

Pacific Grove Museum of Natural History
Director's Report
October 2017

Guests & Event Attendance		October 2017			
Museum Visitation	General Attendance	1,427	Watershed Explorers (off-site)	186	
	Field Trips	863	LiMPETS (off-site)	619	
	Science Saturday	1,448	Tabled Events	317	
	Lectures and Classes	120	TOTAL(off-site)	1,122	
	Museum Events	378			
	Birthdays	105	In County Visitors (61%)	872	
	Museum Meetings	111	Out of County Visitors (39%)	555	
	Rentals	125	Sanctuary Attendance	1,488	
	Other Group Visits	22			
	TOTAL (on-site)	4,599	TOTAL: 7,169		

Exhibits		October 2017	
Permanent Exhibitions	<ul style="list-style-type: none"> Curator out through October 25th. Minor repairs and adjustments to existing exhibitions. Continuing plans for additional exhibition elements. 		
Special Exhibitions	<ul style="list-style-type: none"> Planning for upcoming Quilters exhibition. 		

Education		October 2017				
School Field Trips	School	Program	Grade	Students	Adults	Total
	Robert Down Elem.	Pred/Prey	1st	23	7	30
	Robert Down Elem.	Owl Pellet	4th	24	3	27
	Sleepy Hollow School	Self Led	Pre K	17	13	30
	Los Padres Elem.	Leg Up Pre Visit	2nd	130	4	134
	Elkhorn Elem	Leg Up Pre Visit	2nd	112	4	116
	New Republic Elem	Leg Up Pre Visit	3rd	120	4	124
	Diablo Homeschool	Insect Adapt.	Mixed	20	18	38
	Apple Pie School	Gen. Class	Pre K	14	10	24
	Monte Vista	Scavenger Hunt	1st	46	23	69
	Lincoln Elem		2nd	62	24	86
	Robert Down Elem	Pred/Prey	1st	23	5	28
	Prunedale Elem	Leg Up Pre Visit	2nd	105	4	109
	CSUMB Env. Bio Class	Self Led	College	48		48
Total:			744	119	863	
Other Group Visits	Group		Attendees			
	Senior Citizens		22			
	Total:		22			
Science Saturday	<ul style="list-style-type: none"> Bats, Spiders and Snakes: 1,448 					
Event Tabling	Event		Visitors			
	Butterfly Days at Chautauqua Hall (10/7)		225			
	Butterfly Days at Chautauqua Hall (10/8)		42			

Education	October 2017			
	Canterbury Woods	50		
		317		
Group Outreach Programs/Kits	School	Program/Kit		
	Laurel Wood Elementary	Ohlone		
	Laurel Wood Elementary	Ohlone		
Museum Meetings	Organization	Attendance		
	Sustainable PG	48		
	CVGM	35		
	Audubon	28		
	Total:	111		
Museum Events/ Facility Rentals/Events	Event Name	Attendance		
	Birthdays	105		
	Rentals	125		
	Butterfly Days (at the Museum)	378		
	Total: 608			
Lectures	• Lecture: Deep Sea Discoveries: 120			
LiMPETS	School	Grade	Students	
	Junipero Serra	6 th	11	
	Walnut Elementary	6 th	60	
	Castroville Elementary	6 th	90	
	Cunningham Elementary	6 th	35	
	Santa Catalina School	High School	28	
	San Lorenzo Valley HS	High School	4	
	El Sausal	Middle School	78	
	Clovis HS	High School	90	
	Ponderosa HS	High School	14	
	North Salinas HS	High School	60	
	Santa Catalina School	High School	8	
	Gavilan College	College	25	
	International School of Monterey	Middle School	60	
	Monterey County Home Charter School	Middle School	12	
	Notre Dame HS	High School	35	
	Renaissance HS	High School	9	
		619		
Watershed Explorers Program	School	Grade	# of Students	
	Oasis Charter School	5-6 th	40	
	Life is for Everyone Inc	4-7 th	12	
	Junipero Serra Private School	6 th	12	
	Washington Middle School	8 th	58	
	Laurel Wood Elementary	4 th	64	
	Total:	186		

Marketing & Promotions	October 2017
Web	<ul style="list-style-type: none"> • Website Visits: 9,268 • Page Views: 18,358 • Monarchs and the Museum featured in the LA Times • https://goo.gl/hY3HCY • Monarchs and the Museum in the Monterey Herald with Butterfly Ball and more • https://goo.gl/XA7ztz • Executive Director Jeanette Kihs in Herald special Pacific Grove section • Museum featured in special chapter in the book Life in the Grove: https://goo.gl/pakgYB • Museum bone in Monterey County Weekly story: https://goo.gl/44xCkc • Butterfly Ball in Cedar Street Times in two separate locations, two separate issues • Monarch count now a part of the Cedar Street Time above the fold sidebar • Deep Discoveries lecture in Cedar Street Times • Museum bone follow up in the Herald: https://goo.gl/os8DWD • KGO-810 radio interview on monarch butterflies • Science Saturday Bats Spiders and Snakes in Carmel Pine Cone • See Monterey blog posting for things to do Halloween weekend: https://goo.gl/VebFCw • Museum mentioned in Monterey Weekly blog on Native American bone burial: https://goo.gl/5W4mHY

Organizational Updates	October 2017
Staff	<ul style="list-style-type: none"> • Volunteer Coordinator, Sydney Lawton, hired 10/26/2017

Volunteers	October 2017		
Volunteers	Position/Area	Hours	Docents
	Museum Docents	110	16
	Store	72.5	11
	Garden	1.5	1
	Science Saturday/Event	47	13
	Special Projects	11.5	5
	BLOY Monitoring	6.75	1
	SeaWatch Docent	1.75	1
	Continuing Education	29.75	4
	LiMPETS Volunteer	11	1
	Tours	2	2
	Other	21	1
	Monarch Docents	77.25	8
	School Groups	1.75	1
TOTAL:	393.75	45 non Duplicator	
Volunteer Orientation/ Enrichment	Monarch Training/ Enrichment: Mezzanine Presentation: 23 attendees New Regular Volunteers: 2 Service Learners: 2		

Collections	October 2017
Management	<ul style="list-style-type: none"> • Collections Registrar has continued work on annual rotating inventory, photographing Collection objects, acquiring donations, facilitated object loans and returns, and added additional information to Collections database. • Registrar is working with Vern Yadon to add additional specimens to the Herbarium. • Human ulna returned to Presidio for repatriation under NAGPRA.
Conservation	<ul style="list-style-type: none"> • Minor repairs and adjustments to existing exhibitions.

Facility and Risk Management	October 2017
Repairs / Upgrades	<ul style="list-style-type: none"> • Sentry Alarm replaced garden door sensors