OUR MISSION

The Monterey Museum of Art expands a passion for the visual arts and inspires appreciation of California art—past, present, and future.

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Dear Friends of the Monterey Museum of Art

Thank you to the Board of Trustees, our talented staff, our stakeholders and supporters for a successful and productive year. We are proud of our accomplishments and are grateful for the contributions from the many individuals, foundations and corporations who helped us achieve our goals.

The Museum is dedicated to providing exhibitions of the highest quality, partnering and collaborating with the art community and showcasing our beautiful permanent collection. As a cultural leader on the Monterey Peninsula for the last 57 years, we offer a diverse range of experiences and programs to inspire our visitors.

As we reflect on our past year and share the Annual Report with the community and visitors, we look forward to a year of possibilities and a strong future for the Monterey Museum of Art.

RONDA EUBANKS
President of the Board of Trustees

2016–2017 BOARD OF TRUSTEES

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Organized by the Pasadena Museum of California Art, and curated by Scott A. Shields of the Crocker Art Museum, *Armin Hansen: The Artful Voyage* was the most comprehensive survey of Hansen's work to date. The exhibition included 16 works from MMA's permanent collection.
Sharing a Passion for California Art

The Monterey Museum of Art presented 11 exhibitions in 2015-2016. A broad array of exhibitions were presented, from Armin Hansen: The Artful Voyage, to the Carmel Art Association Juried Exhibition—which coincided with the Museum’s annual Art in Bloom event. Additionally, Community Gallery exhibitions and presentations of the collection continued to bring collaborative experiences and interactive activities to the MMA galleries. The Museum also launched Monterey Places, a permanent collection installation, which complemented a virtual gallery offering web-based interactive experiences—and the first exhibition of its kind for MMA.

Exhibitions and Presentations of the Collection

- Boys & Girls Clubs of Monterey County: The Marti Mulford Youth Arts Exhibit, May 22 – September 7, 2015
- Carmel Art Association Juried Exhibition, April 28 – May 30, 2016
- Insignias of Fort Ord: Art in Everyday Military Life, February 11 – April 18, 2016
- Lasting Impressions—Pedro De Lemos, April 28 – September 28, 2015
- MMA Pacific Street Reimagined: Selections from the Permanent Collection, January 23 – August 31, 2015
- Monterey Places, February 11 – August 29, 2016
- The 2016 Weston Scholarship Exhibition, May 12 – September 5, 2016

“For me, the Monterey Museum of Art is a spiritual place that acts as custodian of the arts for our community. The Museum represents the history and the future of Monterey, through the vehicle of art. In addition, it has opened its doors to everyone in the community, to enlighten and inspire both young and old.”

WARREN CHANG
Artist
Engaging the Community through Educational Experiences

Inspired by the art in our galleries, the Museum’s programs are developed to meet the diverse needs and interests of the Monterey County community. In 2015–2016, MMA enhanced and expanded several key programs for children and families, such as its free Family Days, as well as its School Visit Program. In addition to MMA’s ongoing programs for children and families, five new programs were offered, including Outside the Walls: A Celebration of Art and Community, Playdates for kids, Teen Ambassadors, Mini Masterpieces, and an Afternoon Art Club. The Museum also continued to offer engaging programs for its adult audiences, including scholarly lectures, an internship program, artist-led workshops, and musical performances. Additionally, interactive spaces within the MMA galleries continue to enhance all of the Museum’s exhibitions, programs, and events, with hands-on activities for all ages.

“We loved our School Visit and are so appreciative for the bus funding and the well organized and educational experience. Our students learned a lot, and are not only excited about art, but their confidence in their own creative strengths and interests is blossoming!”

JENIFER ALEXANDER
5th Grade Teacher, Ord Terrace Elementary School

The Monterey Museum of Art offers a range of K-12 programming that encourages critical thinking, collaboration, and interdisciplinary learning.
Education Highlights

MMA’s School Visit Program was expanded and provided 1,855 K-12 students with a new appreciation for art—a 32% increase in participation over the previous year. The curriculum for the School Visit Program supports connections to California State Visual Arts Standards and English Language Arts/Literacy Common Core Standards, and the program was expanded to include a curriculum that supports Next Generation Science Standards—centered around photography.

The Museum’s internship program provided valuable educational experiences in a professional museum environment for seven college interns—including six interns from CSUMB. Interns meaningfully contributed to projects across several departments, and were exposed to art museum best practices.

6,923 adult participants attended programs such as scholarly lectures, drop-in drawing classes, artist-led workshops, and musical performances.

“My daughter came away from camp with an excitement about art that I have never seen. The teachers were fantastic!”

CHRISTINE KELSO
Parent of Summer Art Camp Participant
Free Family Days continued to offer hands-on arts activities, scavenger hunts, and storytime to children and families, and each Family Day was enhanced with live music and performances. A total of 1,287 participants viewed and created art together in the Museum’s galleries and gardens. Additionally, MMA offered its very first off-site family-friendly event, Outside the Walls: A Celebration of Art and Community—increasing total family program attendance to 1,452 participants.

MMA’s first two Teen Ambassadors volunteered their time to help with summer art camps, the Afternoon Art Club, and with special research projects.

“My favorite teaching experiences are when I can help people connect with art for the first time. Their excitement is contagious, and I most often end up learning something new myself.”

ROXANNE O’WEGER
MMA Learning Coordinator

“I enjoyed the time I spent at MMA. Everyone there was very welcoming, and I learned a great deal. Thank you for the opportunity.”

DIXIE ALBERTSON
Intern, CSUMB

“My favorite teaching experiences are when I can help people connect with art for the first time. Their excitement is contagious, and I most often end up learning something new myself.”

ROXANNE O’WEGER
MMA Learning Coordinator

“I enjoyed the time I spent at MMA. Everyone there was very welcoming, and I learned a great deal. Thank you for the opportunity.”

DIXIE ALBERTSON
Intern, CSUMB
The Museum collaborated with local performers, artists, and community groups to offer its first off-site community arts festival—*Outside the Walls: A Celebration of Art and Community*. 
Creative Collaboration through Community Partnerships

MMA was proud to present collaborative programs and projects throughout the year, thanks to partnerships with Monterey County organizations, schools, and artists. The Museum continued to strengthen many existing partnerships, while collaborating with 13 new community partners—increasing total partnerships by 17% over the previous year. Collaborative projects ranged from community exhibitions, to programs and events.

**Partnership Highlights**

- Carmel Art Association
- California State University, Monterey Bay
- National Steinbeck Center
- Old Monterey Foundation
- Osher Lifelong Learning Institute
- Philip Glass’ Days and Nights Festival
- SpectorDance
- Tandy Beal and Company
- UC Master Gardeners of Monterey Bay
- Veterans Transition Center of Monterey County
- The Weston Collective

“We are grateful to the MMA team for the experience that our veterans had at the Museum. Our veterans were enthusiastic about their visit, and expressed utmost gratitude. Importantly, they were provided with an opportunity to express themselves in a healthy way. Thank you for supporting our veterans through art.”

ROBERT JURADO
Case Manager
Veterans Transition Center of Monterey County
Insignias of Fort Ord: Art in Everyday Military Life, a community exhibition, explored the visual language of Fort Ord as it exists today. The exhibition included original artwork by members of the Veterans Transition Center and members of the CSUMB community, as well as student films of veterans’ oral histories. Visitors also created and displayed personal insignias that symbolized their life, family, and community.

Our Partners
Arts Habitat
Big Sur Land Trust
Boys & Girls Clubs of Monterey County
California Association of Museums
Carmel Bach Festival
Carmel Belle
Carmel Woman’s Club
CASA of Monterey County
(Voices for Children)
Center for Photographic Art
City of Monterey
First Night Monterey
Food Bank for Monterey County
HER Helmet Thursdays
Listening Place
Lyceum of Monterey County
MEarth
Middlebury Institute of International Studies at Monterey
The Museum collaborated with local performers, artists, and community groups to offer its first off-site community arts festival—Outside the Walls: A Celebration of Art and Community. Outside the Walls took place at SpectorDance in Marina, and was a family-friendly festival that offered hands-on art activities, poetry readings, film screenings, dance, and musical performances.

MMA was also proud to showcase the next generation of Monterey County photographers through The 2016 Weston Scholarship Exhibition, organized by The Weston Collective. Established in 2004 by Gina and Kim Weston, The Weston Scholarship supports high school and college students studying fine art photography, in an effort to keep the traditional process of black and white fine art photography alive.
Visitorship, Digital Engagement, and Expanding Our Community Reach

The Museum’s annual attendance totaled 23,334 visitors—an increase in visitorship by 5% over the previous year. In addition to MMA’s education program offerings, the Museum organized many types of events and activities to provide visitors with additional opportunities to connect with art and community. Events such as Art in Bloom, exhibition receptions, and pop-up dinners provided visitors with festive art experiences. Interactive presentations of the collection such as Active Voice, along with in-gallery activities, also encouraged an ongoing dialogue about art. Additionally, MMA increased its digital presence through its social media channels, the Monterey Places virtual gallery, and a newly launched blog at montereyart.org/blog.

Art in Bloom welcomed 1,074 visitors over the course of four days, and offered activities that complemented the art-inspired floral designs on display.

Active Voice presented contemporary landscapes from the MMA collection, with a focus on community voices. It invited visitors of all ages to choose artworks that resonated with them, read responses by others, and write their own interpretive labels for the artworks.

Coinciding with Art in Bloom, the Museum collaborated with the Carmel Art Association (CAA) to present a special juried exhibition of CAA artist members.
Increasing Our Social and Digital Engagement

**Engagement**
2015–2016 audience engagement highlights compared to the previous year:
- Facebook engagement increased 71%
- Instagram engagement increased 62%
- Twitter engagement increased 209%

**Audience growth**
2015–2016 audience growth highlights compared to the previous year:
- Facebook fans grew by 1,371, a 29% increase
- Instagram followers grew by 800, a 169% increase
- Twitter followers grew by 188, a 23% increase
2015–2016 Social and Digital Engagement Highlights

Our Instagram posts received 6,254 engagements and averaged 4.91 engagements per follower.

Over 120 email campaigns resulted in 10,491 visits to our website, including 3,442 first-time visitors.

808,495 people viewed content associated with our Facebook page.

Google Grants raised our digital profile, resulting in 4.4 million ad impressions and 51,412 clicks to montereyart.org.

86,069 website visitors—a 19% increase compared to the previous year—viewed 287,098 pages at montereyart.org.

Twitter engagement increased by 209% compared to the previous year.

The Museum initiated the development of a new website, with the goal of providing visitors with a responsive, mobile-friendly experience.

95% of visitors to our website are from the United States, within that group, 85% are from California.

Facebook fans engaged with our posts 30,558 times by reacting, commenting, and sharing.
Membership Participation

Thanks to the support of MMA Members, the Museum is able to continue presenting exhibitions and programs of the highest quality to the community. Membership support also allows the Museum to continue caring for its collections—preserving a legacy for the future. The benefits to membership are many, including free admission to MMA, special invitations, and Member discounts on select programs and in the MMA store. In 2015–2016, the Museum offered several additional Member-only events, and Members were given special access to the Museum before and after normal operating hours.

Membership Highlights

• The Museum ended the fiscal year with over 2,000 Members of all levels
• Family memberships increased by 33% over the previous year
• Senior memberships increased by 18% over the previous year
• Art in Bloom Member incentives, offered for four days, encouraged 66 visitors to either join as a new member or renew their membership upon visiting

“MMA remains committed to making art experiences accessible to everyone, and continues to offer complimentary membership to full-time college and university students, and active military personnel.”

DEANNE GLASER
Advancement Manager and Board Liaison

Miniatures celebrates our local community of artists, all Museum Members, who generously donate original artwork in support of the Museum’s dynamic exhibitions and educational programs.
Donor Circle

Donor Circle Members show support by participating in membership at the Curator’s Circle level and above, and these Members enjoy special VIP events throughout the year. In 2015-2016, over 250 individuals were Donor Circle Members, and MMA saw an increase in Curator’s Circle memberships by 11% over the previous year. Donor Circle Members enjoyed a wide variety of benefits, including invitations to attend special trips, presentations, VIP exhibition openings and receptions, private tours, and much more.

Donor Circle Event Highlights

August 24, 2015
An evening at the Monterey Peninsula Country Club, featuring a presentation by Charlotte Eyerman, Ph.D.

August 27, 2015
Special day trip to San Francisco’s Legion of Honor, as well as the de Young for the J.M.W. Turner exhibition

October 1, 2015
VIP Opening for Miniatures 2015, offering a special preview of over 300 works of art

“\nI think MMA is an important, elegant, intimate art museum that stays true to its mission of representing art and artists from Central California.\n
SALLY LUCAS
MMA Donor Circle Member
January 13, 2016
An evening to toast the New Year, featuring a presentation by Miniatures and "Big Ticket" artist Joaquin Turner

April 27, 2016
VIP Opening for the Carmel Art Association Juried Exhibition and Art in Bloom 2016

November 14, 2015
Private tour of Armin Hansen: The Artful Voyage with Scott Shields, Ph.D.
Organizational budget $1.9 million

## REVENUE & SUPPORT

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<tr>
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<th>Percentage</th>
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<tr>
<td>Events</td>
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<td>Marble Fund Yield</td>
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<tr>
<td>Foundation Grants</td>
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<tr>
<td>Membership</td>
<td>14%</td>
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<tr>
<td>Earned Income</td>
<td>10%</td>
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**Less than 10%**
- 6% Investment Yield
- 3% Board Dues
- 2% Annual Fund
- 2% Sponsorship
- 1% Bequests
- 1% Corporate

**Revenue & Support Highlights**

The MMA’s 2016 Art in Bloom Gala helped the Museum raise a gross total of **$415,745** in support. The net total raised amounted to **$298,960** — a **19%** increase over the previous year’s net total. The Gala also received generous in-kind support, valued at **$65,188**.
EXPENSES

30% Management & Business Administration

21% Operations & Facilities

19% Fundraising & Events

11% Education

Less than 10%
- 8% Collections & Exhibitions
- 8% Marketing & Communications
- 3% Visitor Services & Museum Store

The Museum’s *Miniatures 2015* exhibition fundraiser raised 25% more in support than *Miniatures 2014*.

The 2015 Fall Fundraiser was also very successful, and total funds raised amounted to $41,200—a 63% increase over the previous year.

Total grant income increased by 22% over the previous year.
Docents generously provided over **672 hours** of service throughout the year, exceeding last year’s total by 77 hours.

**37 artists’ works** were showcased in the *Carmel Art Association Juried Exhibition*. There are almost 1,200 works in the Museum’s permanent collection by past and current members of the Association.

The Museum offered **2 pop-up dinners**—both featuring culinary delights inspired by the exhibitions on view.
Visitor attendance for the duration of *Miniatures 2015* reached **7,375 visitors**—close to twice as many visitors as *Miniatures 2014*.

The Museum successfully improved the quality of the gallery lighting at its Pacific Street location by replacing 170 standard light bulbs with **LED bulbs**—significantly reducing energy usage.

**213 visitors** participated in writing their own interpretive labels for *Active Voice*.
Strengthening Our Collection for Future Inspiration

MMA’s presentations of the collection provide the foundation for the Museum’s efforts to connect art and community. The Museum’s diverse programs, activities, and events are directly inspired by the art in the galleries—from contemporary to historic works. In 2015-2016 the Museum was honored to have accepted several gifts to the permanent collection. These gifts of art strengthen the collection, and will further the MMA mission by providing inspiration for future programs and experiences.

Warren Chang (1957–), *Lunch Break: Homage to Pyle*, 2013, Oil on canvas, 24 x 40 in. (60.96 x 101.6 cm), Museum Purchase with Collector’s Guild Funds, and partial gift of the artist and Winfield Gallery, 2016.009
New Acquisition Highlights

Emiko Nakano (1925–1990)
*Night Landscape*
1955
Oil on canvas
32 x 41 in. (81.28 x 104.14 cm)
Partial Gift of David D. Keaton
2016.002

June Felter (1919–)
*Still Life (Roses and Drawings)*
1965
Oil and charcoal on canvas
30 x 24 in. (76.2 x 60.96 cm)
Gift of Lynn Eudey
2016.005

Paul Whitman (1897–1950)
*Point Lobos Pines*
1929
Etching
17.75 x 13.75 in. (45.085 x 34.925 cm)
Gift of Joan Barton-Evans
2016.003.002
Fred Reichman (1925–2005)

Untitled

1951

Oil on panel

13.5 x 27 in. (34.29 x 68.58 cm)

Gift from the Estate of Jean Claire Bowman

2016.001

“It gave me great pleasure have these etchings as much as we community will enjoy these collection. We hope the Monterey Museum of Art Whitman etchings to the be joined with Whitman’s Whitman and it is now time for them to be joined with a century, and it is soon time our family has enjoyed. We hope the Monterey Museum of Art Whitman etchings to the Museum’s Whitman etchings to be enjoyed by the community.”

JOAN BARTON-EVANS

Art Donor
Acquisitions 2015–2016

Yousuf Karsh (1908–2002)

*Andy Warhol*
1979
Gelatin silver print
28 x 22 in. (71.12 x 55.88 cm)
Gift of Jerry Fielder and Daniel Campbell-Benson
2015.003.001

Jean-Louis Barrault
1949
Gelatin silver print
28 x 22 in. (71.12 x 55.88 cm)
Gift of Jerry Fielder and Daniel Campbell-Benson
2015.003.002

Alberto Giacometti
1965
Gelatin silver print
28 x 22 in. (71.12 x 55.88 cm)
Gift of Jerry Fielder and Daniel Campbell-Benson
2015.003.003

Martha Graham
1948
Gelatin silver print
28 x 22 in. (71.12 x 55.88 cm)
Gift of Jerry Fielder and Daniel Campbell-Benson
2015.003.004

François Mauriac
1949
Gelatin silver print
28 x 22 in. (71.12 x 55.88 cm)
Gift of Jerry Fielder and Daniel Campbell-Benson
2015.003.005

Man Ray
1965
Gelatin silver print
28 x 22 in. (71.12 x 55.88 cm)
Gift of Jerry Fielder and Daniel Campbell-Benson
2015.003.006

Tennessee Williams
1956
Gelatin silver print
28 x 22 in. (71.12 x 55.88 cm)
Gift of Jerry Fielder and Daniel Campbell-Benson
2015.003.007

Frank Lloyd Wright
1954
Gelatin silver print
22 x 28 in. (55.88 x 71.12 cm)
Gift of Jerry Fielder and Daniel Campbell-Benson
2015.003.008

Emiko Nakano (1925–1990)

*September Watercolor*
1958
Watercolor and charcoal on paper
20 x 24 in. (50.8 x 60.96 cm)
Gift of David and Jeanne Carlson
2015.006
David Ligare (1945–)
*Landscape with Crow*
1998
Oil on canvas
21 x 27 in. (53.34 x 68.58 cm)
Gift of the Dart Family
2015.007.001

*Untitled (Hyacinth)*
ca. 1992
Oil on canvas
11 x 9 in. (27.94 x 22.86 cm)
Gift of the Dart Family
2015.007.002

*Life/Strength/Stability*
2000
Oil on canvas
15 x 11 in. (38.1 x 27.94 cm)
Gift of the Dart Family
2015.007.003

Ansel Adams (1902–1984)
*Aspens, Northern, New Mexico*
1958 (printed ca. 1970s)
Gelatin silver print
18 x 22.25 in. (45.72 x 56.515 cm)
Gift of Margaret W. Weston
2015.008.001

*Monolith, Face of Half Dome, Yosemite*
1927 (1980s Museum set print)
Gelatin silver print
19.25 x 14.5 in. (48.895 x 36.83 cm)
Gift of Margaret W. Weston
2015.008.002

Fred Reichman (1925–2005)
*Untitled*
1951
Oil on panel
13.5 x 27 in. (34.29 x 68.58 cm)
Gift from the Estate of Jean Claire Bowman
2016.001

Emiko Nakano (1925–1990)
*Night Landscape*
1955
Oil on canvas
32 x 41 in. (81.28 x 104.14 cm)
Partial Gift of David D. Keaton
2016.002

Paul Whitman (1897–1950)
*Cannery Pier*
1929
Etching
17.75 x 13.75 in. (45.085 x 34.925 cm)
Gift of Joan Barton-Evans
2016.003.001

*Point Lobos Pines*
1929
Etching
17.75 x 13.75 in. (45.085 x 34.925 cm)
Gift of Joan Barton-Evans
2016.003.002
Acquisitions 2015–2016

June Felter (1919–)
Acrylic on canvas
54 x 54 in. (137.16 x 137.16 cm)
Gift of the artist
2016.004.001

Watercolor on paper
11 x 15 in. (27.94 x 38.1 cm)
Gift of the artist
2016.004.002

*Still Life (Roses and Drawings)* 1965
Oil and charcoal on canvas
30 x 24 in. (76.2 x 60.96 cm)
Gift of Lynn Eudey
2016.005

Adelie Landis Bischoff
(active 20th–21st c.)
*Seated Woman*
1960
Oil on canvas
42 x 34 in. (106.68 x 86.36 cm)
Gift of the artist
2016.006

Eugenia Francis McComas
(1886–1982)
*Untitled (landscape with mountains and palms)*
n.d.
Charcoal on paper
28 x 35 in. (71.12 x 88.9 cm)
Gift of the estate of Alice Dee Turpen Langford
2016.007.001

Francis McComas (1875–1938)
*Untitled (cliffs)*
n.d.
Graphite on gray paper
7 x 9.88 in. (17.78 x 25.095 cm)
Gift of the estate of Alice Dee Turpen Langford
2016.007.003
Frank Galuszka  
*(active 20th–21st c.)*  
*Golden Cliffs*  
n.d.  
Oil on canvas  
36 x 24 in. (91.44 x 60.96 cm)  
Gift of the Winfield Family  
2016.008

Warren Chang (1957–)  
*Lunch Break: Homage to Pyle*  
2013  
Oil on canvas  
24 x 40 in. (60.96 x 101.6 cm)  
Museum Purchase with Collector’s Guild Funds, and partial gift of the artist and Winfield Gallery  
2016.009

“Art is to be shared. Art is to be experienced. Art lives beyond our human lives.”

ROBIN BERRY  
Art Donor
A Warm Thank You to Our Supporters

The Monterey Museum of Art is extremely grateful for the generosity of our community, and we offer our heartfelt appreciation to all of our supporters. Community support allows the Museum to do its most important work—connect people with art and each other. Thank you to the following individuals and organizations for having contributed $1,000 or more between July 1, 2015 and June 30, 2016.

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Jane and John McCoy
Janet C. McDaniel
Jennifer and Joe Merenda
Noelle and Jeffrey Newman
Ronni Sarmanian
Chris and Michelle Stephens

“The Monterey Museum of Art offers many programs for those in our community who may have not had the opportunity to know how art can have a powerful, positive influence in their lives. Art enriches our lives in indescribable ways, and that is the reason we are happy to support the amazing Monterey Museum of Art.”

**MARGI AND BILL WIEST**
MMA Donor Circle Members
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Jessica and Todd Zander
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Community Foundation for Monterey County
The David and Lucile Packard Foundation
John H. Marble Endowment Fund of the Community Foundation for Monterey County
Monterey Peninsula Foundation, host of the AT&T Pebble Beach National Pro-Am

Corporate, Foundation, and Government ($15,000 – $49,999)
Frank and Judith Marshall Foundation
Louise M. Davies Foundation
Monterey County Weekly Community Fund of the Community Foundation for Monterey County

Corporate, Foundation, and Government ($10,000 – $14,999)
Bonhams
Kayne Anderson Rudnick Wealth Advisors
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“Albert Paley, our friend and artist honored at the Monterey Museum of Art’s fall fundraiser, summed it up best, ‘Art reflects our shared humanity.’”

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"I serve on the Board of Trustees because I am passionate about art and focused on supporting our Museum as we make a difference in the lives of children and adults from all over Monterey County. The Monterey Museum of Art is a treasure to our community, and represents a tremendous artistic legacy."

STEFANIE SKINNER
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* In Memoriam
2015–2016 Docents and Volunteers

The Museum would also like to thank its many docents and volunteers. In 2015–2016, docents and volunteers dedicated their time to a wide variety of projects, such as helping with children’s art workshops, free Family Day events, greeting and orienting visitors at gallery openings, as well as helping with administrative projects behind-the-scenes. An important part of the MMA family, docents and volunteers benefit from continuing art education, special docent and volunteer events, as well as being part of a team that is excited about expanding an appreciation for art.

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Many thanks to our donors, members, volunteers, and friends for your support!

Help MMA continue to enhance and expand visual arts programming

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