



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

**VISITATION**

Visitation and Visitor Experience	April 2016	April 2016
Museum Visitation (# of Attendees)	Guests – <b>2157</b> Science Saturday – <b>150</b> Lectures- <b>56</b> Meetings- <b>86</b> Birthday Parties- <b>61</b> Museum Events- <b>988</b> School Field Trips- <b>459</b>  <b>TOTAL- 3857</b>	LiMPETS ( off-site)- <b>630</b> MPUSD and educational outreach (off-site)- <b>956</b>  <b>TOTAL (on and off-site)- 5443</b> <ul style="list-style-type: none"> <li><i>Note: these totals include 805 attendees to wildflower show weekend and related lectures and events.</i></li> </ul>

**EXHIBITIONS**

Exhibits	April 2016
Permanent Exhibitions	<ul style="list-style-type: none"> <li>Biodiversity Gallery: "Mushrooms" exhibit installed in antique display case</li> </ul>
Special Exhibitions	<ul style="list-style-type: none"> <li>55<sup>th</sup> Annual Wildflower Show featured 746 plant taxa</li> </ul>

**EDUCATION**

Education	April 2016	
School Field Trips	Spreckels Elementary – K – <b>50</b> Robert Down – 1st – <b>24</b> Monterey Bay Christian - 3rd-4th - <b>11</b> Oak Ave Elementary – K - <b>125</b> Santa Lucia Elementary – K - <b>65</b>	Martin Luther King Elem – 2nd - <b>49</b> Stevenson – 4th - <b>27</b> Martin Luther King Elem – 3rd - <b>84</b> Forest Grove Elem – 4th - <b>24</b> <b>Total: 459</b>
Other Group Visits	Girl Scouts	
Science Saturday	<ul style="list-style-type: none"> <li>Identification Day</li> </ul> <b>Total: 150</b>	
Group Outreach Programs/Kits	Return of the Natives Pacific Grove Middle School International School	Ed Collection Items Pollinator Items Predator/ Prey Kit  <b>Number of kits checked out: 3</b>
Museum Meetings	<ul style="list-style-type: none"> <li>Gem and Mineral -<b>31</b>    Audubon – <b>30</b>    CA Naturalist (4 sessions) – <b>25</b> participants</li> </ul> <b>Total: 86</b>	

Education	April 2016	
Museum Events/ Facility Rentals/Events	<ul style="list-style-type: none"> <li>• Wildflower Show- <b>805</b> attendees</li> <li>• Taxidermy Workshop- <b>6</b> participants</li> <li>• Identifying Plant Families Workshop – 3 sessions with Sue Hubbard: <b>42</b> attendees</li> </ul>	<ul style="list-style-type: none"> <li>• Birthdays- 2 – <b>61</b> attendees</li> <li>• Wine and Wildflowers- <b>54</b> attendees</li> <li>• Drawing Wildflowers workshop with Erin Hunter - 3 sessions – <b>20</b> participants</li> </ul> <p style="text-align: center;"><b>Total: 988</b></p>
Lectures	<p>“Garden Design with Pollinators in Mind,” presented by Blake Jopling and Emily Underwood; <b>16</b> attendees</p> <p>“Native Plant Gardening in Pots,” presented by Patrick Regan; <b>18</b> attendees</p> <p>“An Introduction to California’s Botanical Landscape,” presented by Julie Evens; <b>22</b> attendees</p> <p><b>Total: 56 attendees</b></p>	
LiMPETS	<p>CART <b>50 high school students</b></p> <p>North Salinas High School <b>40 students</b></p> <p>Robert Down Elementary <b>90 4th grade students</b></p> <p>Point Lobos Docents <b>10 adult volunteers</b></p> <p>Santa Catalina School <b>15 students</b></p> <p>Pacific Grove Middle School <b>60 7th and 8th grade students</b></p> <p>CSUMB – Marine Science Club <b>5 students</b></p> <p>Pacific Grove HS <b>50 students</b></p>	<p>Cabrillo College <b>80 students</b></p> <p>CSUMB – Ecology Class <b>30 students</b></p> <p>California Naturalists UCSC <b>30 California Naturalist Students</b></p> <p>Forest Grove Elementary School <b>25 4th grade students</b></p> <p>St. Mary's Gilroy <b>35 6th grade students</b></p> <p>Oak Elementary <b>73 6th grade students</b></p> <p>Coastal Discovery Center Docents (San Simeon) <b>12 adult volunteers</b></p> <p>Morro Bay High School <b>25 students</b></p> <p style="text-align: center;"><b>Total: 630 participants</b></p>
MPUSD and Educational Outreach Events offsite	<p><b>684</b> students in MPUSD program</p> <p><b>35</b> Students and <b>20</b> adults for King Elementary Reading Night</p> <p><b>74</b> students, <b>14</b> chaperones, and <b>4</b> teachers for MPRPD</p> <p><b>800</b> people attended MEarth Earth Day Festival – PGMNH had a table with summer camp and school program information – est. <b>125</b> contacts</p> <p><b>Total Participants: 956</b></p>	

## MARKETING AND PROMOTIONS

Marketing & Promotions	April 2016
Web	<p>April Visits - <b>9,966</b></p> <p>April Page Views - <b>20,730</b></p>
Marketing/Public Relations	<p>The Pen Museum Times news service featured information from the Museum on membership</p> <p>2016 Wildflower Show is featured on the Carmel Pine Cone website</p> <p>Museum is featured in <a href="#">Old SchoolHouse Magazine</a></p> <p>②Museum is mentioned in the <a href="#">Californian</a> for State Farm grant</p> <p>Museum’s Wildflower Show mentioned in the <a href="#">Monterey Herald</a></p> <p>②Wildflower Show featured in <a href="#">Monterey Herald</a>:</p> <p>Wildflower Show featured in <a href="#">Carmel.com</a>:</p> <p>Wildflower Show featured on <a href="#">KSBW</a>:</p> <p>②Insect collection featured in <a href="#">Cedar Street Times</a>:</p> <p>Wildflower Show in Cedar Street Times April 15<sup>th</sup> issue</p> <p>Illustrating Nature featured in Cedar Street Times.</p>

**ORGANIZATIONAL UPDATES**

Organizational Updates	April 2016
Board of Directors	<ul style="list-style-type: none"> <li>Robert Bianchi joined the Foundation Board of Directors</li> </ul>

**PERSONNEL & VOLUNTEERS**

Personnel	April 2016
Volunteers <b>61 volunteers</b>	<ul style="list-style-type: none"> <li>Museum Docents: <b>9</b> volunteers worked <b>101</b> hours</li> <li>Museum Garden: <b>6</b> volunteers worked <b>42</b> hours</li> <li>Museum Projects, Events &amp; School Field Trips: <b>21</b> volunteers worked <b>68</b> hours</li> <li>Museum Store: <b>12</b> volunteers worked <b>72</b> hours</li> <li>Black Oyster Monitoring: <b>10</b> volunteers worked <b>85</b> hours</li> <li>LiMPETS <b>3</b> volunteer hours: <b>37</b></li> </ul> <p><b>Total Volunteer Hours: 408 hours</b></p>
Volunteer Orientation/ Enrichment	<ul style="list-style-type: none"> <li>Volunteer Information Meeting: <b>3</b> attendees</li> <li>Volunteer Orientation: <b>2</b> attendees</li> </ul> <p><b>Total New Volunteers: 2</b></p>

**COLLECTIONS**

Conservation & Collections	April 2016	
Management	<ul style="list-style-type: none"> <li>Re-installed exhibits on mezzanine and in main gallery after completion of construction.</li> <li>Installed Insect display and butterfly display on mezzanine.</li> <li>Received additional donation of South American basketry for use in education programs</li> <li>Received additional item from Monterey History and Art Association as 5 year loan.</li> <li>Updated online database with approximately 50 additional catalog records.</li> </ul>	<ul style="list-style-type: none"> <li>Continued planning for new exhibit case that will contain selections from the collection.</li> <li>Continued examination of currency display to assess condition, providing archival storage for one paper currency rack and one coin rack.</li> <li>Prep work for annual wildflower show.</li> <li>Prepared specimens and assisted with Taxidermy workshop.</li> <li>Assisted NPS with Wildflower show.</li> <li>Deinstalled wildflower show</li> <li>Relocate exhibits in main gallery and prep for mezzanine repairs, reinstalling once work was complete.</li> </ul>
Conservation	<ul style="list-style-type: none"> <li>Worked with Tonja Morris on bird specimen conservation project.</li> <li>Created conservation treatment reports for birds undergoing conservation.</li> <li>Created condition reports for incoming/outgoing loans.</li> <li>Assessed condition of objects being used for Member's event.</li> <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>Cleaned several collection objects.</li> </ul>	

**FACILITY AND RISK MANAGEMENT**

<b>Facility and Risk Management</b>	<b>April 2016</b>
Repairs / Upgrades	<ul style="list-style-type: none"><li>• Repair to men's urinal</li><li>• Repair to mezzanine was completed</li></ul>