

# CITY OF PACIFIC GROVE, CALIFORNIA

## CITY COUNCIL POLICY

POLICY GOVERNING	POLICY NO.	EFF. DATE	PAGE
MUSEUM POLICY	200-5	REV. 11/19/2008	1 OF 5

1. **General.** The purpose of this policy is to set general guidelines for the operation of the Pacific Grove Museum of Natural History and affiliated groups.
2. **Operation.** The Museum is a department of the city which operates under the policy direction of the City Council and the administrative supervision of the City Manager. The Museum shall be the responsibility of the Museum Director and/or Manager, acting under administrative direction of the City Manager and policy direction of the City Council. The Museum shall continue to seek accreditation by the American Association of Museums and shall obey the laws of the United States Government and the State of California.
3. **Statement of Purpose.** The Museum Mission is: *To Inspire Discovery, Wonder, and Stewardship of our Natural World.*

The Museum does this by:

- Emphasizing the unique and diverse natural and cultural history of the California Central Coast, while maintaining a global perspective;
  - Preserving the heritage of Pacific Grove and the Museum;
  - Managing collections for research, education, and as a continuous record of the changing world for future generations;
  - Serving as a resource center for the regional scientific and educational communities;
  - Providing dynamic leadership in natural history, conservation, and environmental education through exhibits and educational programs, striving to make this outreach relevant to all the people of the California Central Coast;
  - Fostering cooperative efforts in natural history research and education throughout our region.
4. **Policy.**
    - A. Collections. The collections of the Pacific Grove Museum of Natural History shall be focused primarily on the natural history of the California Central Coast. However consistent with the Statement of Purpose and the traditions of this museum, all holdings need not be strictly local in origin. They should however meet criteria of

- being useful for research, for temporary or permanent exhibitions, for public education or for enjoyment. They may also be significant to the history of the museum, the city or the region. The collections shall be added to and upgraded in quality whenever possible.
1. Under the above guidelines the Museum Director and/or Manager at his/her discretion shall determine which objects may be added to the collection and for what purpose used, i.e. research, exhibition, education, etc.
  2. The Museum Director and/or Manager may at his/her discretion identify objects which in his/her opinion should be removed from the permanent collections. He/she will in consultation with the Museum Board develop a procedure for deaccessioning such objects. The procedure will include the following:
    - a. Be consistent with City Code as determined by the City Attorney.
    - b. Be disclosed to the public by agendized discussion at a meeting of the Museum Board.
    - c. Be ultimately approved by the City Council.
  3. At his/her discretion, the Museum Director and/or Manager may dispose of Museum-owned property that is not or is no longer part of the permanent collection. Such disposal must conform with the municipal code, with special consideration for the requirement that the city obtain maximum return possible on such property.
  4. Proceeds from sales of any property shall be credited to the Museum Improvement Fund. All proceeds from the sale of a deaccessioned collection item(s) must be used to acquire new item(s) for the Museum collection.
- B. Exhibits and Exhibitions. The permanent exhibits and exhibitions of the Pacific Grover Museum of Natural History shall be focused, first on presentation, interpretation, and preservation of the natural history of the California Central Coast. Other exhibits and exhibitions shall be consistent with the statement of purpose.
- C. Exhibit Management. The selection, interpretation, and display of the Museum Exhibits, and research related to them, shall be the responsibility of the Museum Director and/or Manager, acting under administrative direction of the City Manager and policy direction of the City Council. It shall be the responsibility of the Museum Director and/or Manager to manage and maintain, and, as appropriate, rotate, modernize, and enhance the exhibits of the Museum. Use of the existing collection owned by the Museum for exhibits whenever feasible is encouraged.

As part of the exhibit management program of the Museum, the Director and/or Manager shall develop a long-range plan for the rotation of exhibits which shall be

- presented to the Museum Board, for review and recommendation. The long-range exhibit plan should be forwarded to the Council for information. The Museum Board, in their review and recommendations, shall seek input from the Museum Association Board and the public.
- D. Special Exhibits. Special exhibits on topics relating to natural history which augment and extend the educational role of the Museum, are a desirable part of the overall Museum program. Proposals for Special Exhibits and funding sources may be made by any sponsoring agency to the Director and/or Manager of the Museum who shall in turn seek the advice of the Museum Board regarding inclusion of the proposed exhibit in the Museum schedule of exhibits.
- E. Educational Programs. The Museum Director and/or Manager, with the aid and advice of the Museum Board and suggestions and possible financing from the Museum Association and other entities, shall initiate, develop, and implement long range plans for educational programs which shall include the use of available space within the museum, the feasibility of a docent program, classes, and lecture programs. The long term educational program plan shall be submitted for council approval.
- F. The Museum Building. To assure effective utilization of the Museum building by the public and staff, Council policy is to request the City Manager, Museum Director and/or Manager, and Museum Board to prepare a Building Master Plan for Council review and approval. The building plan should be based on the goals, objectives, and needs identified in the long-range exhibit and program plans. In preparing the building plan, the Museum Board shall seek input from the public and the Association Board.
- G. Museum Board. To assist in the operation of the Museum, a board is established by Article 26 of the Pacific Grove City Charter. The Museum Board is advisory to the City Council and City Manager in all matters relating to Museum operations. The Museum Board shall serve as a vehicle for public input to the City Council, the City Manager, and the Museum Director and/or Manager, and, as such, participates in short and long-term planning for Museum programs, exhibits, facilities, and activities. The Museum Board is responsible for making recommendations to the City Council and Museum Director and/or Manager concerning Museum program needs and directions; program changes and special exhibits; and evaluating the way the Museum is meeting the public service and educational needs of the citizens. The Board members assist in the policy direction of the Museum, but are not involved in the day-to-day operations of the Museum.
- H. Museum Association. The City Council initially established a Museum Association by Resolution No. 4455, January 19, 1966. The basic intent of this Association is to act as a support group for Museum programs and activities. The primary support functions of the Association are the raising of funds through membership dues, operation of the Museum Gift Shop and other fund-raising events, and sponsorship of Museum activities and events for the general welfare of the Museum as set out in the

Articles of Incorporation dated April 19, 1967 and in the by-laws of the Association dated September 13, 1988.

In addition to providing significant financial support for Museum programs, the Association also serves an important educational and public relations function through its publications and the Museum activities it encourages and supports.

Although the Association is encouraged to make recommendations regarding Museum plans, programs, and exhibits, and may offer its support – financial and otherwise – to the Museum, responsibility for the day-to-day operation of the Museum, and for its personnel, resides with the Museum Director and/or Manager, under the administrative supervision of the City Manager. The Association should make its own arrangement for administrative services. Gift shop storage space for the Association will be provided in the Museum. Office space will be provided as feasible.

- I. Communications. The City council recognizes the importance of clear and direct communications and feedback between and among the Museum staff, the Museum Board, the Board of the Museum Association, and the City Council. To facilitate this communications, the City Council recommends the following procedures:
  - i. The Museum Director and/or Manager should meet monthly with the presidents of the Museum Board and the Museum Association to exchange information.
  - ii. The Director and/or Manager of the Museum and designated staff should be invited to attend the regular meetings of the Museum Board and the Board of the Museum Association.
  - iii. In compliance with the by-laws of the Museum Association, the president of the Museum Board and the Museum Director and/or Manager should be ex officio members of the Museum Association.
  - iv. The president of the Museum Association, or a delegate, should be invited to attend all regular meetings of the Museum Board and be given an opportunity to routinely address the Board on matter of mutual concern.
  - v. The Museum Board and the Museum Association should exchange minutes with each other and furnish copies to the City Council and City Manager.
- J. Evaluation. The City Manager shall be responsible for annually evaluating the operation of the Museum, taking into particular account the above policy directives of the City Council, and shall submit to Council a written report of that evaluation.

Passed and adopted by Resolution

Resolution No. 6161

Dated: April 17, 1991

Amended: Resolution No. 6370

Dated: October 20, 1993

Amended: Resolution No. 08-059

Dated: November 19, 2008