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 2023

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.
- 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.
- 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.
- 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

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awareness and recognition.

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.).

100

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.)

25 youth, 75 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.

0.2

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.

residence gardens and creek banks

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?

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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. Along with JourneyNorth.org to record and report Monarch related sightings.

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

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

Selected Action Items

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.

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)

What was the date of your festival?

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

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).

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:

Proclamation was made March 8th, 2022

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

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Monarch Day is the 1st Saturday in June of every year

Upload a copy of your proclamation.

Town Logo.png

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).

We use our social media page at www.facebook.com/melitamonarchs to inform our community members on planting safe native milkweed species to help increase the habitat for Monarch Butterflies.

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.

We were interviewed by "The Gardener" magazine on our town's accomplishments and the importance of Milkweed for Monarchs' habitat in the Canadian Prairies. https://gardenermagazine.ca/contact-us

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

The reach of this magazine will help influence many hobbyists and professionals to include Milkweed in their gardening designs to increase the habitat for Monarchs.

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.

milkweed sales.png

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

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We worked with our local school and provided seeds and purchased their Milkweed seedlings to use in the Mainstreet town planters, we also sold extra plants to provide more funding for their greenhouse initiatives for the following year.

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

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

monarchs on main.png

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

Melita Green Team

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

10

Please describe your effort in completing this action.

Every year we donate 10 Milkweed plants to the green team in Melita, which they then plant in cement planters on mainstreet along with other nectar producing plants, it is a project 3 years old now and dubbed "Monarchs on main".

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)

20 packets to 1 purchaser and over 15 envelopes mailed out through our free milkweed seed giveaway mail program

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

0

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

0

Facilitate or support a milkweed seed collection and propagation effort.

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

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2

What species were collected or propagated?

Asclepias Ovalifolia, Asclepias Incarnata, Asclepias Verticillata

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

0

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

We drove through the countryside and located patches of the 3 milkweed species listed above in the fall and harvested open seed pods with mature seeds. These seeds will be cold stratified and used in sales/giveaways in the 2024 season.

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.

buttterfly yoga.png

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

Partnered with Banana Days Festival and Lisa Bird

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).

20

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).

With Lisa Bird as our yoga instructor we were able to host a Monarch yoga experience. We had two groups of 10 people perform yoga with a Monarch Butterfly at each mat to be released upon completion, along with the chance to take home a milkweed plant afterwards for their own gardens.

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

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

journey north.png

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).

40

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

Journey North

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

We use the Journey North website to report our sightings of Milkweed growth, and first sightings of Monarchs in our area, and promote the use of it through our facebook page for others to report their findings.

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).

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

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. The chimney Swift program requires us to maintain and monitor over 4 existing known chimney Swift nesting locations across the town, and report any activity observed such as successful nesting/roosting, and any fledglings.

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