



NOTICE OF MEETING

CITY OF PACIFIC GROVE MUSEUM BOARD REGULAR MEETING AGENDA Wednesday, July 13, 2016 **REGULAR MEETING AGENDA**

LOCATION: CITY MANAGER'S CONFERENCE ROOM, CITY HALL, 300 FOREST AVE., 2nd FLOOR

NEXT MEETING: The next regular meeting is scheduled for Wednesday August 10, 2016.

The Mission of the Pacific Grove Museum of Natural History is:
To inspire discovery, wonder, and stewardship of our natural world.

5:00 p.m.

CALL TO ORDER

1. **APPROVAL OF AGENDA**
2. **ELECTION OF SECRETARY**
3. **PUBLIC COMMENTS**
4. **APPROVAL OF MUSEUM BOARD MEETING MINUTES**
 - A. Minutes of the May 13, 2016 Museum Board meetings
Reference: John Pearse, Chair
Recommended Action: Approve Minutes

REGULAR AGENDA

5. **REPORTS NOT REQUIRING ACTION**
 - A. Correspondence
Reference: John Pearse, Chair
Recommended Action: Accept Correspondence
 - B. City Council Liaison Comments
Reference: Councilman Huitt
Recommended Action: Hear Comments

C. Latest Museum Director's Monthly Report

Reference: Jeanette Kihs

Recommended Action: Accept Reports for April 2016 and May 2016.

See:

<http://static1.squarespace.com/static/53ac1211e4b0a7d6603b36c3/t/575858485559867da4c5e852/1465407561682/April+2016+monthly+report.pdf>

And:

<http://static1.squarespace.com/static/53ac1211e4b0a7d6603b36c3/t/577584658419c268956b28d6/1467319399041/May+2016+Monthly+report.pdf>

D. City Manager's Report

Reference: City Manager Harvey

Recommended Action: Hear Report

E. Board Chair's Report

Reference: Board Chair Pearse

Recommended Action: Hear Report

6. UNFINISHED BUSINESS

A. Report on Care of the Collection

Reference: Paul Van de Carr, Collections Curator

Recommended Action: Review standards and decide any follow up action.

7. NEW BUSINESS

A. Annual Exhibits Plan, FY 2016-17

Reference: John Pearse, Chair

Recommended Action: Review plan and agree to any follow up action.

B. Annual Business Plan, FV 2016-17

Reference: John Pearse, Chair

Recommended Action: Review plan and agree to any follow up action.

ADJOURNMENT

The City of Pacific Grove does not discriminate against persons with disabilities. City Hall is an accessible facility. A limited number of devices are available to assist those who are deaf or hard of hearing.



ACTION MINUTES

CITY OF PACIFIC GROVE MUSEUM BOARD

Wednesday May 11, 2016

Regular Meeting 5:00 P.M.

City Manager's Conference Room – City Hall – 300 Forest Avenue, Pacific Grove, CA

REGULAR MEETING

5:02 p.m.

CALL TO ORDER

Chair John Pearse, Secretary Tama Olver, Vice Chair Heidi Zamzow, Board Members Karen Hewitt and Broeck Oder, City Council Liaison Robert Huitt, Executive Director Jeanette Kihs, City Manager Ben Harvey present.

1. APPROVAL OF AGENDA

The agenda was approved by consensus.

2. PUBLIC COMMENTS

There were no members of the public present.

3. APPROVAL OF BOARD MEETING MINUTES

A. Heidi Zamzow noted a correction to the March 23 minutes. The minutes erroneously indicated that Board Member Zamzow left at 6 p.m. She attended the full meeting. Councilmember Huitt left at 6 in order to attend a candidate forum. Tama Olver moved, and John Pearse, seconded that the minutes be approved as corrected. The motion passed unanimously 5/0. Tama Olver moved, and John Pearse seconded, that the minutes of January 13 be approved as submitted. The motion passed unanimously 5/0.

REGULAR AGENDA

4. REPORTS NOT REQUIRING ACTION

A. Correspondence.

Secretary Olver stated that no correspondence had been received.

B. City Council Liaison Comments

Councilmember Huitt noted that there was no report.

C. Museum Director's Monthly Reports for February and March, 2016

The reports were accepted by consensus. John Pearse expressed appreciation for the amount of useful information. In response to a comment by Tama Olver, Executive Director Kihs noted that the form of monthly report is created specifically for submittal to the city. Olver noted that a monthly Director's report is required by the Lease and Operating Agreement.

- D. City Manager's Report. None.
- E. Board Chair's Report. None.

5. UNFINISHED BUSINESS- None

6. NEW BUSINESS

- A. American Alliance of Museums Standards for Collection Care
The Board reviewed the principles for collection care published by the American Alliance of Museums. Tama Olver noted that the Board has, over time, reviewed some aspect of collection care related to many of the principles.
- B. Report on Care of the Collection
A report on care of the collection will be carried forward to a future agenda when Curator of Collections, Paul vandeCarr, is available.
- C. Annual Facility Maintenance Plan
Tama Olver expressed appreciation that the draft report was available for review prior to the due date of July 1, 2016. After discussion, the board concluded that all major facilities maintenance items were included. The City Manager will include comments from the discussion in a final version of the report.
- D. Resignation of Secretary Olver
Tama Olver stated that she would resign from the city's Museum Board effective some time in May. She will begin serving on the Museum Foundation Board and it would create a conflict of interest for her to continue serving on the city's board. Councilmember Huitt expressed appreciation for Olver's service.

ADJOURNMENT

The meeting adjourned at 5:44 p.m.

Respectfully Submitted, Tama Olver, Secretary



**Pacific Grove Museum of Natural History
Fiscal Year 2016/2017 Business Plan**

May 2016

I. GENERAL INFORMATION

A. Museum History

The Pacific Grove Museum of Natural History opened in 1883 to house collections of nature's wonders and to make them available for study for the Chautauqua Literary and Scientific Society. In 1900, the Chautauqua Museum disbanded to form a more permanent organization as the Pacific Grove Museum Association. The Association maintained the Museum until 1917 when it was transferred to the City of Pacific Grove.

On August 1, 2009, the City entered into a public/private partnership under an Operating Agreement and Lease with the Museum Foundation of Pacific Grove, Inc., a California Public Benefit corporation. Under the Agreement, the Foundation, doing business as the Pacific Grove Museum of Natural History, operates the Museum, cares for and uses the Museum collection, manages the education and interpretation at the Monarch Grove Sanctuary, and raises funds to support these activities. The City owns the Museum land and building and the Museum Collection and manages major repairs to the Museum facility.

The Museum has been accredited by the American Alliance of Museums (AAM) since 1972, the first such institution in Monterey County and one of the first in the country to receive AAM accreditation.

B. Museum Mission:

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 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

C. Museum Vision

The Museum vision is to be:

A living field guide to the California Central Coast

In 2009, the Museum won the Monterey Coast Weekly's Editor's Choice for "The Best Place to Enjoy the Outside, Inside." This title strongly reflects how visiting the Museum gives a better understanding and appreciation of what one can experience outdoors in the California Central Coast. As a living field guide, the Museum fosters curiosity and passion for the unique natural elements of the California Central Coast. The Museum emphasizes its unique strengths by interpreting local treasures of national interest such as the Monarch butterflies, Jade Cove, the San Andreas Fault, local Native American archeological finds, condors and many birds vital to California's Central Coast, tide pools, and native plants.

D. Community Support

The Museum serves a diverse audience of local Monterey County residents and tourists to the California Central Coast.

The following lists the strong community support for the Museum:

- **Expertise:**
 - Volunteers (Including Museum docents, Museum store attendants, Monarch Sanctuary docents, Museum gardeners, CSUMB student interns, the Museum Foundation Board of Directors, and the City's Museum Board)
 - Partner organizations: Monterey Bay National Marine Sanctuary, Department of Education, University of California Cooperative Extension, Bureau of Land Management, CSUMB, Monterey Audubon Society, Monterey Bay Chapter of the Native Plant Society, Monterey Bay Aquarium, Carmel Valley Gem and Mineral Society, and Sustainable PG.
 - Scientist Friends of the Museum

- **Public Input:**
 - Public participation in Museum Foundation Board of Director committees
 - Public input into the City's Museum Board
 - Class Field Trip evaluation forms
 - Exhibition evaluation forms
 - Museum surveys
 - Volunteers
 - Direct communication with Museum staff and Museum Foundation Board of Directors
 - Museum website forms and feedback

- **Partners:**

It is an honor to work in partnership with the following organizations:

- **City of Pacific Grove**
The Museum is in a strategic public/private partnership with the City of Pacific Grove enabling the Pacific Grove Museum of Natural History to forward the Museum’s mission for the benefit of this generation and generations to come.
- **Bureau of Land Management**
The Museum is a BLM Gateway Partner for the **California Coastal National Monument**, promoting education regarding the more than 20,000 rocks, islands, exposed reefs, and pinnacles along the 1,100 miles of California's coast. As part of this partnership, the BLM works closely with the Museum on its California Naturalist Program, Science Saturdays, and the Museum’s Black Oystercatcher citizen science program.
- **Monterey Bay National Marine Sanctuary Exploration Center**
The Museum is part of the **LiMPETS Network** and serves as the LiMPETS Coordinator for the entire Monterey Bay region.
- **University of California Cooperative Extension**
The Museum is the selected partner to provide the California Naturalist Program for Monterey County.
- **California Department of Education, California Environmental Educators Consortium**
The Museum is a strategic partner of the California Regional Environmental Education Community (CREEC) which is administered by the California Department of Education.
- **Council for Environmental Education**
The Museum is a selected partner for Monterey, Santa Cruz, San Benito, and Santa Clara Counties to deliver and support the Project WILD curriculum for the Council for Environmental Education. Project WILD links students and wildlife through its mission to provide wildlife-based conservation and environmental education that fosters responsible actions toward wildlife and related natural resources.
- **Monterey Peninsula Regional Park District**
- MPRPD and the Museum are partners in developing and delivering a K-5th grade environmental education program educating students on our local watershed.
- **Monterey Peninsula Unified School District**
- The Museum partners with Arts Council for Monterey County and Return of the Natives to deliver instruction to each 5th grade classroom in the district, resulting in completed pollinator gardens at each school.
- **Science Illustration Program, CSUMB Extension**
The Museum partners with the Science Illustration program at CSUMB Extended Education showcasing student work in the annual Illustrating Nature exhibit.
- **CSUMB Service Learning Institute**
CSUMB service learners contribute significantly to Museum operations and special projects.
- **Monterey Audubon Society**
A Chapter of the National Audubon Society since 1943, the Monterey Audubon Society assists the Museum with subject matter expertise supporting exhibits, programs, and supporting public questions regarding birds. Their monthly member meetings are held at the Museum the second Tuesday of each month.

- **Monterey Bay Chapter of the California Native Plant Society**
This local chapter partners with the Museum to present the Annual Wildflower Show. Their monthly member meetings are held at the Museum the second Thursday of each month.
- **Carmel Valley Gem and Mineral Society**
The Museum partners with the Society to provide the annual Fossils Science Saturday. Their monthly member meetings at held the Museum the second Friday of each month.
- **Sustainable PG**
Holds monthly member meetings at the Museum the second Thursday of each month.

- **Financial:**

- City of Pacific Grove
- Direct community support through private donations
- Museum Foundation Board of Director donations
- Museum members
- Foundations
- Public agencies

E. Highlights of 2015-2016

- Many facility upgrades including refinished hardwood floors, newly painted gallery, new floors and renovation in the education room, and a refreshed and reorganized work room
- Increased Museum attendance, despite being closed for renovations for approximately 3 weeks on two separate occasions
- Successfully implemented two collaborative education programs
- Two part-time and one full time staff members were added in 2015-2016.
- Increased conservation efforts in the extensive Monterey County Bird Collection
- Installed new geology exhibit with additional interactives
- Additional interactives added to several exhibits
- Installed exhibit commemorating 100th anniversary of the Panama Pacific International Exposition
- Held additional member-exclusive events
- Held successful fundraisers including Butterfly Ball and the first Paint Night
- Added Natural History Book Club for museum members and volunteers
- Increased museum visibility via television news and print media
- Improved front garden with the addition of new plants and added new plants to the walkway
- Relocated welcome desk to provide a warmer, more welcoming entrance
- Printed and distributed the first annual report

II. GOALS AND OBJECTIVES

The following tables present the Museum’s goals as identified by the agreement with the City, and the associated 2016-2017 key objectives aligned with them.

- 1.0** Fulfill its obligation to the public trust and be accountable to the community it serves
 - 1.1** Fulfill all contractual obligations in the agreement

- 1.2 Continue to ensure Code of Ethics is signed by all relevant parties
 - 1.3 Continue compliance with AAM accreditation guidelines
 - 1.4 Continue audience research and museum evaluation efforts
 - 1.5 Partner with the City, community organizations, and community businesses to promote tourism to the Monterey County area
 - 1.6 Continue compliance with all local, State, and Federal laws, codes, and regulations applicable to its facilities, operations, and administration
 - 1.7 The Foundation Board of Directors will continue to grow its membership and continue its professional board development
- 2.0 Perform institutional planning and assessment processes and align its operations to this plan
 - 2.1 Ratify strategic plan for the next 5 years
 - 2.2 Ensure that all Museum policies and procedures are reviewed by the appropriate committees to ensure that they are mission driven and current with professional standards
 - 2.3 Continue managerial processes and policies to ensure that the Museum operations are integrated and focused on meeting its mission
 - 2.4 Increase efforts to collect audience data and use results to influence decision making processes
- 3.0 Have leadership, governance, and staffing structures that support the mission
 - 3.1 Complete business planning process to effectively advance mission and strategic goals
 - 3.2 Review business continuity plan detailing how to keep staff actively working during times of crises
 - 3.3 Review and assure clear job descriptions, qualifications, roles and responsibilities for staff, and volunteers, reflected in organizational charts and charters
 - 3.4 Recruit additional Foundation Board of Directors to fulfill skill set and diversity goals
 - 3.5 Recruit and maintain a volunteer workforce to a ratio of ten volunteers per staff member (not including committee and board volunteers)
 - 3.6 Hire to fulfill Museum staffing plan
- 4.0 Be a responsible steward of the collections entrusted to its care and of the Museum's historic heritage
 - 4.1 Review Collections Management policy and procedures to ensure continued alignment with current AAM professional standards
 - 4.2 Review Conservation policy and procedures to ensure continued alignment with current AAM professional standards
 - 4.3 Continue program to perform an annual inventory on rotating sections of the Collection
 - 4.4 Update the Education catalog as necessary and ensure that the entire Education card catalog is in the online collection database
 - 4.5 Conserve life-mounted bird specimens as funding allows
 - 4.6 Comply with all Museum policies and procedures related to the Museum's Collection
 - 4.7 Improve the guest experience by providing additional opportunities to view different collection items (e.g. Treasures from the Basement event)

- 4.8 Utilize more objects from the collection to connect guests to critical themes
- 5.0 Have interpretive and educational programs and activities that support its mission and support its public service role
 - 5.1 Implement the Museum's 2016/2017 Exhibition Plan
 - 5.2 Create Museum Exhibition Plan for 2017/2018
 - 5.3 Implement mission driven education programs, refining programs and ensuring that they are serving a diverse audience
 - 5.4 Evaluate educational programming to ensure scientific rigor, financial sustainability, and fulfillment of the Museum's mission and vision
 - 5.5 Add additional interpretive signage at the Monarch Sanctuary and add an iPad to for enhanced viewing for all abilities
 - 5.6 Provide additional "Pop-Up Museum" events
- 6.0 Be financially stable in advancing its mission
 - 6.1 Increase organization's ability to raise revenue through grants, fund raising, and earned revenue opportunities
 - 6.2 Strengthen donor relationships with the Museum
 - 6.3 Museum's Finance Committee to provide budgetary oversight
 - 6.4 Implement any recommendations from financial audit
 - 6.5 Strengthen the Museum's member benefits through member-exclusive events
 - 6.6 Continue maintaining a healthy operating reserve
- 7.0 Follow facility and risk management plans that meet programmatic and administrative needs, protect collections and support its public service role
 - 7.1 Work with Pacific Grove Public Works Department to develop an overall City Facility Management Plan for the Museum facility
 - 7.2 Continue staff training on Museum Emergency Plan

A. Fiscal Year 2016/2017 Key Initiatives

The Museum furthers its mission best and provides a visitor experience that is different from other local attractions by showcasing local natural history focus areas that are: (1) aligned to strengths in the Museum collection (2) represent natural resources that are in strong need of stewardship (3) globally relevant and (4) not freely available at other public education attractions in the area.

In 2012, the Museum earned reaccreditation with the American Alliance of Museums (AAM.) This represents the Museum having been AAM accredited for 40 continuous years. Having a strong foundation, the Museum is now focusing improving a guests' experience in the Museum and on sharing the Museum's collections with larger audiences.

In early 2016, the Board, staff, and key stakeholders began a process to determine how to transform the Museum into a resource utilized in a variety of ways by an engaged and diverse community. This effort has resulted in a strategic plan outlining the Museum's next 5 years. The Foundation's Board of Directors are expected to ratify the completed plan in July 2016.

The following are the three key initiatives for FY 2016/2017:

1. Improve the Guest Experience:

In 2016—2017, the Museum will focus on continuing to improve the guest experience in several ways. Continued facility upgrades will update and re-purpose existing spaces to offer the most comfortable, welcoming environment for guests. The gift store will move to a smaller, more intimate space, allowing the current store space to become exhibit space. As funding allows, small updates in exhibits will continue throughout the Museum with the addition of interactives wherever possible.

With the help of the City, the front garden will receive fresh landscaping and native plants, utilizing downspouts to water the garden with collected rainwater. Dependent on funding, the Museum intends to add outdoor signage to the Grand Avenue side of the building. These actions will provide guests with a more welcoming, inviting entrance.

Further, to enhance the visitors' experience at the Monarch Sanctuary, the Museum will update and improve interpretive signage and provide additional educational programming.

2. Enhance Fund Development and Museum Membership:

The Foundation Board of Directors and Museum staff will continue to cultivate the financial support of our passionate and committed donors, members, and partners with the goal of increasing support for long-term financial sustainability.

Events such as the Butterfly Ball and Night Owl evenings will provide fun, community-focused ways to raise funds. Earned revenue avenues such as birthday parties will raise funds for the Museum while providing fun, educational events for families. The Museum will offer more birthday party themes and update our Night Owl offerings.

In 2015-2016, the Museum offered member-exclusive events every two months, piloting several new event formats. We will continue these special events and offer members a unique view of collection items through our Treasures from the Basement event. Further, the Museum plans to survey members to determine what activities would be of most interest to them in the future.

3. Increase Community Engagement

As identified in the strategic planning process, the Foundation Board of Directors and museum staff will focus on increasing ways for the local community to be engaged in museum activities. We will upgrade and expand free Science Saturdays, with the goal of increasing appeal to a diverse audience. In an effort to increase services for young families, we will provide a space for children to interact with education collection objects and offer them a hands-on, fun place to learn about science and nature.

The Museum is grateful for all volunteers and relies heavily on the many ways in which they support our work. Next year, we will expand our volunteer recruitment efforts and upgrade our training by incorporating best practices in interpretation. Further, as funding allows, we

will hire a part-time staff member who will coordinate all volunteer activities, focusing on increasing communications and volunteer support and education.

IV. ORGANIZATIONAL STRUCTURE

A. Organizational Responsibilities

Under the agreement, the City retains ownership of the Museum collection and the Museum facility. The Foundation has the exclusive right to occupancy and operation of the Museum and maintains the Museum collection.

B. Museum Foundation Board of Directors

The Pacific Grove Museum of Natural History is a California public benefit charitable corporation that supports, maintains, advances, and enhances the Pacific Grove Museum of Natural History as an educational and scientific institution for the benefit of the general public.

The Museum Foundation's Board of Directors includes community leaders committed to science, education and environmental advocacy. Most importantly, all of the Foundation Board members are deeply committed to the Museum.

The Museum Board of Directors

Chris Hasegawa, Ph.D., President
Hank Armstrong, Vice President
Dede Bent, Secretary
Steve Dennis, Treasurer
Geva Arcanin, Director
Robert Bianchi, Director
Kristi Boosman, Director
Scott Brubaker, Director
Ernest Chung, Director
H. Edward Clifton, Ph.D., Director
Jim Covell, Director
Paul Davis, Director
Frank Penner, Director
Lila Staples, Ph.D., Director
Harold Whitehead, Director

(Please see Appendix B to review the Board's Professional summaries.)

C. Museum Committees

The following Museum committees are each chaired by a Director from the Museum's Board of Directors:

- Executive Committee
- Finance and Budget Committee
- Advancement Committee
- Board Development
- Operations Committee
- Facility Committee
- Human Resources Committee
- Investment Committee
- Science Advisory Committee
- Education Advisory Committee

D. Staffing

The following table describes the staffing requirements for the period July 1, 2016 through June 30, 2017. Any discussion of staffing would be incomplete without highlighting the committed volunteers necessary to operate the Museum.

| Title | Description |
|---|--|
| Executive Director <i>(1 FTE)</i> | Direct Museum operations and strategic planning. Execute Museum’s business plan. Media spokesperson/organizational voice, core values, vision, organizational culture. Outbound marketing (messaging, collateral, website, promotions, press relations.) Inbound marketing (competitive scanning, alliance management.) Manage operating budgets, personnel management. Liaison with City Public Works on facility janitorial services and improvement. Manage human resources functions and processes such as employee handbook, benefits packages, conflict resolution, and formal complaint management. Development planning including fundraising and endowment campaigns and events. Direct development operations for Museum funding, membership program, grants, major gift donations, capital campaigns, and events. |
| Director of Exhibits and Education <i>(1FTE)</i> | Manage all aspects of Education and Exhibits Departments and staff, including oversight and execution of education programs for all ages. Ensure that permanent and special exhibits and interpretation meet the Museum’s strategic goals and American Alliance of Museum standards. |
| Media and Communications Coordinator <i>(1 FTE)</i> | Manage the Museum’s communications and promotions such as social media, press releases, calendar submissions, e-newsletters, and event mailings and promotions. |
| Museum Membership and Events Coordinator <i>(1 FTE)</i> | Manage Museum store, Museum membership program and membership drives. Coordinates Museum events. |

| Title | Description |
|--|---|
| Museum Guest Services <i>(totaling 1 FTE)</i> | Greeter positions to the Museum. Floor and event support. |
| Collections Curator <i>(1 FTE)</i> | Manage and care for Museum collection including exhibit installations. Work with subject matter experts and other Museum staff in identifying objects for exhibitions. Lead collection conservation, policies, and management. |
| Exhibitions Curator <i>(1FTE)</i> | Coordinate overall Museum interpretation including exhibitions design, development, and installation, gallery planning, and exhibition/Museum evaluations. |
| LiMPETS Coordinator <i>(1FTE)</i> | Lead the LiMPETS program for the Monterey Bay Sanctuary region. |
| Education Programs Manager <i>(1 FTE)</i> | Coordinates the Museum education programs including Science Saturdays and Monarch Citizen Science. Manages all aspects of class field trips. |
| Education Program Specialist <i>(1 FTE)</i> | Deliver science programming in the field and in the classroom for children in grades 2-8. Responsible for communicating and scheduling with teachers for collaborative Eco-Ambassador and Watershed (MPRPD) programs. |
| Education Assistant <i>(.5 FTE)</i> | Provides support for in-class programs, Eco-Ambassador and Watershed (MPRPD) programs. |
| Maintenance Worker <i>(City)</i> | Maintain Museum Facility's cleanliness. <i>(Provided by City of Pacific Grove)</i> |
| Office Manager <i>(1 FTE)</i> | Manage Museum accounts payable and receivable and financial reporting. Provide administrative and project support to Museum Director. Oversee Guest Services staff and tracks facility upgrades and repairs. |
| Advancement Coordinator <i>(.5 FTE)</i> | Manages all aspects of grant calendar and applications. Oversees donor stewardship program. |
| Accounting and Financial Audit Services <i>(Contractor)</i> | Payroll, accounting, tax returns, financial statements, and annual financial audit. <i>(outsource)</i> |
| Information Technology Support <i>(Contractor as needed)</i> | Support Museum's computer systems and website operations. <i>(outsource)</i> |
| Legal Counsel <i>(Contractor as needed)</i> | Site contracts, copyrights, licensing contracts, employment contracts. <i>(outsource)</i> |

V. TWO-YEAR BUDGET AND FUND DEVELOPMENT PLAN

The Museum’s financial sustainability requires diverse funding. These include grants from governmental and private entities, direct fundraising in the community, museum membership, admission, visitor donations, and income derived from programs at the Museum.

The following budget is for the accounting period July 1, 2016 to June 30, 2017.

| FY 2016 / 2017 Expenses | Amount |
|--|----------------|
| Museum Collection | 66,020 |
| Long-Term and Special Exhibitions | 121,989 |
| Education (includes volunteer program) | 327,767 |
| Membership | 21,140 |
| Marketing | 33,841 |
| Advancement | 71,382 |
| Museum services (e.g., guest services, store management and inventory, facility rentals) | 87,272 |
| Operations (including benefits, utilities, insurance, operating expense) | 246,400 |
| Total Expenses: | 975,811 |

Below is the FY 2016 / 2017 Funding Plan to support expenses.

| FY 2016 / 2017 Source of Support | Amount |
|--|----------------|
| City of Pacific Grove | 213,000 |
| Grants | 312,904 |
| Contributions | 210,100 |
| Membership | 54,900 |
| Endowment income | 30,383 |
| Special Events Income | 38,000 |
| Earned Gross Income Museum Services (e.g., Museum admissions, Store, education programs) | 116,524 |
| Total Support: | 975,811 |

The following budget is for the accounting period July 1, 2017 to June 30, 2018.

| FY 2017 / 2018 Expenses | Amount |
|--|------------------|
| Museum Collection | 70,778 |
| Long-Term and Special Exhibitions | 136,521 |
| Education | 334,838 |
| Membership | 25,000 |
| Marketing | 45,000 |
| Advancement | 88,249 |
| Museum services (e.g., guest services, store management and inventory, facility rentals) | 104,023 |
| Operations (including IT upgrades, health & safety training, utilities) | 263,765 |
| Total Expenses: | 1,068,174 |

Below is the FY 2017 / 2018 Funding Plan to support expenses.

| FY 2017 / 2018 Sources of Support | Amount |
|--|------------------|
| City of Pacific Grove | 243,000 |
| Grants | 325,000 |
| Contributions | 226,660 |
| Membership | 57,000 |
| Endowment income | 34,000 |
| Special Events Income | 48,000 |
| Earned Gross Income Museum Services (e.g., museum admissions, store, birthday parties, education programs) | 134,514 |
| Total Support: | 1,068,174 |



Pacific Grove Museum of Natural History

Exhibitions Plan

FY July 2016-June 2017

Overview

For the 2016-2017 fiscal year, the Museum will continue transitioning its permanent gallery spaces to accommodate new means of engaging the public with regional natural history. In addition, several special exhibits will be hosted in the Bird Gallery.

Galleries

Museum Store and Children's Area

If funding and scheduling allow, the current location of the Museum Store will be moved to the current location of the Cetacean Gallery. Exhibit elements from the Cetacean Gallery will be integrated into a new gallery focused on content-based interactive activities suitable for children. Additional exhibits that may be moved from elsewhere in the museum and into the children's space include portions of the mollusk display and the fluorescent "rock closet."

Mezzanine

Grant funding has been secured to remove the carpeting from the mezzanine floor and refinish the wood surface underneath.

Additional funding has also been promised for renovation of the existing "rock closet," which displays fluorescent rocks. In order to accommodate disabled guests, the location of this exhibit will move, possibly to a more open corner on the mezzanine or possibly to the children's gallery downstairs (as mentioned above).

First Inhabitants

An upstairs exhibit area called "Asking the Baskets" features historic, native Ohlone and Salinan baskets among other elements. Because the baskets are fragile, they are rotated off exhibit every six months (scheduled for August 2016 and February 2017) and replaced with loans from other museums and private collectors. During this fiscal year a new interactive element will be

added: digitized three-dimensional images of the three baskets held in the museum's collection, which viewers can rotate on a computer screen to view intimately.

Birds Gallery

Interpretative materials will be added to the Birds Gallery. These may include a featured exhibit piece (e.g., about the condor), and/or laminated informational sheets that visitors can use while in the gallery.

Volunteer Area

The architectural bay located at the back of the lobby will be repurposed from a volunteer area into a gallery space. The initial display will focus on the Chinese Fishing Village: relocating the village models and panels from the mezzanine and incorporating relevant artifacts (such as bottles from the village site and models of Chinese junks) recently received from the Monterey History and Art Association.

Native Plant Garden

The City will finish installing a Rain Capture Garden (LID) on the corner of Grand and Central at the front of the museum. The museum will design an accompanying interpretive sign, which the City will have manufactured and installed. If museum funding allows, a sculptural element may be added later in the fiscal year.

Temporary Exhibitions

Monterey Bay Area Plein Aire Painters

Between July 15 and October 7, 2016, the Bird Gallery will display landscape paintings that represent bird habitats. Forty-five artworks will be selected through a competitive jurying of paintings by the Signature Members of the Monterey Bay Area Plein Aire Painters.

Monterey Peninsula Quilter's Guild

From January through March, the Bird Gallery will display contemporary quilts that represent natural history topics and themes. The quilts will be selected and loaned by members of the Monterey Peninsula Quilter's Guild.

Wildflower Show

This year will celebrate the 56th Annual Wildflower Show, Friday, April 14-Sunday, April 16, 2017. The show is a collaboration between the Museum and the Monterey Bay Chapter of the California Native Plant Society and is the largest wildflower show in the Northern and Western Hemispheres. Guests view hundreds of wildflower species and varieties, and may also participate in workshops, guided walks, lectures, and other native plant-related activities.

Illustrating Nature

All good science begins with observation. For the seventh consecutive year, the Museum will present the exemplary images from portfolios of students graduating from the acclaimed Science Illustration post-graduate program at CSUMB. Artwork includes animals, habitats, and science concepts illustrated using both traditional and digital techniques. This show opens Friday, May 5 and closes Sunday, June 18, 2017.

Monarch Sanctuary

New interpretive signage will be added to the Sanctuary before the fall Monarch season. In addition, an iPad will be attached to the docent's scope to aid monarch viewing.

Community Exhibits

During the 2016/17 fiscal year the museum will continue to explore opportunities to invite members of the public to participate in co-creating temporary "pop up" exhibits. The goal is to involve diverse communities in exploring personal connections with themes relevant to the region's natural history.