

Pacific Grove Museum of Natural History  
Director's Report  
January 2019

| Guests & Event Attendance |                          | January 2019           |                                |                     |  |
|---------------------------|--------------------------|------------------------|--------------------------------|---------------------|--|
| Museum Visitation         | General Attendance       | 1,375                  | Watershed Guardians (off-site) | 279                 |  |
|                           | Member Attendance        | 15                     | LiMPETS (off-site)             | 137                 |  |
|                           | Field Trips              | 735                    | Tabled Events                  | 260                 |  |
|                           | Jr. Naturalist Excursion | 31                     | <b>TOTAL (off-site)</b>        | <b>676</b>          |  |
|                           | Science Saturday         | 461                    |                                |                     |  |
|                           | Lectures and Classes     | 53                     | In County Visitors (54%)       | 745                 |  |
|                           | Birthday Parties         | 38                     | Out of County Visitors (46%)   | 630                 |  |
|                           | Rentals                  | 99                     | Sanctuary Attendance           | 2,817               |  |
|                           | Museum Meetings          | 157                    |                                |                     |  |
|                           | Other Group Visits       | 20                     |                                |                     |  |
|                           |                          | <b>TOTAL (on-site)</b> | <b>2,984</b>                   | <b>TOTAL: 3,660</b> |  |

| Exhibits              |   | January 2019 |  |
|-----------------------|---|--------------|--|
| Permanent Exhibitions | <ul style="list-style-type: none"> <li>Performed various spot repairs</li> <li>Continued work on Adopt-a-Bird labels</li> </ul>     |              |  |
| Special Exhibitions   | <ul style="list-style-type: none"> <li>De- installed 135 Anniversary Exhibit</li> <li>Installed CAC: Migrations art show</li> </ul> |              |  |

| Education               |  | January 2019     |              |                 |  |
|-------------------------|--|------------------|--------------|-----------------|--|
| School Field Trips      | <b>School</b>  | <b>Program</b>   | <b>Grade</b> | <b>Students</b> |  |
|                         | Monterey Bay Charter   | Sanctuary        | 2nd          | 25              |  |
|                         | Bardin Elementary  | Monarch          | 4th          | 76              |  |
|                         | Sherwood Elementary  | Steelhead        | 6th          | 71              |  |
|                         | Sherwood Elementary  | Steelhead        | 6th          | 54              |  |
|                         | Linscott Charter   | Monarch          | Mixed        | 21              |  |
|                         | Lincoln Elementary   | Monarch          | 2nd          | 68              |  |
|                         | Monterey Public Library  | Other            | Mixed        | 8               |  |
|                         | Santa Lucia Elementary   | Monarch          | 2nd          | 69              |  |
|                         | Main St Elementary   | Monarch          | K            | 25              |  |
|                         | Castroville Elementary   | Monarch          | 2nd          | 74              |  |
|                         | Carden China   | Self Led         | Mixed        | 22              |  |
|                         | Bay View Academy   | Monarch          | 2nd          | 48              |  |
|                         | Prunedale Elementary   | Monarch          | 2nd          | 101             |  |
|                         | Main St Elementary   | Monarch          | K            | 21              |  |
|                         | Seaside Recreation Dept  | Sanctuary        | PreK         | 15              |  |
|                         | Main St Elementary   | Monarch          | K            | 22              |  |
| Seaside Recreation Dept | Sanctuary  | PreK             | 15           |                 |  |
|                         | <b>Total:</b>  |                  |              | <b>735</b>      |  |
| Other Group Visits      | <b>Group</b>   | <b>Attendees</b> |              |                 |  |
|                         | California Psychiatric Transitions   | 20               |              |                 |  |
|                         | <b>Total:</b>  | <b>20</b>        |              |                 |  |
| Science Saturday        | <ul style="list-style-type: none"> <li><b>Amazing Migrations- 461</b></li> </ul> |                  |              |                 |  |

| Education                                    | January 2019   |                 |                          |
|--|--|-----------------|--------------------------|
| Event Tabling                                | <b>Event</b>   |                 | <b>Visitors</b>          |
|  | Northridge   |                 | 260                      |
| Group Outreach Programs/Kits                 | <b>School</b>  | <b>Students</b> | <b>Program/Kit</b>       |
|  | Carmel River Watershed                                       | 80              | Collection Items         |
| Museum Meetings                              | <b>Organization</b>  |                 | <b>Attendance</b>        |
|  | CVGM   |                 | 18                       |
|  | CNPS   |                 | 42                       |
|  | Sustainable PG   |                 | 56                       |
|  | Audubon  |                 | 41                       |
|  | <b>Total:</b>  |                 | <b>157</b>               |
| Museum Events/<br>Facility<br>Rentals/Events | <b>Event Name</b>  |                 | <b>Attendance</b>        |
|  | Birthday Parties   |                 | 38                       |
|  | Rentals  |                 | 99                       |
|  | Jr Nat Excursion   |                 | 15 Children<br>16 Adults |
|  | Member Event- King Tide                                      |                 | 41                       |
|  | <b>Total: 209</b>  |                 |                          |
| Lectures                                     | • Hardcore Natural History- Deportation- <b>53 Attendees</b> |                 |                          |
| LiMPETS                                      | <b>School</b>  | <b>Grade</b>    | <b>Students</b>          |
|  | Alvarez HS   | 10-12           | 23                       |
|  | Alvarez HS   | 10-12           | 23                       |
|  | North Salinas HS   | 10-12           | 24                       |
|  | Santa Catalina School  | 10-12           | 12                       |
|  | North Salinas HS   | 10-12           | 24                       |
|  | Union Grove Elementary                                       | 6-8             | 18                       |
|  | Glacier Charter High School                                  | 9               | 13                       |
|  | <b>Total: 137 (non duplicate)</b>                            |                 |                          |
| Watershed Guardian Program                   | <b>School</b>  | <b>Grade</b>    | <b># of Students</b>     |
|  | Carmel River Elementary                                      | 5               | 44                       |
|  | Pacific Valley School  | 6-12            | 8                        |
|  | Carmel River Elementary                                      | 5               | 48                       |
|  | Crescent View West Public Charter                            | 9-12            | 6                        |
|  | Crescent View West Public Charter                            | 9-12            | 6                        |
|  | Seaside HS   | 9-12            | 125                      |
|  | Hollister DLI  | 8               | 47                       |
|  | Hollister DLI  | 8               | 47                       |
|  | Carmel River Elementary                                      | 5               | 45                       |
|  | Seaside HS   | 9-12            | 50                       |
|  | <b>Total:</b>  |                 | <b>279</b>               |

| <b>Marketing &amp; Promotions</b> | <b>January 2019</b>  |  |
|-----------------------------------|--|--|
| Web                               | <ul style="list-style-type: none"> <li>Website Visits: 6,428</li> <li>Page Views: 7,999</li> </ul> | <ul style="list-style-type: none"> <li>Instagram followers: 1,700</li> <li>Facebook followers: 8,810</li> <li>Twitter followers: 1,629</li> <li>Tumblr: 929</li> </ul> |
|                                   | •  |  |

| <b>Organizational Updates</b> | <b>January 2019</b> |  |
|-------------------------------|---------------------|--|
| Staff                         | • N/A               |  |

| <b>Volunteers</b>                 | <b>January 2019</b>            |                          |                |
|-----------------------------------|--------------------------------|--------------------------|----------------|
| Volunteers                        | <b>Position/Area</b>           | <b>Hours</b>             | <b>Docents</b> |
|                                   | Museum Docents                 | 93                       | 16             |
|                                   | Store                          | 70                       | 10             |
|                                   | Garden                         | 8.5                      | 1              |
|                                   | Science Saturday/Event         | 33.25                    | 7              |
|                                   | Special Projects (Field Trips) | 6.25                     | 2              |
|                                   | Continuing Education           | 30                       | 12             |
|                                   | LiMPETS Volunteer              | 7                        | 1              |
|                                   | Watershed Guardians            | 15                       | 1              |
|                                   | MPA Watch                      | 17.75                    | 2              |
|                                   | Plankton Monitoring            | 12                       | 2              |
|                                   | Collections/Archives           | 18.5                     | 2              |
|                                   | School Groups                  | 18.5                     | 5              |
|                                   | Monarch Docents                | 71.25                    | 10             |
|                                   | Sanctuary Tour                 | 3                        | 2              |
| Other                             | 8                              | 1                        |                |
| <b>TOTAL:</b>                     | <b>412</b>                     | <b>48</b> non-Duplicator |                |
| Volunteer Orientation/ Enrichment | New Service Learners: 3        |                          |                |

| <b>Collections</b> | <b>January 2019</b>  |  |
|--------------------|--|--|
| Management         | <ul style="list-style-type: none"> <li>Continued rotating inventory</li> <li>a. 302 items assessed, photographed and inventoried</li> <li>b. 56 items added to catalogue</li> <li>Rehoused items in appropriate archival conditions where necessary</li> </ul> |  |
| Conservation       | <ul style="list-style-type: none"> <li>Continued monitoring collection area environmental conditions</li> <li>Objects removed from 135 Exhibit cleaned and rehoused</li> </ul>   |  |

| <b>Facility and Risk Management</b> | <b>January 2019</b>  |  |
|-------------------------------------|--|--|
| Repairs / Upgrades                  | <ul style="list-style-type: none"> <li>City replaced all light bulbs with LED bulbs</li> <li>Sentry Alarm technicians did maintenance on system</li> </ul> |  |