



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

**VISITATION**

Visitation and Visitor Experience	March 2016	March 2016
Museum Visitation	Guests – <b>1,420</b> Science Saturday – <b>490</b> Lecture- <b>87</b> Attendees Meetings- <b>184</b> Attendees Birthday Parties- <b>154</b> Attendees Museum Events- <b>75</b> Attendees Facility Rentals- <b>35</b> Attendees Field Trips- <b>327</b> Attendees Other Groups- <b>108</b> Attendees <b>TOTAL- 2,880</b>	LiMPETS ( off-site)- <b>386</b> students MPUSD/MPPRD (off-site)- <b>369</b> students  <b>TOTAL (on and off-site)- 3,635</b>
Monarch Sanctuary Visitation	Guests –N/A	

**EXHIBITIONS**

Exhibits	March 2016
Permanent Exhibitions	<ul style="list-style-type: none"> <li>Fifty plants of the endangered Yadon's rein orchid (<i>Piperia yadonii</i>) transplanted from Presidio of Monterey to museum's native plant garden (because of planned construction by Army)</li> </ul>

**EDUCATION**

Education	March 2016	
School Group Visits	<ul style="list-style-type: none"> <li>Fairview Middle School <b>120</b></li> <li>Crescent Elementary <b>105</b></li> <li>City of Seaside <b>42</b></li> </ul>	<ul style="list-style-type: none"> <li>Robert Down Elementary <b>32</b></li> <li>Forest Grove Elementary <b>28</b></li> </ul> <b>Total: 327 students</b>
Other Group Visits	California Naturalist Class-27 students times 4 classes <b>Total: 108</b>	
Science Saturday	<ul style="list-style-type: none"> <li>Bees, Wasps, Honey and Hives</li> </ul> <b>Total: 490 visitors</b>	
Group Outreach Programs/Kits	International School of Monterey- Predator and Prey- Seaside Number of kits checked out: <b>1</b>	
Museum Meetings	<ul style="list-style-type: none"> <li>Sustainable PG- <b>64</b></li> <li>Audubon Society – <b>30</b></li> <li>CV Gem and Mineral- <b>30</b></li> </ul>	<ul style="list-style-type: none"> <li>Foundation Board meeting -<b>14</b></li> <li>Native Plant Society- <b>45</b></li> </ul> <b>Total: 184</b>
Museum Events/ Facility Rentals	<ul style="list-style-type: none"> <li>Rental 3/9: <b>10</b> attendees</li> <li>Rental 3/15: <b>25</b> attendees</li> <li>Birthdays: <b>4- 154</b> attendees</li> </ul>	<ul style="list-style-type: none"> <li>Weapons Event: <b>75</b> attendees</li> </ul> <b>Total: 264 Attendees</b>

Education	March 2016
Lectures	<ul style="list-style-type: none"> <li>Natural History Book Club: The Spine of the Continent by Mary Ellen Hannibal <b>Total: 4 attendees</b></li> <li>The Natural History of the Ultimate Mouthful: Lunge Filter Feeding in Baleen Whales," presented by Jeremy Goldbogen; <b>83 attendees</b></li> </ul>
LiMPETS	<ul style="list-style-type: none"> <li>Carmel Middle School – <b>150</b></li> <li>North Salinas High School – <b>60</b></li> <li>Diamond Technology Institute – <b>30</b></li> <li>Cabrillo College – <b>30</b></li> <li>Monterey County Home Charter School – <b>25</b></li> <li>Monterey Peninsula College – <b>20</b></li> <li>CSU Stanislaus – <b>21</b></li> <li>Lincoln High School – <b>50</b></li> <li><b>Total: 386 participants</b></li> </ul>
MPUSD/MPRPD	<ul style="list-style-type: none"> <li><b>Total MPUSD Participants: 312</b></li> <li><b>Total MPRPD Participants: 57</b></li> </ul>

### MARKETING AND PROMOTIONS

Marketing & Promotions	March 2016
Web	Visits – <b>10,093</b> Page views – <b>21,142</b>
Marketing/Public Relations	<ul style="list-style-type: none"> <li>Lunge filter feeding lecture in the Monterey Weekly online: <a href="http://goo.gl/vrSXPu">http://goo.gl/vrSXPu</a></li> <li>Museum mentioned in Examiner story: <a href="http://goo.gl/tGlgzc">http://goo.gl/tGlgzc</a></li> <li>Science Saturday: Bees, Wasps, Honey and Hives featured in Cedar Street Times</li> <li>2016 Wildflower Show featured in Cedar Street Times</li> <li>Native American baskets featured on SketchFab: <a href="https://goo.gl/5PYIFP">https://goo.gl/5PYIFP</a></li> </ul>

### ORGANIZATIONAL UPDATES

Organizational Updates	March 2016
Staff	<ul style="list-style-type: none"> <li>Mary Martha Waltz hired 3/22/2016 as part-time Advancement Coordinator</li> </ul>

### PERSONNEL & VOLUNTEERS

Personnel	March 2016
Volunteers	<ul style="list-style-type: none"> <li>Museum Docent volunteers worked <b>107.58</b> hours</li> <li>Museum Garden volunteers worked <b>34.7</b> hours</li> <li>Museum Projects &amp; Events volunteers worked <b>121.23</b> hours</li> <li>Museum Store volunteers worked <b>85.13</b> hours</li> <li>Museum Black Oyster Monitoring volunteers worked <b>24.5</b> hours</li> <li><b>Total Volunteer Hours: 373.14 hours</b></li> <li><b>Total Volunteer Count: 51</b></li> </ul>
Volunteer Orientation/Enrichment	<ul style="list-style-type: none"> <li>Volunteer Information Meeting, <b>0</b> attendees</li> <li>Volunteer Orientation, <b>1</b> attendees</li> <li><b>Total New Volunteers: 1</b></li> <li><b>Total Volunteers Attending Enrichments: 0</b></li> </ul>

**COLLECTIONS**

Conservation & Collections	March 2016	
Management	<ul style="list-style-type: none"> <li>• Received donation of South American basketry for use in education programs</li> <li>• Catalog materials received from the Museum of Monterey.</li> <li>• Worked on 2015-2016 rotating inventory.</li> <li>• Created basic timeline of Museum History from 1875 to 1952.</li> <li>• Conducted interpretation training with volunteers for Member’s event.</li> <li>• Installed Treasures from the Basement: Historic Weapons for Member’s Exclusive Event.</li> <li>• Updated online database with approximately 50 additional catalog records including weapons photographed for Member’s event.</li> <li>• Began planning for new exhibit case that will contain selections from the collection.</li> <li>• Conducted volunteer collection workshop.</li> <li>• Assisted with tours of the Collection.</li> </ul>	<ul style="list-style-type: none"> <li>• Returned “Serra Chair” to CA State Parks.</li> <li>• Worked with Volunteers at Lighthouse to update location of PGMNH objects that have been relocated during the lighthouse restoration project.</li> <li>• Assisted researcher looking for information about the Chinese Fishing Village.</li> <li>• Assisted Chris Tenney with the completion of two new insect displays for mezzanine.</li> <li>• Began examination of currency display to assess condition.</li> </ul>
Conservation	<ul style="list-style-type: none"> <li>• Worked with Tonja Morris on bird specimen conservation project.</li> <li>• Monthly check of Temperature/relative humidity levels and pest activity.</li> </ul>	

**FACILITY AND RISK MANAGEMENT**

Facility and Risk Management	March 2016	
Repairs / Upgrades	<ul style="list-style-type: none"> <li>• <b>3/2/16</b> Reported sink sensors in the women's restroom not working. City came and replaced the batteries.</li> <li>• <b>3/11/16</b> Reported leak in the solarium. It stopped raining; however it was not repaired. Needs resealing.</li> <li>• <b>3/11/16</b> Contacted Caleb for window cleaning. City to contact local window washer to get a bid.</li> </ul>	