We are pleased to share this report about the Museum’s performance over the course of the last fiscal year. Our thanks to the tremendously dedicated Board of Trustees for their support of the Museum, as well as to all the Museum’s stakeholders and supporters. We are grateful to the many individuals, organizations, foundations, and corporations who contribute so much to the Museum as members, donors, and collaborators.

It is an exciting time at the Monterey Museum of Art as we celebrate our 55th anniversary and look to the future, guided by our mission. As a cultural leader committed to making a positive impact on the community, the Museum offers all audiences opportunities to make new discoveries through our collections, exhibitions, and programs.

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November 2014
Our Mission
The Monterey Museum of Art expands a passion for the visual arts and inspires appreciation of California art—past, present, and future.

Roi Partridge (1888-1984), *The Idle Crane*, 1921-22, etching, 6 x 6.88 inches, gift of Mr. and Mrs. Anthony White, 2013.026
Connecting with Art and Community

Exhibitions Overview 2013-2014

MMA Pacific Street

Bob Kolbrener: In Real Time, Celebrating Fifty Years in Photography
Define/self/—Exploring Female Identity
Hanga Reinvented: The Creative Print
Jules Tavernier: Artist and Adventurer
Miniatures 2013
Monterey Now: David Ligare
Monterey Now: Malin Lager
Portraits of Meiji Japan—Photography from the 1880s
Return to the Sea, Saltworks by Motoi Yamamoto

MMA La Mirada

Ansel Adams—Visions of Grandeur
Crossing the Bridge: Emiko Nakano—Abstract Landscapes
Extraordinary People—Portraits by Yousuf Karsh
From Dawn to Dusk: Gottardo Piazzoni’s Final Murals
Iconic Masterpieces of Early California Painting
In Process: Andrew Schoultz
SHIFT—Five Decades of Contemporary California Painting from
the collections of the Monterey Museum of Art and the Community
Hospital of the Monterey Peninsula

“Having grown up on the Monterey Peninsula, the Monterey Museum of Art has brought me pleasure and inspiration for most of my life. I have especially enjoyed the unique collections of photography and California paintings, but the Museum’s reach goes beyond what is on the walls. It brings the community together with lectures, workshops, children’s programs, and social events that encourage music, friendship and a shared love of the arts.”

– JERRY FIELDER

< Andrew Schoultz opening celebration at Monterey Museum of Art-La Mirada.
“Opportunities like the free Family Days provided by the Museum are an invaluable way to expose the next generation to art in a FUN, hands-on way!”

– MEGAN LAVOIE, FAMILY DAY PARTICIPANT

“From teaching a summer printmaking workshop to interacting with visitors in the galleries, I see firsthand the vital role that the museum plays in encouraging youth and engaging the community; staff at all levels are dedicated to this mission.”

– KIRSTEN HUNTLEY, MMA GALLERY GUIDE
Education Programs Highlights

1,332

Family Day participants
learned and played together in the galleries free of charge. Visitors of all ages enjoyed hands-on art projects, storytelling, scavenger hunts, and other activities as they discovered the rewards of engaging with works of art together. As we move forward, we will use audience feedback to continue to grow our free Family Days.

1,044

Adult participants engaged in lectures, demonstrations, art workshops, and other events. Adult programs take on a variety of formats. For example, local universities benefitted from the in-depth knowledge of our docents during gallery tours, and local classical choir I Cantori performed in our galleries. MMA changed its hours of operation this year, to include extended hours on Thursdays, allowing for an increase in programming opportunities. We are committed to continuously developing programming to stimulate thinking and delight the senses.

20

Students from La Paz Middle School benefited from a special Big Shot Camera education program provided by Guardian Stewardship, a non-profit foundation, in March. The hands-on workshop allowed students to build their own digital cameras, take photographs, and print their photographs at MMA. The Museum is honored to have been the first organization on the West Coast to provide this workshop to youth.

< Summer art camps for kids at Monterey Museum of Art-Pacific Street
Committed Docents and Volunteers play a critical role in helping the Museum to achieve its programming goals. Whether they are leading tours, assisting during events, or engaging with visitors in our galleries, Docents and Volunteers inform and enlighten. MMA encourages members of our community to become involved with the Museum in a volunteer capacity and experience the profound rewards of serving our community through the world of art.

K-12 students took part in our unique and vibrant school programs. These school programs bring students from all over Monterey County to explore art through interactive gallery tours and activities. Museum educators facilitate thoughtful discussions about works of art as well as hands-on art projects that bring fundamental art concepts to life. In some cases, MMA provides bus funding for classes that would not otherwise visit an art museum.

“Serving as a docent at the Monterey Museum of Art has been a privilege and a delight. The museum plays such a central role in the cultural life of the Monterey Peninsula and has provided me with so many wonderful experiences. I’ve been introduced to the museum’s extraordinary permanent collection, enjoyed the many traveling exhibitions it hosts, and have had the pleasure of meeting some of the talented artists who have produced the work. Best of all, I’ve had the opportunity to talk about art with many thoughtful, engaged visitors who have come from near and far.”

– JOHN A. GREENWALD, MMA BOARD OF TRUSTEES MEMBER AND DOCENT CHAIR, JULY 2014

< SHIFT—Five Decades of Contemporary California Painting, from the collections of the Monterey Museum of Art and the Community Hospital of the Monterey Peninsula
Majesty, 2014, acrylic on canvas, by Angela Bomarito of the Youth Arts Collective. Majesty was highlighted in Define/self—Exploring Female Identity, an exhibition presented in the Museum’s Community Gallery.
Our Community Partners

MMA is committed to cultivating partnerships and collaborative relationships with organizations throughout Monterey County through co-creating exhibitions, programs, and experiences in sustained, mutually beneficial ways. Through these partnerships, all organizations involved are able to capitalize on one another's strengths for the benefit of the community.

Carmel Music Society
City of Monterey
Community Hospital of the Monterey Peninsula
CSU Monterey Bay
Dorothy’s Place
First Night Monterey
I Cantori
Listening Place
Monterey Bay Aquarium
Monterey Food Bank
Monterey Institute of International Studies
Monterey Symphony
Pacific Grove Museum of Natural History
Youth Arts Collective
Youth Music Monterey Orchestra
Financial Highlights

Organizational Budget: $1.6M

Increased Education programs exceeded projected income by $8,500

Percentage increase in membership revenue over previous year: 6%

Percentage increase in merchandise sales resulting from improvements to the Museum Store: 25%
The Museum’s Art in Bloom Gala was tremendously successful, raising a net total of $230,000.

Art in Bloom Gala Honorary Chair Mona Zander, and Co-Chairs Ronda Eubanks and Stefanie Skinner

Photo courtesy of Kelli Uldall, Carmel Magazine
Visitorship

21,546 Visitors connected with art and community through diverse exhibitions and education programs. Our Miniatures 2013 Opening yielded our highest event attendance for the year, welcoming 712 visitors. The MMA website was visited 81,218 times by 56,561 people and those people viewed 219,053 pages. 3,591 Facebook users liked our Facebook page, a 43.47% increase from the previous year. 20 Couples held picturesque weddings at MMA La Mirada.

The Museum implemented a free membership program for college and university students and members of the military. Over 130 new students and members of the military have joined as members already.

In January, we offered more visitor-friendly hours, including Thursday evenings at MMA La Mirada and instituted free admission to children under 18.
Employment at MMA

The Museum employed **22** individuals this year:
- 16 full-time employees
- 6 part-time employees

**Key hires include:**
- Executive Director Charlotte Eyerman, Ph.D.
- Director of Education and Community Partnerships Ami Davis

The Museum invested in our employees by:
- Promoting six positions from within
- Changing five positions from part-time to full-time with benefits
- Encouraging professional development for all staff
- Increasing morale
Fun Facts

300 pounds of salt were used for *Return to the Sea, Saltworks* by Motoi Yamamoto

MMA La Mirada’s gardens are home to over 100 varieties of roses which bloom from mid-April through October.

The Museum recently installed 16 LED lights for *Monterey Now: Malin Lager*. The new LED lights outlast other light bulbs and save energy. With emerging technologies and the invention of the LED light, the incandescent light bulb is being phased out.

How you can help MMA continue to grow:
- Tell someone about MMA and the exhibitions and programs that we offer
- Become a member of the Museum
- Increase your giving
- Join the Legacy Society
- Connect with us and follow us on social media
2013-2014 Donors

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With our sincerest gratitude.
Your generous gifts make these transformative art experiences possible.

Beth Van Hoesen (1926-2010), Checked Suit (State II), 1968-70, etching, drypoint and aquatint, hand-colored with watercolor and gouache, 21.25 x 13.75 inches, Gift of the E. Mark Adams and Beth Van Hoesen Adams Trust, 2013.002.008. © E. Mark Adams and Beth Van Hoesen Adams Trust

For Monterey Museum of Art’s Annual Report 2012-2013 please visit montereyart.org
On the Cover
David Ligare (b. 1945), *Untitled (Seascape)*, 2003, oil on canvas, Museum Purchase. Funds provided by the Collector’s Guild Acquisition Fund in honor of the Museum’s 50th Anniversary, 2009.8