

Pacific Grove Museum of Natural History
Director's Report
February 2020

Guests & Event Attendance		February 2020			
Museum Visitation	General Attendance	1497	Watershed Guardians (off-site)	N/A	
	Member Attendance	10	LiMPETS (off-site)	149	
	Field Trips	834	Tabled Events	121	
	Jr. Naturalist Excursion	8	TOTAL (off-site)	270	
	Science Saturday	404			
	Lectures and Classes	9	In County Visitors (59%)	881	
	Birthday Parties	70	Out of County Visitors (41%)	606	
	Museum Meetings	127	Sanctuary Attendance	590	
	Other Group Visits	15			
	TOTAL (on-site)	2,974	TOTAL: 3,834		

Exhibits		February 2020	
Permanent Exhibitions	<ul style="list-style-type: none"> Miscellaneous spot maintenance 		

Education		February 2020			
School Field Trips	School	Program	Grade	Students	
	Int. School of Monterey	Monarch	K	39	
	Lawrence Jones School	Monarch	6th-8th	50	
	Forest Grove Elementary	Sand Crab	K	60	
	Stevenson	Monarch	1st	20	
	Lawrence Jones School	Monarch	6-8	50	
	Robert Down Elementary	Owl Pellet	4th	21	
	Marina Vista Arts Assoc.	Monarch	2nd	62	
	Madonna Del Sasso	Monarch	2nd	18	
	Carmel River School	Sand Crab	2 nd	44	
	Robert Down Elementary	Sand Crab	1st	23	
	CSUMB	Self Led	Mixed	15	
	Linscott Charter School	Monarch	2nd	20	
	Toro Park	Monarch	K	96	
	Carmel River School	Sand Crab	2nd	22	
	La Gloria Elementary	Training	2nd	126	
	La Gloria Elementary	Sand Crab	2nd	41	
	Castroville Elementary	Ohlone	4th	82	
	La Gloria Elementary	Sand Crab	2nd	45	
Total:			834		
Other Group Visits	Group		Attendees		
	Forest Hill Senior Center		5		
	Beacon House		10		
	Total:		15		
Science Saturday	<ul style="list-style-type: none"> Animal Athletes -404 				

Education	February 2020		
Event Tabling	Event	Visitors	
	Northridge Mall	121	
Group Outreach Programs/Kits	School	Students	Program/Kit
	Captain Cooper	60	Pred/Prey
Museum Meetings	Organization	Attendance	
	CVGM	24	
	Sustainable PG	60	
	Audubon	43	
	Total:	127	
Museum Events/ Facility Rentals/Events	Event Name	Attendance	
	Birthday Parties	70	
	Rentals	N/A	
	Jr Nat Excursion- Mark's Ranch	8	
	Total:		
Lectures	<ul style="list-style-type: none"> Hardcore Natural History- Cade: Masters of None: 9 attendees 		
LiMPETS	School	Grade	Students
	Delta Charter School	High School	24
	Santa Catalina	High School	6
	Delta Charter School	High School	20
	Delta Charter School	High School	27
	Stevenson School	High School	5
	Stevenson School	High School	6
	Santa Catalina	High School	7
	Santa Catalina	High School	7
	Branciforte Middle School	Middle School	17
	Santa Catalina	High School	8
	Santa Catalina	High School	10
	Branciforte Middle School	Middle School	12
	Total: 149 (non duplicate)		

Marketing & Promotions	February 2020	
Web	<ul style="list-style-type: none"> Website Visits: 7138 Page Views: 13211 	<ul style="list-style-type: none"> Instagram followers: 1949 Facebook followers: 9418 Twitter followers: 1809 Tumblr: 1114
	<ul style="list-style-type: none"> "Monarch butterfly count down, again, in Pacific Grove", KION 5/46 https://bit.ly/2VGippV 	

Volunteers	February 2020		
Volunteers	Position/Area	Hours	Docents
	Museum Docents	58.75	7
	Store	39	8
	Garden	8.5	3
	Science Saturday/Event	31.2	9
	Special Projects (Field Trips)	18.25	5
	Continuing Education	55.5	19

Volunteers	February 2020		
	BLOY Monitoring	31.75	6
	Watershed Guardians	6	1
	MPA Watch	6.5	2
	Plankton Monitoring	24.25	3
	School Groups	5.25	3
	Monarch Docents	15.25	6
	Monarch Count	3.75	1
	Other	89.45	13
	TOTAL:	394.9	53 non-Duplicator
Volunteer Orientation/ <small>Enrichment</small>	King Tide Volunteer Community Event- 15 BLOY 2019 Recap- 21 Regular Volunteers- 11 Service Learners- 4		

Collections	February 2020
Management	<ul style="list-style-type: none"> • Continued rotating inventory: • a. 354 items assessed, photographed and inventoried. • b. 3 items added to catalogue • Rehoused items in appropriate archival conditions where necessary.
Conservation	<ul style="list-style-type: none"> • Continued monitoring collection area environmental conditions.