

Pacific Grove Museum of Natural History  
Director's Report  
December 2019

Guests & Event Attendance		December 2019			
Museum Visitation	General Attendance	1,408	Watershed Guardians (off-site)	51	
	Member Attendance	18	LiMPETS (off-site)	47	
	Field Trips	475	Northridge Science Saturday	400	
	Museum Event	344	<b>TOTAL (off-site)</b>	<b>498</b>	
	Museum Meetings	76	Sanctuary Visitors	2,911	
	Jr. Naturalist Excursion	14	In County Visitors <b>(56%)</b>	<b>777</b>	
	Rentals	242	Out of County Visitors <b>(44%)</b>	<b>630</b>	
	Birthday Parties	65			
	<b>TOTAL: 2,642</b>		<b>TOTAL: 6,114</b>		

Exhibits		December 2019	
Permanent Exhibitions	<ul style="list-style-type: none"> <li>Miscellaneous spot maintenance.</li> </ul>		

Education		December 2019			
School Field Trips	<b>School</b>	<b>Program</b>	<b>Grade</b>	<b>Students</b>	
	New Republic	Monarch	1st	85	
	San Carlos	Monarch	2nd	33	
	Stevenson	Sand Crab	2nd	15	
	Fremont	Monarch	5th	49	
	Pine Co-op	Monarch	PreK	20	
	Hope Services	Tour	Adult	4	
	Special Needs	Tour	Adult	4	
	Big Sur Charter School	MMP	7th	13	
	Forest Grove Elementary	Owl Pellet	4th	17	
	CSUMB	Tour	College	24	
	Linscott Charter School	Monarch	4th	28	
	Castroville Elementary	Monarch	2nd	93	
	Big Sur Charter School	MMP	7th	13	
	Echo Valley Elementary	Monarch	2nd	66	
	Presidio Homeschool	Monarch	Mixed	5	
	Monterey County Homeschool	Monarch	Mixed	6	
	<b>Total:</b>			<b>475</b>	
Other Group Visits	<b>Group</b>		<b>Attendees</b>		
	Youth Center		15		
Event Tabling	<b>Event</b>		<b>Visitors</b>		
	Northridge Science Saturday		400		

<b>Education</b>	<b>December 2019</b>		
	<b>Total:</b>		<b>400</b>
Group Outreach Programs/Kits	<b>School</b>	<b>Students</b>	<b>Program/Kit</b>
	Robert Down Elementary	24	Collection Items
	Stevenson School	16	Pred/Prey
Museum Meetings	<b>Organization</b>		<b>Attendance</b>
	Audubon		44
	Sustainable PG		32
	<b>Total:</b>		<b>76</b>
Museum Events/ Facility Rentals/Events	<b>Event Name</b>		<b>Attendance</b>
	Santa at the Museum		324
	Birthday Parties		65
	Rentals		242
	Volunteer Potluck		20
	Jr Nat Excursion - Tidepooling		14
			<b>Total: 665</b>
Lectures	• HNH – N/A		
LiMPETS	<b>School</b>	<b>Grade</b>	<b>Students</b>
	Seaside Highschool	HS	23
	Seaside Highschool	HS	12
	Seaside Highschool	HS	12
Watershed Guardian Program	<b>School</b>	<b>Grade</b>	<b># of Students</b>
	CSUMB	College	5
	CSUMB	College	6
	San Antonio Elementary	6-8	40
<b>Total:</b>		<b>51</b>	

<b>Marketing &amp; Promotions</b>	<b>December 2019</b>	
Web	<ul style="list-style-type: none"> <li>Website Visits: 6,640</li> <li>Page Views: 12,272</li> </ul>	<ul style="list-style-type: none"> <li>Instagram followers: 1,897</li> <li>Facebook followers: 9,403</li> <li>Twitter followers: 1,784</li> <li>Tumblr: 1,111</li> </ul>

<b>Organizational Updates</b>	<b>December 2019</b>
Staff	<ul style="list-style-type: none"> <li>David McCornack began work as part-time Preparator</li> <li>Susan Wolfe began work as full-time Director of Development</li> </ul>

Board Of Directors	<ul style="list-style-type: none"> <li>Vicki Pearse resigned her position on the Foundation Board as of December 31.</li> </ul>
--------------------	---

<b>Volunteers</b>	<b>December 2019</b>		
Volunteers	<b>Position/Area</b>	<b>Hours</b>	<b>Docents</b>
	Museum Docents	58.75	8
	Store	47	8
	Garden	4.75	2
	Science Saturday	38.75	11
	Museum Field Trips	8.25	3
	SeaWatch Docent	18.25	5
	Continuing Education	3.25	2
	MPA Watch	4	2
	Plankton Monitoring	32	2
	Collections/Archives	7	1
	School Groups at Sanctuary	22.5	5
	Monarch Docent	57.25	8
	Monarch Counters	25.5	2
<b>TOTAL:</b>	<b>327.25</b>	<b>37</b> non-Duplicator	

<b>Collections</b>	<b>December 2019</b>
Management	<ul style="list-style-type: none"> <li>Continued rotating inventory:               <ul style="list-style-type: none"> <li>a. 241 items assessed, photographed and inventoried.</li> <li>b. 0 items added to catalogue</li> </ul> </li> <li>Rehoused items in appropriate archival conditions where necessary.</li> </ul>
Conservation	<ul style="list-style-type: none"> <li>Continued monitoring collection area environmental conditions.</li> </ul>

<b>Facility and Risk Management</b>	<b>December 2019</b>
Repairs / Upgrades	<ul style="list-style-type: none"> <li>n/a</li> </ul>