

Pacific Grove Museum of Natural History  
Director's Report November 2021

Guests & Event Attendance		November 2021			
Museum Visitation	General Attendance	1,864			
	Science Saturday	240	<b>In County</b>		625
	Museum Events *	203	<b>Out of County</b>		710
	Group Visits	0	Undeclared		1003
	Free First Friday	31			
					<b>TOTAL: 2,338</b>

		November 2021			
Permanent Exhibitions	<ul style="list-style-type: none"> <li>Continued work on Nature Exchange, <i>and Wonder</i>. Project of relocating the Museum store and entry improvements began, and near to final install of new Monarch interpretive area.</li> </ul>				
Special Exhibitions	<ul style="list-style-type: none"> <li>n/a</li> </ul>				
Education		November 2021			
Field Trips (included in Gen Attendance)	<b>Groups:</b> 17	<b>Virtual:</b> 5	<b>Onsite:</b> 5	7 groups in Sanctuary	
	<b>Students:</b> 419				
Other Group Visits				<b>Attendees</b>	
	<b>Total: 0</b>				
Science Saturday	Monarch event: 240*				
Event Tabling	<b>Event: 5</b>		<b>Visitors:300</b>		
Group Outreach Programs/Kits	<b># of Schools</b>	<b>Students</b>	<b># Program/Kit</b>		
	n/a				
Museum Events/ Facility Rentals/ Private Events Guests	Lectures *			17	
	HNH*			14	
	Business Member Meetings *			34	
	Private Events & Receptions *			138	
Jr Naturalists	35				
LiMPETS	<b># of Schools</b>	<b>Grade Level</b>	<b># of Students</b>		
	4	6, 9-12, college	57		
Watershed Guardian Program	<b># of Schools</b>	<b>Grade Level</b>	<b># of Students</b>		
	N/A				
Marketing & Promotions		November 2021			
Web, Media Social Media	<ul style="list-style-type: none"> <li>Website Visits: 20,025 visits with 31,981 page views</li> </ul>		<ul style="list-style-type: none"> <li>Instagram, Facebook, Twitter audience: 14,012</li> <li>Tumblr: 1,664</li> </ul>		

Organizational Updates	November 2021		
	<p>We welcomed a new HR professional on retainer: Michael Taormina</p> <p>We are currently recruiting for 3 positions</p> <ol style="list-style-type: none"> <li>1. Controller (PT)</li> <li>2. Marketing &amp; Museum Events Coordinator (FT)</li> <li>3. Museum Administration Manager (FT Temporary)</li> </ol> <p>We are the proud recipients of the 2021 <i>Carmel Pine Cone</i> Golden Pine Cone Award for Best Museum!</p> <p>The Museum Foundation Board welcomes a new member, Dr Alexis Buntin</p>		
Volunteers	November 2021		
Volunteers	<b>Active Volunteers: 64</b> <b>Monarch Docents: 13</b>	<b>Combined Vol Hours</b> <b>306</b>	<b>Monarch count update:</b> <i>Date    Number of Monarchs</i> 11/6    13,708 11/12   13,431 11/18   12,225 11/26   12,364
	<b>TOTAL: 64</b>		
Volunteer Trainings	81.75 hours accrued by 30 volunteers		

Collections	November 2021	
Management	Continued rotating inventory: a. 188 items assessed, photographed and inventoried. b. 7 items added to catalogue Rehoused items in appropriate archival conditions where necessary.	
Conservation	Accepted to Conservation's Collections Assessment for Preservation (CAP) program. A collections assessor and a building assessor will help us determine a secure and climate controlled environment for the collection while efficiently using space.	

Membership	November 2021	
Active Memberships	734	
Business Members	4	