



# NOTICE OF REGULAR MEETING

## MUSEUM BOARD

165 Forest Avenue  
Pacific Grove, CA 93950  
(831) 648-5716

**DATE:** Wednesday, April 8, 2009  
**TIME:** 3:30 P.M.  
**PLACE:** Museum Conference Room - 2<sup>nd</sup> Floor

## AGENDA

- I **APPROVAL of AGENDA**
- II **APPROVAL of MINUTES**  
Regular Meeting of March 11, 2009
- III **CORRESPONDENCE**
- IV **PUBLIC COMMENTS** (*Opportunity for members of the public to comment on items not appearing on this Agenda. There will be opportunity for public comment on each Agenda item during the Board's consideration of that item. Public comments are limited to three minutes each.*)
- V **CITY COUNCIL LIAISON COMMENTS [Lindsay]**
- VI **BOARD MEMBER COMMENTS**
- VII **MANAGER/STAFF REPORT [Mannel]**

Review of Museum's March operations  
**Action:** Receive report

VIII **LIAISON/COMMITTEE REPORTS**

- A. **Museum Association [Blaziek]**
- B. **Monarch Advocacy Liaison Report [Blaziek]**

IX **OLD BUSINESS**

X **NEW BUSINESS**

- A. **Museum Education Programs [Holdren]**  
Discussion of Museum's Education programs and activities.  
**Action:** Receive oral report
- B. **Museum Board Function and Responsibilities [Shonman]**  
Discussion of Museum Board's future role.  
**Action:** Discussion only

**Adjournment**

**NOTE:** *Copies of documents presented at this meeting will be available at the meeting. Copies of these documents may also be obtained, as they become available, from the Deputy City Clerk's office; contact Ann O'Rourke at 648.3172 or [aorourke@ci.pg.ca.us](mailto:aorourke@ci.pg.ca.us).*

*The City of Pacific Grove does not discriminate against individuals with disabilities; meetings are held in accessible facilities.*

## DRAFT PACIFIC GROVE MUSEUM OF NATURAL HISTORY

### Museum Board Meeting

### MINUTES

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11 March 2009

**PRESENT:** David Shonman (Chair), Geva Arcanin, Sharon Blaziek, John Pearse, Judy Wills

**ABSENT:** *none*

**STAFF:** Annie Holdren, Lori Mannel

**GUESTS:** Jason Burnett, Paul Finnegan, Pat Herrgott, Sally Herrgott, Deborah Lindsay (Council Liaison), Nancy McDowell (Lighthouse Docent Coordinator), Harriet Mitteldorf, Lila Staples, Esther Trosow

Chair Shonman called the meeting to order at 3:35pm

- I. **APPROVAL OF AGENDA:** Approved as presented.
- II. **APPROVAL OF MINUTES:** Board members pointed out several corrections in the draft minutes of the 11 February 2009 meeting. Wills moved and Arcanin seconded that the corrected minutes be accepted. Approved unanimously.
- III. **CORRESPONDENCE:** No correspondence had been received by the Board since the last meeting.
- IV. **PUBLIC COMMENTS:** No comments were received from the public attending the meeting.
- V. **CITY COUNCIL LIAISON COMMENTS:** Council Liaison Deborah Lindsay reported that the City budget for FY 2009/2010 was projected to have a \$1.3 million shortfall. She recommended that Museum plans should take this into consideration. She also stated the City staff is scheduled to brainstorm with the City Council on how to deal with the projected shortfall.
- VI. **BOARD MEMBER COMMENTS:** Shonman discussed a letter he had sent to interim City Manager Charlene Wiseman asking for assistance when the Board reviews an anticipated proposal to the City Council from the newly formed Museum Foundation of Pacific Grove for funding and managing the Museum. Pearse complimented Shonman for sending the letter and mentioned it would be good for the City Attorney to coordinate his advice to the Board and Council to reduce legal charges.

Shonman thanked Mannel and her staff for the work they have been doing.

Wills commented that she brought her second grade class to Science Saturday and it was incredible. She complimented Holdren for organizing the program.

**VII. MANAGER/STAFF REPORT:** Mannel commented on her written Manager's report for February 2009. She reported that the opening of the Darwin exhibit, with Steve Palumbi's opening lecture, and the following Darwin birthday party was a huge success. There is even talk that the exhibit be made permanent.

Mannel said that Science Saturday was fabulous, with family after family complimenting it. The education docents have been excellent, and their management by Tama Olver and Holdren also excellent. We now have distinct categories of volunteers: for the store, garden, exhibits, welcoming. Mannel also reported that the paperwork on the volunteers is now in order.

Mannel reported that the City Council approved the proposed design for the backyard at their last council meeting.

Mannel's report was discussed by the Board members. Arcanin pointed out that even though the counter was broken, an estimate of the visitors coming into the Museum should be made. Mannel said a new counter would be installed.

Arcanin noted that Holdren is now doing school outreach visits, and that Museum curator Mark Walker was able to attend the California Association of Museums meeting. Mannel said she obtained a scholarship to pay for Mark's attendance.

Mannel clarified concern about the drainage system under the Museum; Public Works checked it and it works fine. She also reported that the grinding stones had been found. Mannel also reported that the grinding stones that had been thought to be missing were now accounted for.

Shonman asked about the incident report; Nancy McDowell responded that a docent turned an ankle, but is OK.

The Board accepted Mannel's report.

#### **VIII. LIAISON/COMMITTEE REPORTS**

**A. Museum Association:** Blaziek reported that Nancy York had been hired as new Store Manager; she is fixing up the store and ordering new items. She said that *Horizons*, the Association's newsletter, is in press with information about Science Saturdays, the backyard remodel, Andres Durstenfeld's and Paul Erlich's lectures, and the upcoming exhibits on Marine Protected Areas, Wildflowers, and Feast of Lanterns.

Shonman mentioned that Association President Frank Penner agreed to give Shonman the Association Board meeting minutes to post with the City's records.

**B. Monarchs:** Blaziek also presented the Monarch Advocacy Liaison Report, including the butterfly population count (over 19,00 this year at the Sanctuary, but none in Washington Park), tagging activities (some 2,900 tagged), and the search to replace the wildlife biologist, Jessica Griffiths, who is leaving. Her funding from Helen Johnson was noted in appreciation.

Pat Herrgott noted that there are many visitors to the Sanctuary who come from all over the world.

#### **IX. OLD BUSINESS:** None.

#### **X. NEW BUSINESS**

**A. Exhibits & Programs:** Mannel discussed the schedule for the Museum's exhibits and programs. She thanked the Association for stepping in and taking care of them during the transition period over the past year, but said things are now in place with the staff taking care of things.

She reported that the Feast of Lantern exhibit will look at the history of Pacific Grove and the place of the Chinese in that history.

Mannel said that she learned that the annual wildflower show is the largest in the western hemisphere with over 600 species being displayed.

Arcanin recommends that the Darwin exhibit be made permanent.

Blaziek moves, Arcanin seconds, that the Board accepts and supports Mannel's schedule. Passed unanimously.

**B. Museum Ethics Policy Upgrade:** Mannel discussed the Museum's Code of Ethics. She had upgraded and updated it after discussion with City staff and a review of City Policy 200-5. It needed to be aligned with the current Mission Statement and City Codes.

Typos were noted in the document and Shonman suggested that Board members get corrections to Mannel.

Shonman and Arcanin asked for some changes and clarification, to which Mannel agreed. Pat Herrgott asked whether these policies applied to groups that use the Museum's facilities; Shonman agreed with this idea, but Mannel was not sure that the City could hold private groups to these standards.

Arcanin moves, Shonman seconds, that the Board support the revised document. Passed unanimously.

**C. Museum Exhibits - Opposing Views:** Shonman brought up for discussion the subject of opposing views in exhibits put on by the Museum. This was in response to an earlier e-mail from Esther Trosow regarding guidelines established in 1996 and adopted by the City Council about temporary exhibits that were developed in cooperation with other organizations. However, as Shonman pointed out, the contents of most or all exhibits present information that might have opposing viewpoints. Board members briefly discussed the need to be sensitive to such viewpoints, and agreed with Lori that the Museum should simply follow the science involved in the exhibit material.

**D. Museum Perspectives:** Former Director Paul Finnegan presented his perspectives about where the Museum is going now. He thanked the Museum for inviting him and recommended getting perspectives from other former Directors. He complimented Mannel for how she is handling her position and the people around her, and especially for her support of Bernie Ferrara.

Finnegan then introduced an analogy of the Museum being like a bus with different drivers over time, and regular check-ups through accreditation, and funding for keeping it running.

Mannel asked about Finnegan's views on a private/public management system and he thought it would be good, especially if other museums are operating that way. Mannel said there where, and Finnegan suggested we get their advice and insight.

Finnegan said his goal was, and he still thinks should be, to simply get 100,000 visitors or more to the Museum in a year. Shonman disagreed somewhat, saying the quality of our visitors' experience was more important than the total number of visitors.

Finnegan said he had been through two AAM accreditation site visits and it is really important that the City Council as the governing body of the Museum be well informed.

Finnegan thought a major weakness of the Museum was its lack of connection to the business community, with the Chamber of Commerce simply ignoring the Museum. Harriet Mitteldorf completely agreed, and said she thought the business community was missing a big opportunity by not valuing the draw that the Museum, Lighthouse, and Monarch Sanctuary have for tourists. She recommended that Board members present highlights of the Museum to the City Council at all the Council meetings. It was also suggested that the Museum join the Downtown Business Improvement Association, especially because the Museum does operate a store.

The Board thanked Finnegan for his enlightening, wonderful presentation and discussion.

**Adjournment:** 5:45pm

Respectively submitted,  
John Pearse  
Member, Museum Board, City of Pacific Grove

**Pacific Grove Museum of Natural History  
Manager's Report  
March 2009**

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## I. Executive Summary

In March, the Museum kicked off a new Special exhibit, “Celebrating Our Underwater Parks.” Fred Keeley, co-author of the Marine Life Protection Act and previous state assemblyman, spoke at the exhibit’s well attended grand opening. The exhibit grand opening was enjoyed by approximately 350 people.

The Museum continued Darwin’s Birthday Celebration with two more speakers I the Darwin Speaker Series: Ron Rutowski, Ph.D. speaking on sexual selection and butterfly colors; and Andres Durstenfeld speaking on how modern microbiological advances address macro-evolutionary change.

Education programs continued to gain steam having 271 students participating in Museum class field trips and 44 students participating in school outreach programs. The Museum’s second “Science Saturday”, held from 11:00am-3:00pm the last Saturday of every month, was lightly attended with approximately 30 children participating.

On March 18<sup>th</sup>, the Pacific Grove City Council approved the 2009 Special exhibits and Program Schedule.

## II. Visitation

Visitation and Visitor Experience	March 2009
Museum Visitation	Estimate 4,000 visitors. Also estimate approximately 4,000 for February, 2009. <i>(Broken door counter prohibits exact count.)</i>
Lighthouse Visitation	Pt. Pinos Lighthouse 2013 guests.
Sanctuary Visitation	Will provide when they become available.

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### III. Exhibits

Exhibits	March 2009
Special Exhibits	<ul style="list-style-type: none"> <li>▪ The Pacific Grove City Council approved the Museum’s 2009 Special Exhibits and Program schedule.</li> <li>▪ Launched Special Exhibit, “Celebrate Our Underwater Parks.” Exhibit opening was attended by approximately 350 people.</li> <li>▪ Held Special Exhibit <i>Darwin</i> in the Vern Yadon gallery.</li> </ul>

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### IV. Education

Education	March 2009
Adult Education	<ul style="list-style-type: none"> <li>• The Museum’s Darwin Lecture Series completed with Pat Rutowski speaking on, “Was Darwin Correct on Sexual Selection and Butterfly Colors?” and Andres Durstenfeld. Speaking on “asjdhasjdhsajd.</li> </ul>
Museum School Group Visits	<ul style="list-style-type: none"> <li>• Madonna del Saso Preschool, 34 students, 8 adults</li> <li>• Peninsula Christian Preschool, 20 students, 6 adults</li> <li>• Seaside Child Development Center, 20 students, 4 adults</li> <li>• Monterey Road Child Development Center, 32 students, 7 adults</li> <li>• Monterey Bay Christian School, 21 students, 5 adults</li> <li>• Monterey Bay Military Home school, 34 students, 12 adults</li> <li>• Toro Park Elementary School, 110 students, 20 adults</li> </ul>
Lighthouse School Group Visits	66 students; 21 adults from: Santa Catalina Lower School; Forest Grove elementary; Stevenson Lower School; San Jose Girl Scouts
Museum Tours	<ul style="list-style-type: none"> <li>• Contemporary Historical Vehicle Association, 30 adults</li> </ul>
School Outreach	<ul style="list-style-type: none"> <li>• 2nd grade, Tularcitos Elementary School, 44 students</li> </ul>
Science Saturday	<ul style="list-style-type: none"> <li>• Focus on Animal Coloration, ~30 children, 20 adults</li> </ul>
Partner Education Programs	<ul style="list-style-type: none"> <li>• Monterey Peninsula Regional Park District, 2 1½-hr classes, “Wild Things: An Adventure in Art”</li> </ul>

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## V. Marketing and Promotions

Marketing Promotions	March 2009
Press Releases	Celebrating Our Underwater Park Press Release
Articles	<ul style="list-style-type: none"> <li>▪ MC Weekly selected the Museum for an editor's Choice "BEST OF" Award. The Museum won, "Best Place to enjoy the Outdoors Indoors."</li> <li>▪ MC Weekly chose the exhibit opening of "Celebrating Our Underwater Parks" as a Hot Pick.</li> <li>▪ KION featured Museum in story regarding the Painted Lady butterfly.</li> <li>▪ Point Pinos Lighthouse featured on cover of Monterey County Official Visitors Guide "Monterey Land and Sea".</li> <li>▪ Cedar Street Time featured MANY Museum events.</li> </ul>
Web	<ul style="list-style-type: none"> <li>▪ <a href="http://www.pgmuseum.org">www.pgmuseum.org</a> had 149,716 hits in March. February's hits number is revised to be 155,950.</li> <li>▪ Updated upcoming events on PGMuseum.org</li> </ul>
Museum phone	Updated upcoming events. Updated Monarch count.

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## VI. Governance

Museum Governance	March 2009
Public / Private Partnership	Lila Staples has joined the board of the Museum Foundation of Pacific Grove.
AAM Re-accreditation	AAM is identifying a visiting committee to perform an AAM accreditation site visit of the Museum. No word yet as to when the visit will occur.

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## VII. Personnel & Volunteers

Personnel	March 2009
Volunteers	<ul style="list-style-type: none"><li>▪ Held volunteer enrichment talk March.</li><li>▪ Total Volunteer Hours:<ul style="list-style-type: none"><li>– Museum Host volunteers worked 45.25 hours</li><li>– Museum Gift shop volunteers worked 114.5 estimated hours</li><li>– Monarch Sanctuary volunteers worked 22 estimated hours</li><li>– Garden volunteers 19.5 hours on the Museum's garden.</li></ul></li></ul>

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## VIII. Conservation & Collections

Conservation & Collections	March 2009
Collection activities	<ul style="list-style-type: none"><li>▪ Created quarantine area for incoming items</li><li>▪ Completed cleaning and sealing the storeroom side of the basement to prevent ants</li><li>▪ Removed non-collection items from collections area</li><li>▪ Ongoing pest and environmental monitoring.</li></ul>

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## IX. Facility and Risk Management

Facility and Risk Management	March 2009
Immediate repairs	<ul style="list-style-type: none"><li>▪ Replaced several emergency exit signs.</li><li>▪ Museum door counter is broken. Replacement door counter has arrived and should be installed upon Public Work's availability.</li></ul>

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