



Pacific Grove Museum of Natural History
Director's Report
May 2016

VISITATION

Visitation and Visitor Experience	May 2016	May 2016
Museum Visitation (# of Attendees)	Guests – 1670 Science Saturday – 328 Meetings – 270 Birthday Parties- 82 Museum Events- 465 Attendees School Field Trips- 527 Other Groups- 29 TOTAL- 3,364	LiMPETS (off-site)- 392 MPRPD (off-site) 61 TOTAL (on and off-site)- 3,817

EXHIBITIONS

Exhibits	May 2016
Permanent Exhibitions	<ul style="list-style-type: none"> • Interactive exhibit of local sands installed near geology cases. • New light fixtures installed outside front door.
Special Exhibitions	<ul style="list-style-type: none"> • Annual “Illustrating Nature” exhibition opened May 6

EDUCATION

Education	May 2016	
School Field Trips	<ul style="list-style-type: none"> • Shoreline PreK- 26 students • Robert Down – 27 students • Peninsula Avenue (1st-6th) – 26 students • Monterey Park Elementary (K) – 40 students • Church of the Good Shepherd (Pre-K) 14 students • PG Middle School – 25 students • La Mesa (2nd) – 100 students • Robert Louis Stevenson (Pre-K) – 18 students • Chualar Union Elementary (K-1st) – 37 students • Alianza Charter School (K) – 84 students • Sherwood Elementary (K) – 140 students 	Total: 537 students
Other Group Visits	<ul style="list-style-type: none"> • Sunshine Village Residence Home – 17 • Sunrise Senior Living – 12 Total: 29	
Science Saturday	<ul style="list-style-type: none"> • Birds – Feather & Flight Total: 328	

Education	May 2016	
Group Outreach Programs/Kits	<ul style="list-style-type: none"> Spreckels Elementary – Predator & Prey, Monarch Number of kits checked out: 2	
Museum Meetings	<ul style="list-style-type: none"> Gem and Mineral -36 Audubon – 30 CA Naturalist (4 sessions) – 25 participants Sustainable PG- 68 CA Native Plant Society- 36 Total: 270	
Museum Events/ Facility Rentals/Events	<ul style="list-style-type: none"> Master Gardener Tour – 75 attendees Walk of Remembrance – 80 attendees Ventana Wine Event – 82 attendees Paint Night – 16 attendees Four Birthday parties– 82 attendees Illustrating Nature reception– 205 attendees Natural History Book Club – 7 	Total: 547
LiMPETS	<ul style="list-style-type: none"> Mission College – 12 college students Crowell Elementary School – 61 school students Los Padres Elementary School – 100 school students Pacific Grove HS – 85 High school students St. Mary's Gilroy – 34 Middle school students Clovis High School – 60 High school students San Lorenzo Valley High School – 10 High school Martin Murphy Middle School – 30 Middle school 	Total: 392 participants
MPUSD and Educational Outreach Events offsite	<ul style="list-style-type: none"> Total Participants: MPRPD Watershed Explorers – 61 students 	

MARKETING AND PROMOTIONS

Marketing & Promotions	May 2016	
Web	Visits – 6,653 Views- 14,472	
Marketing/Public Relations	<ul style="list-style-type: none"> Walk of Remembrance in Cedar Street Times. Walk of Remembrance in the Monterey Herald. Paint Night featured in Cedar Street Times New Mushroom exhibit featured in Cedar Street Times Science Saturday Birds featured in Cedar Street Times Monarch Gallery featured in KION Channel 5 segment Sandy the Whale featured in KION Channel 5 segment Museum mentioned in government release for military families. Paul and Illustrating Nature featured on KION News channel 5. 	

ORGANIZATIONAL UPDATES

Organizational Updates	May 2016	
Staff	<ul style="list-style-type: none"> Nick Stong joined the staff as Education Programs Manager 	

Organizational Updates	May 2016
	<ul style="list-style-type: none"> • Juan Govea joined the staff as Director of Exhibits and Education • Ann Wasser's last day as Education Manager was May 27th. • Ashley West's last day as Guest Services was May 12th.

VOLUNTEERS

Personnel	May 2016
Volunteers	<ul style="list-style-type: none"> • Museum Docent 98.39 volunteers worked hours • Museum Garden 23.39 volunteers worked hours • Museum Projects & Events 70.40 volunteers worked hours • Museum Store 72.12 volunteers worked hours • Black Oyster Monitoring 86.0 volunteers worked hours • LiMPETS 7.0 volunteer hours • Science Saturday 50.03 volunteers worked hours • Museum Tour 3.03 volunteers worked hours <p>Total Volunteer Hours: 422.47 Total Volunteer Count: 51</p>

COLLECTIONS

	May 2016	
Management	<ul style="list-style-type: none"> • Finished annual collection inventory. Report will be submitted in late June. • Continued with photography of collection items, development of database information, and cataloging. • Updated online database with approximately 100 additional records. • Prepped Special Exhibits Hall for Illustrating Nature exhibit (installation and painting of temporary gallery walls), installed banners on museum exterior, coordinated installation schedule. 	<ul style="list-style-type: none"> • Updated bird sponsorship labels. • Assisted researchers looking for information about the J. B. Stetson shipwreck, Julia Platt, C. Anderson, and the original museum building. • Provided assistance for new geology exhibit and upcoming hummingbird exhibit. • Was interviewed by KION and the Cedar Street Times about the 100 year anniversary of City ownership of the collection.
Conservation	<ul style="list-style-type: none"> • Established schedule for next round of bird conservation. • Created condition reports for several objects during inventory. 	

FACILITY AND RISK MANAGEMENT

Facility and Risk Management	May 2016
Repairs / Upgrades	<ul style="list-style-type: none"> • Guest Services desk moved to the center of entry.