

**Pacific Grove Museum of Natural History
Director's Report
March 2010**

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I. Executive Summary

March enjoyed 5,096 guests. This large number was largely due to the Museum's Science Saturday event. In honor of the *World of Fishes* special exhibition, the Museum's March Science Saturday focused on Fish. Approximately 700 people enjoyed this event by dissecting fish, making fish art prints, decorating wood fish, fishing for prizes at a fishing booth, learning about marine protected areas and marine sanctuaries, enjoying deep sea photographic art by Jason Bradley, and analyzing the differences of fish scales under microscopes.

The Museum's March 6 Community Day was a great success. The Museum celebrated and discussed the Museum's past successes and exciting future plans with the community. Community Day included launching a new Museum website to better serve the community, www.pgmuseum.org. This website provides detailed information on upcoming Special Exhibitions and events. In addition, the website's ABOUT US section lets you peruse all of the documents and reports that the Museum submits to the City of Pacific Grove, such as monthly operation reports. At Community Day, the Museum also announced plans to update the lobby and to present dynamic Special Exhibitions such as this October's exhibition *Glow: Living Lights*, the science behind Avatar's glowing bioluminescent night world.

Additional Native Plant Garden finishes were put into place in March. The Museum extends a special thanks to Pacific Grove Boy Scout Troop 132 for installing the garden's living willow tunnel and to Eagle Scout Gregory Mole for installing a sort table and a bird blind as Eagle Scout projects.

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II. Visitation

Visitation and Visitor Experience	March 2010
Museum Visitation	5,096 guests.

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III. Exhibits

Exhibits	March 2010
Special Exhibits	<ul style="list-style-type: none"> ▪ <i>The World of Fishes</i> was exhibited in the Special Exhibit Hall. ▪ <i>Pacific In-shore Fishes: My Underwater Photographic Journey</i> was exhibited in the Vern Yadon Gallery.
Permanent Exhibits	<p>Chris Tenney, local lepidopterist, completed the informational text and butterfly mounts for the “Some Insects of Monterey County” exhibit case to instead showcase the Butterflies of Monterey County. The informational text is being graphically designed and this exhibition installation is expected to occur in June.</p>

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IV. Education

Education	March 2010
School Group Visits	<ul style="list-style-type: none"> • 1st grade, Toro Park Elementary School (Salinas), 100 students, 26 adults • 2nd grade, Walter Colton School (Monterey), 24 students, 7 adults • 3rd grade, Robert Down Elementary School (PG), 26 students, 5 adults • K-6th grade, Living Water Homeschool (Monterey), 60 students, 40 adults
Other Group Visits	<ul style="list-style-type: none"> • Boys and Girls Club (Seaside), 45 children, 4 adults
Science Saturday	<ul style="list-style-type: none"> • Approximately 700 people enjoyed <i>Science Saturday: World of Fishes</i>
Public Lecture	<ul style="list-style-type: none"> • “Fish Habitats” lecture by Greg Cailliet, 80 adults • “Owls” lecture by Bruce Elliott, 70 adults

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V. Marketing and Promotions

Marketing Promotions	March 2010
Newspapers	Calendar submissions were submitted for all March Museum events.
Web	The Museum's new website launched March 6.
Museum Phone	The Museum phone was updated.

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VI. Organizational Updates

Museum Governance	March 2010
AAM Reaccreditation	The AAM selected a new site team leader for the Museum's AAM reaccreditation visit. This team leader will recruit another team member and then set the date for the AAM visit.

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VII. Personnel & Volunteers

Personnel	March 2010
Volunteers	<ul style="list-style-type: none"> ▪ Total of Volunteer 162.75 Hours: <ul style="list-style-type: none"> – Museum Host volunteers worked 50.25 hours – Museum Store volunteers worked 44.5 hours – Museum Education volunteers worked 20 hours – Museum Garden volunteers worked 48 hours

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VIII. Collections

Conservation & Collections	March 2010
Collection activities	<ul style="list-style-type: none"> • Hall of Man upgrade. Removed baskets and began condition reporting and cleaning of baskets. • Collection upgrades <ul style="list-style-type: none"> – Created custom cradles for oversize bow and arrows and installed on art rack. – Reorganization and better storage of collection items following addition of two new storage cabinets. – Continuing to upgrade the pottery collection care by creating individual cradles for artifacts. • Communicated with parties possibly interested in obtaining the butterfly exhibit scaffold. • Continuing to identify the location of outlying Collection items and enter these items into the stewardship of the Museum. Over two thirds of this original list has already been located. • Continuing to place uncataloged artifacts into a temporary catalog system.

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IX. Facility and Risk Management

Facility and Risk Management	March 2010
Repairs / Upgrades	No facility repairs to report.

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