Township of Holmdel

Holmdel, NJ

Mayor Gregory Buontempo

Pledge Summary

Holmdel Township is a township in Monmouth County, New Jersey. The township is centrally located in the Raritan Valley region, being within the regional and cultural influence of the Raritan Bayshore. The population is 17,000 we are home to 7 township parks. We are committed to open space, and preserving the natural landscape of the town. We are looking forward to doing what we can to help increase the population of the Monarch butterfly!

Action Items Committed for 2021

Communications and Convening

- Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must incorporate a focus on monarch conservation.
- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

Systems Change

- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).

Program and Demonstration Gardens

- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Domenico "DJ" Luccarelli	2023	3/29/2023	
Mayor Gregory Buontempo	2022	3/14/2022	Leadership Circle
Mayor Gregory Buontempo	2021	4/12/2021	Signatories

Action Items

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In total, how many acres of monarch habitat have been created in your city in the last 12 months? Please limit your answer to only the number of acres in the answer field below (e.g., 3). Note: 1 acre = roughly the size of a football field.

.25

What was your community's motivation for taking and continuing to work on the Mayors' Monarch Pledge?

To help by information, and action, to maintain and grow the butterfly population

What resources have been most helpful to you thus far and what new resources would you like to see to help meet your goals? What resources would be useful to help expand equitable engagement in community processes and access to high-quality, usable nature?

The internet has been our main source of information

In total, how many individuals have been reached through the Mayors' Monarch Pledge in your community this year (Jan-Dec)? Please limit your answer to only the number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

500

Where was the habitat created this year? Example locations may include residences, schools, places of worship, rights-of-way, roadsides, community gardens, shared public spaces, and more.

Community Garden, Town Hall, individual residences

How are you leveraging the Mayors' Monarch Pledge program to engage marginalized communities, such as low-income communities or communities of color?

Along with our pledge, information, and action, we gave out 200 free packets of milkweed seeds.

Of the total number of individuals engaged, how many youth (0-18) were reached through the Mayors' Monarch Pledge in your community this year (Jan. - Dec.)? If none, please write 0." (Enter WHOLE NUMBERS only.)

200 youths 300 adults

What else should we know about your monarch butterfly conservation efforts over the last year?

By engaging and educating local scout troops, and garden clubs we were able to spread the word (and seeds) to enthusiastic gardeners and environmentalist's!!

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Selected Action Items

Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat. This proclamation must incorporate a focus on monarch conservation.

Date of Proclamation:

July 13th, 2021

Title of Proclamation (i.e. – Monarch Day or Pollinator Week):

Mayor's Monarch Pledge - Holmdel Township

Upload a copy of your proclamation.

Mayor's Monarch Pledge.pdf

Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

Please describe the groups you engaged with and how you engaged with these groups below.

In Holmdel Township, we engaged the following groups: The Community Garden Club, Holmdel Girl Scouts, Holmdel Boy Scouts and the Holmdel Half Century Club (senior club). Butterfly bushes were planted and maintained in our community garden and around our senior center.

Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.

Where is the demonstration garden located and how does this location relate to the cultural significance of the monarch (if relevant)? (Please provide an address or coordinates, if possible)

6 Crawfords Corner Road, Holmdel NJ 07733.

What community organizations, groups, or leaders (if any) did you partner with or engage to complete this effort?

We partnered with the Holmdel Community Garden Club, the Holmdel Girl Scouts and the Holmdel Boy Scouts to promote a town-wide initiative to educate the citizens about the importance of the Monarch Butterfly. We encouraged all residents to plant Milkweed and handed out Milkweed Seeds at a community event.

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Upload any relevant documents, images, or other attachments related to your effort on this action.

Fun Facts About Monarch Butterflies.pdf

Upload any relevant documents, images, or other attachments related to your effort on this action.

Milkweed Handout for Monarch Butterflies.pdf

What is the size of the demonstration garden (in acres)? Please limit your answer to only the number of acres in the answer field below (e.g., 0.5 acres). For reference, 1 acre = 43,560 square feet and is about the size of a football field without the end zones. Note: 1 acre = roughly the size of a football field.

0.25

Add or maintain native milkweed and nectar-producing plants in gardens in the community.

How many plants were planted? (Enter WHOLE NUMBERS only)

10

Upload any relevant documents, images, or other attachments related to your effort on this action.

Girl Scouts Planting.jpeg

Please describe your effort in completing this action.

We coordinated with the Community Garden Club and the Holmdel Girl Scouts to plant and maintain milkweed and flowers in the Community Garden along with the Senior Center. We also have a 144 acre park (Bayonet Farm) where we maintain existing milkweed plants, careful that they are not removed or mistaken for "weeds"

What community organizations, groups, or leaders (if any) did you partner with or engage to complete this effort?

The Community Garden Club and the Holmdel Girl Scouts, Boy Scouts, Public Works, social media

Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).

What community organizations, groups, or leaders (if any) did you partner with or engage to complete this effort?

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Department of Public Works

If this action is In Progress, please describe your progress and a target date when you plan to complete action.

A conversation was started with the Holmdel Township Department of Public Works to remove Milkweed from the List of Noxious Plants. To date, this is still an ongoing effort and is in progress.

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

in progress

If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

in progress

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