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 2022

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 community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- 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.
- Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.
- 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.
- Facilitate or support a milkweed seed collection and propagation effort.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Convert vacant lots to monarch habitat.
- Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and

Created with the DynamicPDF Essentials Edition. [u681:v1.14.0.49966]

pollinator-friendly native nectar plants (i.e., National Wildlife Federation's Schoolyard Habitats program and Monarch Mission curriculum).
- Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).
- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.
- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- 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.
- Display educational signage at monarch gardens and pollinator habitat.

Past Pledge Archive

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 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.).

50

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.)

20 youth and 30 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.

.2

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

Created with the DynamicPDF Essentials Edition. [u681:v1.14.0.49966]

public spaces, and more.

residence gardens

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

we have hosted free events for attendance to everyone, and provide free milkweed seeds to help people plant their own milkweed plant habitats

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

Monarch Butterflies frequent our area regularly and we strive to keep that going for our community's 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 help expand equitable engagement in community processes and access to high-quality, usable nature?

MonarchWatch.org has been a great resource to help us provide information to interested parties.

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

We have identified and gathered native milkweed seeds (ovalifolia) from the area surrounding our town.

Selected Action Items

Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

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

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

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

Created with the DynamicPDF Essentials Edition. [u681:v1.14.0.49966]

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)

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

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.

Convert vacant lots to monarch habitat.

Where is the monarch habitat located? (Please provide an address, if possible)

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

What is the total acreage of land that has been converted? Please limit your answer to only the number of acres in the answer field below (e.g., 2 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.

How many lots were converted to monarch habitat? Please limit your answer to only the number of lots in the answer field below (e.g., 3)

Please describe when the lots were converted to monarch habitat and the planned maintenance schedule.

Launch or maintain an outdoor education program(s) (e.g., at schools, after-school programs, community centers and groups) that builds awareness and creates habitat by engaging students, educators, and the community in planting native milkweed and pollinator-friendly native nectar plants (i.e., National Wildlife Federation’s Schoolyard Habitats program and Monarch Mission curriculum).

What program was launched or maintained to complete this effort? If you are involved with another National Wildlife Federation program, please mention that below. (Please include a link to the program, if possible)

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"? (Enter WHOLE NUMBERS only)

Please list the names of the schools you are working with.

Created with the DynamicPDF Essentials Edition. [u681:v1.14.0.49966]

What resources, if any, are you providing to educators?

How many students and educators would you estimate are being reached? Please limit your answer to only number of adults and youths engaged in the answer field (e.g., 200 students and 20 educators).

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

How many acres of monarch and pollinator habitat have been planted through this effort? 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.

What is the maintenance schedule to ensure planted habitat is maintained?

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?

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

Please describe your effort in completing this action.

Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.

Please describe the extent of revisions or maintenance to invasive species removal programs, as well as the practices or techniques used to remove the invasive plants.

Display educational signage at monarch gardens and pollinator habitat.

How many garden signs are being displayed and where are they located? (Enter WHOLE NUMBERS only)

Please describe the educational information on the sign(s), and provide any links to externally purchased sign(s).

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

Created with the DynamicPDF Essentials Edition. [u681:v1.14.0.49966]

incorporate a focus on monarch conservation.

Date of Proclamation:

Proclamation was made March 8th, 2022

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

Monarch Butterfly Day - June 4th, 2022

Upload a copy of your proclamation.

mayor pledge.jpg

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).

Monarch Homestead launched a couple campaigns using facebook ads to advertise free milkweed seeds and to encourage residents to plant their own native pollinator friendly gardens including the use of milkweed. www.facebook.com/MelitaMonarchs

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

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

monarchs on main 2022.jpg

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

Monarch Homestead worked with our local gardening group to provide Milkweed to the Town for use on our Mainstreet planters, dubbed Project "Monarchs on Main". We planted 10 Asclepias Tuberosa plants in 10 separate planters for the season. https://www.facebook.com/MelitaMonarchs/photos/6364687130214709

Engage with gardening leaders and partners (e.g., Master Naturalists, Master Gardeners, Nature Centers, Native Plant Society Chapters , other

Created with the DynamicPDF Essentials Edition. [u681:v1.14.0.49966]

long-standing and influential community leaders) to support monarch butterfly conservation.

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

Riding Mountain National Park 2022.jpg

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

Main group we worked with on this project was the Friends of Riding Mountain National Park

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

Monarch Homestead presented an "intro to Monarchs" class in Riding Mountain National Park to encourage class attendees to plant more Milkweed, and also had interested attendees sign a petition to remove all Milkweed from Manitoba's Noxious Weed's list. A musician followed up with a very educative song about Monarchs and their connection with Milkweed.

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

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

Monarch Sign.jpg

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

Worked with Off 83 Design Co. - Stephanie Jones

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

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 have one moveable mural that can be moved from place to place to encourage residents to take their picture in front of when visiting Melita or attending our Monarch

Created with the DynamicPDF Essentials Edition. [u681:v1.14.0.49966]

Homecoming Festival in Melita. Having people take their pictures and posting a hashtag #MonarchHomestead will direct people to our group and introduce them to the info we share.

Facilitate or support a milkweed seed collection and propagation effort.

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

ovalifolia seed pods.jpg

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

2

What species were collected or propagated?

Asclepias Ovalifolia

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

n/a

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

We managed to collect over 50 Oval-leaved Milkweed pods from various locations just outside our town. They will be cold stratified through the winter and propagated and sold/given away to raise funds and awareness for Monarchs and our Monarch Homecoming Festival.

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

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

seed giveaways 2022.jpg

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

30 plants sold 26 packets of seeds given away

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

10

Created with the DynamicPDF Essentials Edition. [u681:v1.14.0.49966]

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

n/a

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.

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

Monarch Festival 2022.jpg

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

Monarch Festival 2022 1.jpg

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)

60

What was the date of your festival?

June 4th, 2022

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

Manitoba Burrowing Owl Society, Manitoba Archaeological Society, Town Residents helped Volunteer

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).

Our event was outside on level grass ground accessible by road or walking distance from the town itself. There were no stairs and washrooms were accessible for all. It ran from 12:00-PM to 9:00-PM with kid friendly entertainment and crafts, along with a craft sale and info booths from Manitoba Burrowing Owl Society and Manitoba Archaeological Society.

Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation’s Community Wildlife Habitat program).

Created with the DynamicPDF Essentials Edition. [u681:v1.14.0.49966]

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

Town of Melita - Manitoba Chimney Swift Initiative

What program was launched or maintained to complete this effort? (Please include a link to the program, if possible)

as of 2015 we continue to be a known habitat for the Chimney Swift Bird Species, with 5 recorded nesting sites in our town proximity.
https://www.mbchimneyswift.com/Documents/2021_database.pdf

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

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).

5

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

n/a

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

We participate and instruct/encourage people to report their findings of first milkweed sightings and Monarch sightings to JourneyNorth.org mapping site.
https://journeynorth.org/

Created with the DynamicPDF Essentials Edition. [u681:v1.14.0.49966]