paintings of California threatened and endangered birds by student artists from Santa Catalina School. Further, we installed a few collection paintings and a number of reproductions of collection paintings in in City Hall for the enjoyment of all who visit there.

Thanks to the generosity of a local Foundation, the old linoleum floor in the downstairs Education/Multi-purpose room was removed and new laminate flooring was installed.

**II. Visitation**

Visitation and Visitor Experience	January 2016
Museum Visitation	Guests – <b>1,534</b> Science Saturday – <b>564</b> Lecture- <b>138</b> Attendees Meetings- <b>113</b> Attendees Birthday Parties- <b>142</b> Museum Special Events- <b>50</b> Attendees Field Trips- <b>735</b> Other Groups- <b>95</b> Volunteer enrichments - <b>52</b> <b>TOTAL- 3,423</b> LiMPETS ( off-site)- <b>242</b> MPUSD (off-site)- <b>687</b> <b>TOTAL (on and off-site)- 4,352</b>
Monarch Sanctuary Visitation	Guests – <b>7,464</b>

### III. Exhibitions

Exhibits	January 2016
Permanent Exhibitions	<ul style="list-style-type: none"> <li>• New geology exhibit installed in three display cases on mezzanine</li> <li>• Entryway planter beds prepared for re-planting</li> </ul>
Special Exhibitions	<ul style="list-style-type: none"> <li>• Reception held for Santa Catalina Upper School students who painted threatened and endangered birds</li> </ul>

### IV. Education

Education	January 2016				
School Group Visits	<table style="width: 100%; border: none;"> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>• Lincoln Elementary- Salinas- 120</li> <li>• Sacred Heart- Salinas -34</li> <li>• Castroville- Castroville- 80</li> <li>• Girl Scouts- Livermore – 18</li> <li>• Toro Park – Salinas -80</li> <li>• Bentley School – Lafayette- 29</li> </ul> </td> <td style="vertical-align: top; padding-left: 20px;"> <ul style="list-style-type: none"> <li>• Presidio of Monterey-Seaside- 25</li> <li>• Loma Vista- Salinas -75</li> <li>• Oasis Charter School- Salinas -75</li> <li>• Wisconsin School - 21</li> <li>• Toro Park – Salinas -100</li> <li>• Mission Ave. – Sacramento 68</li> <li>• Chartwell- Seaside- 10</li> </ul> </td> </tr> <tr> <td colspan="2" style="text-align: center; padding-top: 10px;"><b>Total: 735</b></td> </tr> </table>	<ul style="list-style-type: none"> <li>• Lincoln Elementary- Salinas- 120</li> <li>• Sacred Heart- Salinas -34</li> <li>• Castroville- Castroville- 80</li> <li>• Girl Scouts- Livermore – 18</li> <li>• Toro Park – Salinas -80</li> <li>• Bentley School – Lafayette- 29</li> </ul>	<ul style="list-style-type: none"> <li>• Presidio of Monterey-Seaside- 25</li> <li>• Loma Vista- Salinas -75</li> <li>• Oasis Charter School- Salinas -75</li> <li>• Wisconsin School - 21</li> <li>• Toro Park – Salinas -100</li> <li>• Mission Ave. – Sacramento 68</li> <li>• Chartwell- Seaside- 10</li> </ul>	<b>Total: 735</b>	
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<b>Total: 735</b>					
Other Group Visits	<ul style="list-style-type: none"> <li>• San Carlos Adult Community -40</li> <li>• American Society of Naturalists- 20</li> <li>• Monarch Teacher Network- 20</li> <li>• MPC-15</li> </ul> <p style="text-align: center;"><b>Total: 95</b></p>				
Science Saturday	<ul style="list-style-type: none"> <li>• Migration Madness: <b>564</b></li> </ul>				
Group Outreach Programs/Kits	<p><b>Number of kits checked out: 0</b></p>				

Education	January 2016		
Lectures    Meetings   Birthdays  Museum Events	<ul style="list-style-type: none"> <li>• “Geology on the Edge,” presented by Ed Clifton; 130 attendees Natural History Book Club</li> <li>• Discussion of “The Invention of Nature: Alexander von Humboldt’s New World,” 8 participants</li> </ul> <p><b>Total Lectures: 1</b> <b>Total Attendees: 130</b></p> <ul style="list-style-type: none"> <li>• Gem and Mineral Society -50</li> <li>• Audubon Society - 20</li> <li>• California Native Plant Society- 35</li> <li>• Volunteer Orientation Meeting-8</li> </ul> <p><b>Total: 3 Total Attendees: 113</b></p> <p><b>3</b> <b>Total Attendees: 142</b></p> <p>Endangered Bird Event- 50 <b>Total Attendees: 50</b></p>		
LiMPETS          MPUSD	<ul style="list-style-type: none"> <li>• Santa Catalina School – 45 high school students</li> <li>• Student Oceanography Club – 3 middle school students</li> <li>• Point Lobos Docents – 10 adult volunteers</li> <li>• Aptos High School – 66 high school students</li> <li>• International School of the Peninsula – 50 middle school students</li> <li>• Girls' Middle School – 10 middle school students</li> <li>• Union Grove Elementary School – 18 elementary/middle school students</li> <li>• Pacific Grove High School – 40 high school students</li> <li>• <b>Total Participants: 242</b></li> </ul> <table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>• Ord Terrace 74</li> <li>• Highland 87</li> <li>• Olson 58</li> <li>• Crumpton 53</li> <li>• King 71</li> <li>• La Mesa 49</li> </ul> </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>• Marina Vista 51</li> <li>• Del Rey</li> <li>• Monte Vista 59</li> <li>• Olson 58</li> <li>• Marshall 74</li> <li>• Foothill 53</li> </ul> </td> </tr> </table> <p><b>Total Students: 687</b></p>	<ul style="list-style-type: none"> <li>• Ord Terrace 74</li> <li>• Highland 87</li> <li>• Olson 58</li> <li>• Crumpton 53</li> <li>• King 71</li> <li>• La Mesa 49</li> </ul>	<ul style="list-style-type: none"> <li>• Marina Vista 51</li> <li>• Del Rey</li> <li>• Monte Vista 59</li> <li>• Olson 58</li> <li>• Marshall 74</li> <li>• Foothill 53</li> </ul>
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**V. Marketing and Promotions**

Marketing & Promotions	January 2016
Web	<ul style="list-style-type: none"> <li>• Visits – 9,746</li> <li>• Page views – 21,138</li> </ul>

Marketing & Promotions	January 2016
Marketing/Public Relations	<ul style="list-style-type: none"> <li>• Volunteer Information Meeting featured in the Cedar Street Times</li> <li>• Living on the Edge lecture featured in Cedar Street Times</li> <li>• Santa Catalina Endangered Birds Art Reception featured in Monterey Herald's Arts and Entertainment section: <a href="http://goo.gl/hFSmq6">http://goo.gl/hFSmq6</a></li> <li>• Santa Catalina Endangered Birds Art Reception featured in Monterey County Weekly: <a href="http://goo.gl/K9PfNE">http://goo.gl/K9PfNE</a></li> <li>• Paper monarchs display mentioned in Sacramento Bee events: <a href="http://goo.gl/DHa3AN">http://goo.gl/DHa3AN</a></li> <li>• Mentioned in The Californian's Whalefest article: <a href="http://goo.gl/6UwHhG">http://goo.gl/6UwHhG</a></li> </ul>

#### VI. Personnel & Volunteers

Personnel	January 2016
Volunteers	<ul style="list-style-type: none"> <li>• Museum Docent Volunteers worked 103.57 hours</li> <li>• Museum Garden Volunteers worked 11.3 hours</li> <li>• Museum Project &amp; Events volunteers worked 32.98 hours</li> <li>• Museum Store Volunteers worked 89 hours</li> <li>• Monarch Sanctuary volunteers worked 167.5 hours</li> <li>• School Groups volunteers worked 25 hours</li> <li>• Science Saturday volunteers worked: 65.28</li> </ul> <p><b>Total Volunteer Hours: 494.63 hours</b>  <b>Total Volunteer Count: 55</b></p>
Volunteer Orientation/Enrichment	<ul style="list-style-type: none"> <li>• Volunteer Information Meeting: 8 attendees</li> <li>• Volunteer Orientation: 5</li> <li>• <b>Total New Volunteers: 5</b></li> <li>• Museum informational meeting: 47</li> </ul> <p><b>Total Volunteers Attending Enrichments: 52</b></p>

#### VII. Organizational Updates

Organizational Updates	January 2016
Staff	N/A

#### VIII. Collections

Conservation & Collections	January 2016

Conservation & Collections	January 2016
Management	<p><b>Collections Management:</b></p> <ul style="list-style-type: none"> <li>• Deinstalled PPIE Centennial exhibit. Returned items on loan</li> <li>• Installed new revised Otter exhibit case</li> <li>• Installed artwork/reproductions at City Hall</li> <li>• Attended openings at City Hall and for Santa Catalina student paintings for PGMNH</li> <li>• Updated PastPerfect online with approximately 30 additional records and photographs</li> <li>• Began photographing, researching and selecting weapons for March Member’s event</li> <li>• Assisted researchers looking for information about the J.B. Stetson, Al Page collection, Tuttle collection, Native American beadwork, and Julia Platt.</li> <li>• Attended Museum advisory committee meeting and provided update on items on loan to Lighthouse.</li> <li>• Worked with Lepidopterist on new insect/butterfly displays for mezzanine.</li> </ul>
Conservation	<p><b>Conservation:</b></p> <ul style="list-style-type: none"> <li>• Monthly check of Temperature/relative humidity levels and pest activity.</li> <li>• Updated database with object location changes, photos, and condition reports.</li> <li>• Routine cleaning of objects performed</li> </ul>

**IX. Facility and Risk Management**

Facility and Risk Management	January 2016
Repairs / Upgrades	<ul style="list-style-type: none"> <li>• 1/4/16 – Floor replaced in downstairs education/multi-purpose room. Linoleum removed and replaced with new laminate flooring</li> <li>• 1/8/16 - Ladies Public Restroom - 1st stall door does not lock and toilet will not flush. Reported through the Web Request - #139528305</li> </ul>