



Museum of Riverside Board Memorandum

City of Arts & Innovation

TO: MUSEUM OF RIVERSIDE BOARD **DATE: FEBRUARY 26, 2020**
FROM: MUSEUM DEPARTMENT
SUBJECT: UPDATE REGARDING MUSEUM PARTICIPATION IN INSECT FAIR 2020

ISSUE:

Receive and file an update regarding Museum participation in Insect Fair 2020.

RECOMMENDATION:

That the Museum of Riverside Board receive and file an update regarding Museum participation in Insect Fair 2020.

BACKGROUND:

Insect Fair originated with the then named Riverside Metropolitan Museum in April 2015. It was launched as an educational fair in collaboration with the University of California, Riverside (UCR) graduate entomology students to give the community the opportunity to learn how insects impact our lives. The Insect Fair features booths, crafts and learning tools, books and other wares, and experts to answer insect-related questions.

Logistical coordination of Insect Fair shifted to Arts & Culture when the division split from the Museum Department in 2017 and returned to the Community and Economic Development Department. The Museum continues to host a butterfly tent and an additional insect activity booth, where visitors can experience live encounters.

DISCUSSION:

The 6th Annual Insect Fair is scheduled to take place, as in prior years, on Mission Inn Avenue, in front of the downtown Museum and current Main Library sites on Saturday, April 25, 2020 from 10:00 a.m. to 4:00 p.m. The Museum will host a butterfly tent, where visitors can walk through a tent filled with live butterflies, as well as an additional activity booth.

Museum staff participating in the event in 2019 identified several areas where improvements could be made in the visitor experience for the portion of the event under the Museum's oversight. Examples include:

1. Move Museum's portions of the event to be physically contiguous
2. Solicit additional volunteer assistance

3. Obtain a larger butterfly tent
4. Install educational content along the waiting line for the butterfly tent
5. Improve butterfly tent ticketing process
6. Improve and customize Museum booth appearance
7. Install event information and/or banner on Museum building

Staff plan to implement many of the potential improvements identified in 2019.

Volunteer opportunities exist to help staff on the day of this event on April 25, 2020. Contact Education Curator Teresa Woodard to indicate interest (twoodard@riversideca.gov or 951-826-5129). Two- or three-hour shifts are anticipated.

FISCAL IMPACT:

There is no fiscal impact associated with this report.

Prepared by:	Robyn G. Peterson, Ph.D., Museum Director
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