

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

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## I. Executive Summary

April's attendance was 8,428, up from 7,724 in April 2009. This large attendance was assisted by many wonderful and well-attended Museum events such as the launch of the newly updated Native Plant Garden, the 49<sup>th</sup> Annual Wildflower Show, April's Science Saturday, and the World of Fishes Special Exhibition.

The newly updated Native Plant Garden was launched on April 15 with a community ribbon cutting ceremony. Approximately 250 people attended this event complete and Pacific Grove Mayor Garcia and the President of the Museum Board of Directors, Jason Burnett cut the ceremonial ribbon. Over 200 additional people came throughout the garden's opening day to celebrate this new community asset.

2500 visitors were drawn to the 49<sup>th</sup> Annual Wildflower Show. Although this was fewer than last year's attendance of 2700, the door donations increased by 35% and the show itself was more developed with garden tours and more frequent talks during the show itself.

The *Bees, Wasps, Honey, and Hives* Science Saturday was extremely well received thank in large part to professional beekeeper Dale Hillard from Hillard Hives. Mr. Hillard brought in a live demonstration bee hive, beekeeping equipment, and made himself available the entire event to answer questions. Museum guests also enjoyed making beeswax candles, tasting honey made from different flowers, cutting apart paper wasps nests to see how they were made and examining different types of bees and wasps under microscopes.

April also brought the close of the *World of Fishes* exhibition. Children and adults alike especially enjoyed the Coelacanth model on loan from the California Academy of Science and the extremely large grouper skull. The Museum thanks Moss Landing Marine Laboratories, Stanford's Hopkins Marine Station and the Monterey Bay Aquarium Research Institute for participating in this exhibition and sharing their latest fish research with the public. The Museum's sincere thanks also goes to world acclaimed ichthyologists Dave Greenfield and Greg Caillet for curating this amazingly well designed special exhibition.

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## II. Visitation

Visitation and Visitor Experience	April 2010
Museum Visitation	8,428 guests.

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## III. Exhibits

Exhibits	April 2010
Special Exhibits	<ul style="list-style-type: none"><li>▪ <i>The World of Fishes</i> in the Special Exhibit Hall closed April 24.</li><li>▪ <i>Pacific In-shore Fishes: My Underwater Photographic Journey</i> was exhibited in the Vern Yadon Gallery closed April 24.</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. Installation has been delayed until August.

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## IV. Education

Education	April 2010
School Group Visits	<ul style="list-style-type: none"> <li>• Preschool, Junipero Serra (Carmel), 17 students, 8 adults</li> <li>• Preschool, Salinas Adult School (Salinas), 21 students, 21 adults</li> <li>• Kindergarten, Potrero Cnyn School (Carmel Valley), 6 students, 6 adults</li> <li>• 1<sup>st</sup> grade, Tularcitos Elementary (Carmel Valley), 46 students, 10 adults</li> <li>• 3<sup>rd</sup> grade, Forest Grove Elementary School (PG), 20 students, 4 adults</li> <li>• 1<sup>st</sup> -4<sup>th</sup> grades, Hollister 7<sup>th</sup> -Day Adventist (Hollister), 16 students, 6 adults</li> </ul>
Other Group Visits	<ul style="list-style-type: none"> <li>• Palo Alto “Birders and Bikers,” 12 adults</li> <li>• Birthday party for 12 6-year olds (included Ed Room program)</li> </ul>
Science Saturday	<ul style="list-style-type: none"> <li>• “Bees, Wasps, Honey, and Hives” Science Saturday, 602 attending (count from door counter)</li> </ul>
Group Outreach	<ul style="list-style-type: none"> <li>• Cub Scouts, 20 students, 8 adults (Salinas)</li> </ul>
Classes Offered	<ul style="list-style-type: none"> <li>• “Magnetism and Electricity” by Vanessa Bredthauer, 7 students for two 5-hour classes</li> <li>• “Drawing from the Collections” by Erin Hunter, 15 adult students for one 3-hour class</li> </ul>
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## V. Marketing and Promotions

Marketing Promotions	April 2010
Newspapers	Calendar submissions were submitted for all April Museum events.
TV	KION TV covered launch of Native Plant garden.
Web	2,212 visits, 6,552 pageviews
Museum Phone	The Museum phone was updated.

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## VI. Organizational Updates

Museum Governance	April 2010
AAM Reaccreditation	The AAM accreditation site team has been selected and will be visiting the Museum on Dec 6 & 7, 2010.

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## VII. Personnel & Volunteers

Personnel	April 2010
Volunteers	<ul style="list-style-type: none"> <li>▪ Total of Volunteer 312.25 Hours:               <ul style="list-style-type: none"> <li>– Museum Host volunteers worked 94.25 hours</li> <li>– Museum Store volunteers worked 138 hours</li> <li>– Museum Garden volunteers 80 worked hours (getting garden ready for the Native Plant Garden Ribbon Cutting Ceremony)</li> <li>– Museum Education volunteers work hours were unavailable for this report, but will be included in the May monthly report.</li> </ul> </li> <li>▪ Two volunteer enrichments occurred in April. Eleanor Athens, the Native Plant Landscaper who donated professional services to design the Museum garden, gave a volunteer enrichment on <i>the newly updated Native Plant Garden</i>. In addition, Jim Covell, the President of the National Association of Interpretation gave a volunteer enrichment on <i>Bringing Dead Stuff to Life</i>.</li> </ul>
Personnel	<ul style="list-style-type: none"> <li>▪ Whitney Aiken joined the Museum staff as the new Development Associate.</li> </ul>

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## VIII. Collections

<b>Conservation &amp; Collections</b>	<b>April 2010</b>
Collection activities	<ul style="list-style-type: none"><li>• Creating condition reports on artifacts about to be displayed in the Room of Man exhibition gallery.</li><li>• Continuing to upgrade the pottery collection care.</li><li>• Continuing to identify the location of outlying Collection items and enter these items into the stewardship of the Museum. Over half of this original list has already been located.</li><li>• Continuing to place uncataloged artifacts into a temporary catalog system.</li></ul>

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## IX. Facility and Risk Management

<b>Facility and Risk Management</b>	<b>April 2010</b>
Repairs / Upgrades	<ul style="list-style-type: none"><li>• City Public Works fixed the fence in the garden and patched stucco on the sides of the building on the patio that were exposed.</li><li>• The City and CalAm was notified to a sidewalk needing repair on Forest Avenue.</li><li>• City Public Works handicap doors and broken locks on women's bathroom</li></ul>

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