

**Pacific Grove Museum of Natural History  
Director's Report  
November 2009**

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## I. Executive Summary

November was another great month for the Museum. A total of 5,430 visitors brought visitation to nearly 200% of November last year. The Monarch Madness Family Fun Day attracted 1,952 visitors. This event featured lectures from Cal Poly scientists working on the Monarch Alert program, children craft activities, live Monarch butterflies, native nectar plant sales, milkweed plant sales, music, sing alongs, and story times. A sampling of Museum visitors during Monarch Madness strongly suggested that at least half of the visitors came from out of town for this Monarch Madness event. The out-of-towners learned of the event through the VIA magazine article that the Museum worked with VIA magazine to produce.

Mo Ammar from the Pacific Grove Chamber of Commerce questioned if the hot dog cart outside of the Museum for this event was placed in a legal location. The Museum can assure the public that this hot dog cart was absolutely legally placed and legally operated.

Monarch Madness also took place in Pacific Grove's Monarch Grove Sanctuary with docents managing viewing scopes and answering visitor questions from 10am to 5pm. There were an estimated 775 visitors to the Monarch Grove Sanctuary on Monarch Madness Family Fun Day, many from out of town.

Surprisingly the total number of visitors to the Monarch Grove Sanctuary in November has decreased from last year. This may be attributed to both the reduced number of Monarchs this year coupled with the large amount of negative publicity this year regarding the reduced number of Monarchs.

November brought several wonderful adult education lectures to the Museum related to the *Treasure from the Basement* exhibit. The first lecture being John Pearse, Ph.D., speaking on the Museum's *Hidden Shells and Stars* and the second lecture being Vern Yadon, Director / Curator Emeritus telling *Stories about Museum Artifacts*.

In early November the Museum was pleased to invite all of the Pacific Grove elementary school teachers to tour the Museum and learn of all of the services that the Museum can provide these teachers to enhance their student's learning. This tour was well received by the teachers.

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## I. Visitation

Visitation and Visitor Experience	November 2009
Museum Visitation	5430 guests.
Sanctuary Visitation	Approximately 3785 visitors during the time that docents were present. (November 2008 estimated 4836 visitors.)

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## II. Exhibits

Exhibits	November 2009
Special Exhibits	<ul style="list-style-type: none"><li>▪ <i>Treasures in the Basement</i> is being exhibited in the Special Exhibit Hall. It remains until January 9, 2010.</li><li>▪ <i>Charles Darwin</i> Special Exhibit is being exhibited in the Vern Yadon Gallery. This exhibit originally ran February 2009 - It is back by popular demand.</li></ul>
Permanent Exhibits	Chris Tenney, local lepidopterist, is working on updating the “Some Insects of Monterey County” exhibit case to instead showcase the Butterflies of Monterey County. The content has been finalized for this exhibit, but installation may be delayed to February due to the Museum focusing on the Collection Inventory.

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### III. Education

Education	November 2009
School Group Visits (Museum)	<ul style="list-style-type: none"> <li>• Prunedale Christian Academy (1<sup>st</sup>/2<sup>nd</sup> grade), 18 students, 5 adults</li> <li>• International School of Monterey (2<sup>nd</sup> grade), 44 students, 10 adults</li> <li>• California Virtual Academies home school (K-8<sup>th</sup> grade), 15 students, 10 adults</li> <li>• La Mesa Elementary School (2<sup>nd</sup> grade), 104 students, 20 adults</li> <li>• CSUMB undergraduate teacher education program, 30 students</li> </ul>
Museum Tours	<ul style="list-style-type: none"> <li>• Atria of Daly City retirement home, 10 adults</li> </ul>
Museum Programs	<ul style="list-style-type: none"> <li>• Monarch Madness Family Fun Day, 1952 visitors</li> </ul>
Partner Education Programs	<ul style="list-style-type: none"> <li>• Monterey Peninsula Regional Park District, 211½-hr classes, “The Naturals’ Art Class”</li> <li>• Vanessa Bredthauer, 2 4-hr classes, “Simple Machines”</li> </ul>

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### IV. Marketing and Promotions

Marketing Promotions	November 2009
Newspapers	Monarch Madness in all major
Television	<ul style="list-style-type: none"> <li>▪ KSBW covered Monarch Madness Family Fun Day event.</li> <li>▪ KION interviewed Museum Director and Cal Poly scientist during Monarch Madness on tree trimming.</li> <li>▪ Public Access TV taped both the John Pearse, Ph.D. lecture and the Vern Yadon lecture.</li> </ul>
Web	192,996 hits on <a href="http://www.pgmuseum.org">www.pgmuseum.org</a> website.
Museum phone	Museum phone updated.

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## V. Organizational Updates

Museum Governance	November 2009
AAM Reaccreditation	Sally Shelton officially resigned as the AAM team lead for the Museum's AAM reaccreditation site visit. AAM is now pulling together a new site team and no new date for the site visit has been set.

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## VI. Personnel & Volunteers

Personnel	November 2009
Volunteers	<ul style="list-style-type: none"> <li>▪ Total of Volunteer 340.4 Hours:               <ul style="list-style-type: none"> <li>– Museum Host volunteers worked 55.5 hours</li> <li>– Museum Education Docents worked 44 hours</li> <li>– 004Duseum Store volunteers worked 106.5 hours</li> <li>– Museum Garden volunteers worked 16 hours</li> <li>– Sanctuary Docents volunteered 110.4 hours</li> <li>– Two Enrichment trainings for 8 hours</li> </ul> </li> </ul>
Staff	<ul style="list-style-type: none"> <li>▪ The Museum hired Kevin Knowles as a full-time temporary employee to digitize the Collection card catalog. Kevin is detailed oriented and has experience working with Past Perfect databases.</li> </ul>

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## VII. Collections

Conservation & Collections	November 2009
Collection activities	<ul style="list-style-type: none"> <li>• Continuing pottery storage upgrade started to store pottery per professional guidelines</li> <li>• Continuing to upgrade storage conditions for lithic collection (projectile points)</li> <li>• Collection Inventory continues – finished over 3/4 of the storage area</li> <li>• New art racks and storage cabinets for improving artifact storage due to arrive in December.</li> </ul>

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## IX. Facility and Risk Management

Facility and Risk Management	November 2009
Repairs / Upgrades	<ul style="list-style-type: none"><li>▪ Pacific Grove Public Works removed a rusty metal pipe from the backyard Native Plant Garden.</li></ul>

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