



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

VISITATION

Visitation and Visitor Experience	July 2016	July 2016
Museum Visitation (# of attendees)	Guests – 1974 Lectures- 23 Meetings- 53 Birthday Parties- 46 Museum Events- 86 Summer Camp- 49 TOTAL- 2,231	LiMPETS (off-site)- 180 Teacher training (off-site)- 15 TOTAL served by Museum-2,426

EXHIBITIONS

Exhibits	July 2016
Special Exhibitions	<ul style="list-style-type: none"> • Art Takes Wing” exhibition opened in partnership with the Monterey Bay Plein Air Painters Association; will close Oct. 7th • Chinese Fishing Village exhibition moved into lobby area where volunteer center had been.

EDUCATION

Education	July 2016	
School Field Trips	<ul style="list-style-type: none"> • N/A Summer Camps 	Total:
Other Group Visits	<ul style="list-style-type: none"> • 49 summer campers in 3 weeks of camp 	
Museum Meetings	<ul style="list-style-type: none"> • Audubon 16 attendees California Native Plant Society 26 attendees • Natural History Book Club: 11 Total: 53	
Museum Events/ Facility Rentals/Events	<ul style="list-style-type: none"> • Four Birthday’s – 46 attended • Member Event – Art Takes Wings, Painter Plein Air reception-86 attendees 	Total: 132
Lectures	<ul style="list-style-type: none"> • Cracking the Aging Code – 23 attended Total: 23 attendees	
LiMPETS	<ul style="list-style-type: none"> • Girls Love Science Too - 25 middle school participants • Blue Theology - 95 middle/high school participants 	Total: 180 participants

Education	July 2016	
	<ul style="list-style-type: none"> Young Women in Science 60 middle school participants 	
MPUSD and Educational Outreach Events offsite	<ul style="list-style-type: none"> MPRPD Teacher Training – 15 participants 	

COLLECTIONS CARE

Collections	July 2016	
Management	<ul style="list-style-type: none"> Assigned storage location in collection for all objects from Cetacean room. Installed Chinese Fishing Exhibit in new lobby gallery. Installed all items on walls in new gift shop location. Installed “Art Takes Wing” exhibit in previous gift shop location. Updated bird sponsorship labels, and installed new bird band interactive element in bird gallery. Continued with photography of collection items, development of database information, and cataloging. 	
Conservation	<ul style="list-style-type: none"> Cleaned collection objects Updated database with condition reports and conservation treatment reports 	

MARKETING AND PROMOTION

Marketing & Promotions	July 2016	
Web	Visits – 6,303 Views- 13,299	
Marketing/Public Relations	<ul style="list-style-type: none"> Monarch decline KION Monarch decline Monterey Herald Monarch Butterfly decline KSBW Art Takes Wing featured in Cedar Street Times Coastal Canvases featured in Cedar Street Times Cracking the Aging Code featured in Cedar Street Times 	

ORGANIZATIONAL UPDATES

Organizational Updates	July 2016	
Staff	<ul style="list-style-type: none"> Beverly Bruno’s last day as Membership and Events Coordinator was 7/31/16. 	
Foundation Board	<ul style="list-style-type: none"> Director Jim Covell became Museum Foundation Board President Tama Olver joined the Museum Foundation Board. 	

VOLUNTEERS

Volunteers	July 2016	
Volunteers	<ul style="list-style-type: none"> Museum Docent 10 volunteers worked 100.58 hours Museum Garden 6 volunteers worked 18.41 hours Museum Projects & Events 6 volunteers worked 12.47 hours 	

Volunteers	July 2016
	<ul style="list-style-type: none"> • Museum Store 10.0 volunteers worked 93.54 hours • Black Oyster Monitoring 8 volunteers worked 66.0 hours • LiMPETS 1 volunteer 1.3 hours • Science Saturday 4 volunteers worked 10.13 hours • Museum Tour 0 volunteer worked 0 hours <p>Total Volunteer Hours: 302.43 Total Volunteer Count: 45</p>

FACILITY AND RISK MANAGEMENT

Facility and Risk Management	July 2016
Repairs / Upgrades	<ul style="list-style-type: none"> • New lighting fixture installed over Chinese Fishing Village Exhibit • Former Cetacean gallery area painted • Chinese Fishing Village exhibit area painted • New flooring installed in Chinese Fishing Village exhibit area