Brady

Brady, TX

Mayor Anthony Groves

Pledge Summary

Brady is a small city in Central Texas with a population of over 5,000, ideally located in the center of Texas portion of the Monarch Flyway where in the last days of September, monarchs from Canada and the Northeast are funneled south into Mexico. Brady is also home to a butterfly and hummingbird garden that contains native plants, shrubs, and milkweeds and is adjacent to a 3/4 mile walking trail along the beautiful Brady Creek. brady Mayor, Anthony Groves, has committed to saving the monarch butterfly and other pollinators with his signing of the Mayor's Monarch Pledge and looks forward to engaging residents in building more pollinator habitats throughout the city.

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.
- Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you have community members who speak a language other than English, we encourage you to also communicate in that language; Champion Pledges must communicate in that language.)
- Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.
- Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- 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

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Mayor Name	Program Year	Pledge Date	Achievement
Mayor Anthony Groves	2022	1/14/2022	Signatories
Mayor Anthony Groves	2021	4/21/2021	Leadership Circle

Action Items

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.).

2738

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.)

301 youth and 2437 adults

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.

.01

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.

Parks, Residences, Rehabilitation/Nursing Center, Roadsides, Containers

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

Brady is classified as an economically distressed area and we are a widely diverse area of color. All our efforts support the whole community and the whole region of the Monarch Butterfly and other pollinators. All programs were free of charge.

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

Believe saving monarch butterflies and other pollinators is a worthy cause and even more an essential effort for our future.

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

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help expand equitable engagement in community processes and access to high-quality, usable nature?

Proclamation Template for Mayors' Monarch Pledge Day, How-To Manual for Mayors' Monarch Pledge Online Platform, and the Monthly Newsletters

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

We have held educational programs targeted for HeadStart, Pre-K to 2nd graders, 3rd to 5th graders, and 6th to 8th graders. Plus events to inform adults. The Central Texas Master Gardeners Association has been very involved in our monarch butterfly conservation efforts.

Selected Action Items

Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

How many community organizations and groups participated? Please list them below.

The City of Brady and it's employees

Please describe the extent of engagement with these groups and revisions/maintenance implemented for mowing or planting programs.

Established mowing practices to protect milkweed and pollinator plants.

Host or support a native seed or plant sale, giveaway or swap.

How many plants were sold and/or given away at your event? (Enter WHOLE NUMBERS only)

340

How many people attended your event? (Enter WHOLE NUMBERS only)

104

What community organizations, groups, or leaders (if any) did you partner with or engage to host the event?

Central Texas Master Gardeners Association and Texas A&M AgriLife Extension Service

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

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

Butterfly and Hummingbird Garden Brochure.pdf

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)

E.O. Martin Park, 305 Memory Lane, Brady Texas

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

Central Texas Master Gardeners Association and the City of Brady

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.

.07

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

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

Central Texas Master Gardeners Association

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

60

Please describe your effort in completing this action.

Maintained Hummingbird and Butterfly Garden, designated as Monarch Waystation #11349 on 7/21/2015. The garden has 6 varieties of milkweed: Antelope Horns Milkweed, Butterflyweed, Zizotes Milkweed, Texas Milkweed, Showy Milkweed, and Green Milkweed. Replacement milkweed and nectar plants were added as needed. Added new flowerbeds and plants to attract butterflies and other pollinators at Brady West Rehabilitation and Nursing Center. Added new nectar plants at the EarthKind Demonstration Garden.

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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:

May 24, 2021

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

Mayors' Monarch Pledge Day

Upload a copy of your proclamation.

Brady 2021 MayorsMonarchPledge Proclamation.docx

Upload a copy of your proclamation.

Brady Proclamation & Activities Article May-26.pdf

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other long-standing and influential community leaders) to support monarch butterfly conservation.

How many community organizations and groups participated? Please list them below.

Eight: Central Texas Master Gardeners Association, Heart of Texas Garden Club, Brady Middle School art classes, Rochelle Middle School, Lohn Middle School, Brady West Rehabilitation and Nursing Center, KNEL Radio Morning Show, and Brady Standard Herald newspaper.

Please describe the extent of engagement with these groups and their monarch butterfly conservation efforts.

The Central Texas Master Gardeners Association made significant contributions coordinating public awareness efforts, plus held many of their own educational programs and events. Heart of Texas Garden Club sponsored a Monarch butterfly lecture from an out of town speaker. The 3 middle schools participated in the art contest and show and was coordinated with a study of the life cycle of the Monarch butterflies. Brady West Rehabilitation bought potting soil and mulch for use in their pots and flower beds. KNEL and Brady Standard Herald broadcast and published articles on our informative and educational programs and events.

Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

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

Paint-A-Monarch Event Flyer 2021.pdf

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

Young artists & Paint-A-Monarch Article Oct-13.pdf

What community organizations, groups, or leaders (if any) did you partner with or engage to host the event?

Central Texas Master Gardeners Association and 3 local Middle Schools.

How many individuals were engaged in this effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 50).

300

Please describe the community art project that was implemented in your community and how it contributed to cultural awareness and recognition (e.g., number of art installations, type of art).

To raise awareness of the Monarch butterflies in our community, a local metal artist created a Monarch butterfly sculpture for the public butterfly garden and we hosted two art related activities. One was an art contest/show open to students in the 6th, 7th and 8th grades. We coordinated with the art teacher at Brady middle school and the science teachers at the two small county schools. Teachers at these schools coordinated this with lessons on the life cycle of the butterflies. To facilitate this, we donated a poster of the life cycle of the Monarch butterfly to each school. We had over 100 entries to our show, which is quite a large number for a county as small as ours. Ribbons and certificates were awarded to students for outstanding work; the best of each school was given a cash prize. Artwork was displayed at the Texas A&M AgriLife Office. For interested people of all ages we sponsored a 'Paint a Monarch' session. We brought in an art instructor from a larger town to lead participants in painting Monarch butterflies. During the session CTMGA members told the group different facts about the butterflies. It was an enjoyable and educational experience.

Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you have community members who speak a language other than English, we encourage you to also communicate in that language; Champion Pledges must communicate in that language.)

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Monarch Information Booth 2021-June-05.jpg

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

Monarch Life Cycle Article 2021-June-02.pdf

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

Making a monarch garden Article June-23.pdf

Please describe the methods of public communication below (e.g., printed materials, social media, print media).

Printed materials, social media, newspaper articles, radio announcements, and educational presentations.

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