



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

<b>Guests &amp; Event Attendance</b>	<b>NOVEMBER 2016</b>			
Museum Visitation	General Attendance	1,124	Monterey Bay Aquarium	3,594
	Field Trips	230	Homeschool Days (off-site)	
	Science Saturday	352	LiMPETS (off-site)	388
	Lectures	15	Other off-site	246
	Museum Events	128		
	Museum Meetings	169		
	Santa at the Museum	1,054		
	Birthdays	105	TOTAL (off-site)	4,228
	TOTAL (on-site)	<b>3,177</b>	Sanctuary	11,461
				<b>TOTAL: 7,405</b>

<b>Exhibits</b>	<b>November 2016</b>
Permanent Exhibitions	<ul style="list-style-type: none"> <li>• De-installed Monarch Gallery</li> <li>• Assisted with installation on new Monarch Gallery in lobby</li> <li>• Installed framed prints in gift shop</li> <li>• Began preparation work for new Collectors exhibition.</li> <li>• Began Phase 1: Preliminary planning, selecting stories to highlight from collection, establishing central theme, installation schedule and potential exhibit ideas.</li> </ul>
Special Exhibitions	<ul style="list-style-type: none"> <li>• Began supplying exhibition update reports to volunteers, which will continue monthly.</li> <li>• Installed "Above the Sea" Exhibition in special exhibitions gallery.               <ul style="list-style-type: none"> <li>- Layout and installation of artwork.</li> <li>- Design, printing and mounting of interpretive panel and labels.</li> <li>- Brought in additional elements to fill out gallery space.</li> <li>- Attended Exhibition reception</li> </ul> </li> </ul>

<b>Education</b>	<b>November 2016</b>						
School Field Trips	<b>School</b>	<b>Program</b>	<b>Grade</b>	<b>Students</b>	<b>Adults</b>	<b>Total</b>	
	Robert Louis Stevenson	Sanctuary	1 <sup>st</sup>	25	5	30	
	Sacred Heart Elementary	Ohlone	3 <sup>rd</sup>	34	17	51	
	Santa Catalina School	Monarchs	2 <sup>nd</sup>	26	6	32	
	Fairview Middle School	Food Chains	5 <sup>th</sup>	13	6	19	

Education	November 2016							
	Homeschool CoOp	Sanctuary	Mixed	20	4	24		
	CAART (High School)	Program Monitoring	Mixed	15	2	17		
	Robert Down Elementary	Sanctuary	5 <sup>th</sup>	26	5	31		
	CSUMB	Vert. Nat. History	N/A	25	1	26		
				<b>184</b>	<b>46</b>	<b>230</b>		
Science Saturday	<ul style="list-style-type: none"> <li>Monarch Magic: 352 attendees</li> </ul>							
Group Outreach Programs/Kits	<b>Program/Kit</b>	<b>School</b>						
	Education Collection Items	Aptos						
	Predator/Prey	Carmel Middle School						
	Ohlone	Robert Louis Stevenson						
Museum Meetings	<b>Organization</b>			<b>Attendance</b>				
	Natural History Book Club (Golden Shore)			5				
	California Native Plant Society			82				
	Audubon			32				
	Carmel Valley Gem & Mineral Society			50				
	<b>TOTAL</b>			<b>169</b>				
Museum Events/ Facility Rentals/Events	<b>Event Name</b>			<b>Attendance</b>		<b>Total:233</b>		
	Robin Ward: Above the Sea			31				
	Butterfly Ball			97				
	Birthdays (4 parties, 57 children, 48 adults)			105				
Lectures	<ul style="list-style-type: none"> <li>How to Clone a Mammoth: 15 attendees</li> </ul>							
LiMPETS	<b>Organization/School</b>			<b>Attendance</b>				
	Grace M. Davis (High School)			40				
	Santa Catalina School (High School)			3				
	Cabrillo College			50				
	CSUMB Marine Science Club			5				
	Aptos High School			10				
	Lincoln High School			60				
	North Salinas High School			80				
	Monterey Bay Aquarium Teacher Institute (Seaside Middle School, Teachers)			50				
	Point Lobos Docents (Adult Volunteers)			6				
	Castroville Elementary			9				
	Renaissance High School			75				
		<b>TOTAL</b>			<b>388</b>			
MPUSD and Educational Outreach	<b>Organization/School</b>			<b>Attendance</b>				
	MPRPD			228				

<b>Education</b>	<b>November 2016</b>		
Events offsite	Project Wild (CSUMB)	18	
	Monterey Bay Aquarium Home School Days	3594	
	<b>TOTAL: 3,840</b>		

**MARKETING AND PROMOTION**

<b>Marketing &amp; Promotions</b>	<b>November 2016</b>		
Web	<ul style="list-style-type: none"> <li>• Visits – 13,650</li> <li>• Views- 25,328</li> </ul>		
Marketing/Public Relations	<ul style="list-style-type: none"> <li>• Martin Morones, Eco Ambassadors interviewed in Carmel Magazine</li> <li>• Butterfly Ball featured in Cedar Street Times</li> <li>• How to Clone a Mammoth lecture featured in Cedar Street Times</li> <li>• Butterfly Ball on KSBW 8</li> <li>• Butterfly drought story on KSBW 8</li> <li>• Above the Sea exhibit in Cedar Street Times</li> <li>• Above the Sea in Monterey Weekly</li> <li>• Science Saturday Monarch Magic in Cedar Street Times</li> </ul>		

**ORGANIZATIONAL UPDATES**

<b>Organizational Updates</b>	<b>November 2016</b>		
Staff	<ul style="list-style-type: none"> <li>• N/A</li> </ul>		

**PERSONNEL & VOLUNTEERS**

<b>Personnel</b>	<b>November 2016</b>		
Volunteers	<b>Position/Area</b>	<b>Docents</b>	<b>Hours</b>
	Museum Docent	8	82.53
	Museum Garden	6	15.86
	Museum Projects & Events	16	107.41
	Museum Store	13	89.23
	Black Oyster Monitoring	1	2
	LiMPETS	5	36
	Science Saturday	19	75.18
	Eco Ambassadors	2	10.25
	School Groups	6	20.18
	SeaWatch Docent	9	86.5
	Monarch Docent	20	183.75
	Other	12	14.25
		<b>117</b>	<b>723.14</b>

Personnel	November 2016	
Volunteer Orientation/ Enrichment	8 Regular Volunteers	
Management	<ul style="list-style-type: none"> <li>Continued delegating projects for Collections Registrar: Improving storage of stone and ceramic artifacts, cleaning of objects, photographing objects, improvements to object information in database, building on the Biography database, research for Collectors Exhibition, and assigning home locations to objects that have been brought off exhibit.</li> <li>Supervised intern working with local history archive project, cataloging objects and Library inventory.</li> <li>Received donation of local spear point and ostrich egg.</li> <li>Received loaned collection objects that had been on display at the lighthouse.</li> <li>Facilitated multiple research and photography requests.</li> <li>Received donation of objects: Ostrich egg, South American artifacts, seashell collection, local spear point, Wolf eel skull, vertebrae from an unidentified Cetacean, and one bird specimen.</li> </ul>	
Conservation	<ul style="list-style-type: none"> <li>Supervised and assisted Collections Registrar in cleaning several collection objects.</li> <li>Updated database with exhibit entries, location changes, and loans.</li> </ul>	

**FACILITY AND RISK MANAGEMENT**

Facility and Risk Management	November 2016
Repairs / Upgrades	<ul style="list-style-type: none"> <li>Two leaks in the ceiling of the bird gallery- reported to the city on 11/29/16 (#1685185410). City staff came by and looked at it and said it would require a roofer. Will be in touch.</li> </ul>