Town of Melita

Melita, MB

Mayor William Holden

Pledge Summary

Melita is a town located in the southwestern corner of the Canadian province of Manitoba. It is surrounded by the Municipality of Two Borders and occupies a bend of the Souris River. Located along PTH 3 and 83. With a population of ~1,000 residents we are a community working together to help create new habitat for Monarchs and to help them in any way we can. Being a part of the Mayoral Monarch Pledge program is very important to us and we look forward to continue to be a part of it for the years to come!

Action Items Committed for 2021

Communications and Convening

- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.
- 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.)
- Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.
- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

Program and Demonstration Gardens

- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.
- Host or support a native seed or plant sale, giveaway or swap.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Facilitate or support a milkweed seed collection and propagation effort.

Past Pledge Archive

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Mayor Name	Program Year	Pledge Date	Achievement
Mayor William Holden	2024	3/22/2024	
Mayor William Holden	2023	3/30/2023	Leadership Circle
Mayor William Holden	2022	4/1/2022	Leadership Circle
Mayor William Holden	2021	12/17/2020	Signatories

Action Items

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.

.5

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

The name "Melita" is derived from the old Greek name name "Malta" short for "bee, honey" so we want to help focus on pollinators and Monarchs need as much help as they can get!

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?

We have a large amount of local farmland and farmers who understand the habitat of Monarchs and the importance of Milkweed and continue to support our goals to increase the Monach Population by allowing Milkweed to grow where it is not a detriment to local economical growth.

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.).

75

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.

We have planters on mainstreet that were planted with an Asclepias Tuberosa, and surrounding areas (mostly roadways) filled with Asclepias Syriaca and Incranta.

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

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We are a very rural area community of less than 2,000 population, our annual income is moderate to low income on average. Our community engages everyone within the community and area regardless of social status to promote the increase in habitat and awareness of the Monarch Butterfly species.

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.)

Youth are a very engaged focus of our efforts, we provide free zoom presentations to schools and also promote classes to participate in our free milkweed seed giveaways. Also we have initiatives to engage elderly communities to help increase awareness for Monarch Butterflies, i.e our Monarch Lodge program found at MonarchHomestead.ca

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

We have hosted over 5 zoom presentations to not only classrooms within our region but across the Canadian Prairies (Sask, and Alberta provinces) we have continued our Monarch Lodge program within the City of Brandon and have engaged our local Retirement Community (Melita Lodge) to become our next official Monarch Lodge partner. We have also worked with local farmers to identify high risk areas for Monarchs where Milkweed is sprayed or cut and have rescued Many Monarch eggs and larva from these areas and provided them new homes with food in the Canadian Prairies to be raised and release in an active engagement Project.

Selected Action Items

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.)

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

Worked with local citizens to provide a Milkweed species that is not currently listed on provincial legislation as a Noxious Weed. Provide moderate costing Milkweed alternatives to plant as well as free Milkweed seed giveaways from seed obtained from local growers and native grasslands where Milkweed was found (Asclepias Incarnate, Asclepias Ovaliflia, and Asclepias Tuberosa)

Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.

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Please describe the process to create the strategy , the strategy goals and content, and/or results of implementation. Please also identify who was engaged in this process, what partnerships were established, and how you engaged these groups. Provide a link, if possible.

We have engaged our local retirement Community at Melita Lodge (Antler River Retirement Community) to become an official Monarch Lodge partner for the 2022 year. We will have local volunteers provide Milkweed plants to their local garden spots, as well as introducing and training residents into the caretaking of Monarchs and Milkweed plants.

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

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).

We were able to plant a new species of Milkweed Tuberosa (hello yellow) in our town plants on mainstreet. While this variant proved to be robust, it did not yield as great a habitat for Monarchs as we had hoped, resulting in maybe 1-2 caterpillars observed feeding on the leaves.

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

We partnered with Melita's Green Team to plant the Hello Yellow milkweed plants in the town planters.

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).

4

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

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

12

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

We host a free Mail-order free milkweed seed giveaway, engaging many local towns and communities along with out of region schools, towns, and organizations that wish to have either locally harvest Asclepias Incarnata, Tuberosa, or Ovalifolia seeds shipped to them as long as they provid us with a pre-stamped and addressed envelope mailed to PO BOX 1017, MELITA, MB R0M 1L0.

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

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

We have sold over 10 plants this season of Asclepias Tuberosa (Hello Yellow Variant) this year, but over 12 envelopes of Milkweed seeds have been sent out.

Facilitate or support a milkweed seed collection and propagation effort.

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

12

Please describe the milkweed seed collection and propagation effort that you hosted.

Same as above, we host a year round native seed giveaway by mail order.

What species were collected or propagated?

We collected and mailed out Asclepias Tuberosa, Incarnata, and Ovilofolia.

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

Many rural school organizations and Bee City Brandon we will be working with to increase Monarch Habitat using our locally gathered seed inventory.

Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.

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

The Monarch Butterfly!.pptx

Please describe the community science program that you supported or initiated. Provide a link to any relevant programs, if possible.

We have provided free Zoom presentations for classrooms across the Canadian Prairies for any classes interested in learning about Monarch Butterflies, we have also provided late season Monarchs in 3rd or 4th instar stage to classrooms to learn about the life cycle of Monarchs and hosted an in person presentation to Melita Early Learning Center about Monarchs and release 10 Monarch Butterflies in September.

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How many estimated individuals participated in your community science effort? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 150).

70

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

Melita Early Learning Center, Fort La Bosse School Division, SouthWest Horizon School Division, Antler River Retirement Community.

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

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

12

Please describe your effort in completing this action.

We partnered with Melita Green Team to have a Milkweed plant in each flower planter on Mainstreet.

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

Melita Green Team

Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.

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

Due to COVID Restrictions we had to delay our Monarch Homecoming Festival to 2022

How many estimated individuals attended the event? Please limit your answer to only the number of individuals reached in the answer field ((Enter WHOLE NUMBERS only), e.g. 500)

0

Please describe the details of your monarch butterfly festival and how you ensured the event was accessible by all residents in the community (e.g., events, length, notable successes, outreach, location).

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COVID-19 Regulations in place, we postponed this event to 2022

What was the date of your festival?

To be hosted the 1st Saturday in June of every year.

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.

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

We partnered with our local gardening group to plant Butterfly Milkweed in our town planters on Main street, along with working with local farmers and garden enthusiasts to identify places where milkweed would be suitable to grow, or leave growing if it is already established. We have also started identifying local native nectar yielding plants that are pollinator favorites and have gathered seeds from them to try and grow the next year, some of these seeds include Golden Rod, Blazing Star, Purple Coneflower, and Wild Bergamot.

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