Town of Montreat

Montreat, NC

Mayor Tim Helms

Pledge Summary

Montreat is a Town in Western North Carolina nestled at the foot of Greybeard Mountain and surrounded by the Blue Ridge Mountains. Montreat is blessed with a great variety of flora and fauna, gently flowing streams and waterfalls and gorgeous mountain vistas. Mayor Helms of Montreat, NC has committed to saving the monarch butterfly and other pollinators with their signing of the Mayor's Monarch Pledge and looks forward to engaging residents in building more pollinator habitats throughout the Town.

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.

Program and Demonstration Gardens

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

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Tim Helms	2023	2/8/2023	
Mayor Tim Helms	2022	3/17/2022	Leadership Circle
Mayor Tim Helms	2021	1/13/2021	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.).

200

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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 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 public spaces, and more.

residences and Town Hall

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

We do not have marginalized communities in Montreat

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

Really believe in the program

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 website and reminder emails are very helpful

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

Look forward to a new year

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:

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02/11/2021

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

[Untitled]_20210219092611 57.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.

The Town of Montreat engages, through community individuals and through its own pocket park/rain-garden at the new Town of Montreat Town Hall, with community garden and beautification groups and urges the planting of native plants and plants hospitable for monarchs. Individuals from Montreat interact with the Black Mountain Beautification Committee in neighboring Town of Black Mountain. Through the Montreat Landcare Committee, which is an advisory group to the Town of Montreat and to which, in the current and prior years, the Town of Montreat commits financial support, there is intense focus in Montreat on the control of invasive plants, maintenance of the health of waterways (Flat Creek and its tributaries), and encouragement of planting native plants and plants hospitable to monarchs and other "full-time" residential and transitory (such as monarchs) wildlife. The pocket park/rain garden created at the new Town of Montreat Town Hall was funded through private donations -- an indication of the citizenry's commitment to the land -- and serves as an educational resource for all who visit this beautiful site. The pocket park/rain garden includes plants that attract monarchs. Discussions are underway of looking anew at the milkweed-seed giveaway project undertaken some years ago in Montreat and possibly repeating that project.

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)

unknown

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

200

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

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COVID-19 continues to shake the entire globe and, with it, the Town of Montreat. The annual Native Plant Sale (organized by the Montreat Landcare Committee, with the Town of Montreat as a constituent component), was again canceled in 2021. Typically held in April, near the April 22 Earth Day celebration, the Native Plant Sale was last held in 2019. Plans have been re-tooled continuously during the pandemic and in adherence to local municipal, county, and state requirements, the result of which has been the unfortunate and disappointing cancellation of the event in 2020 and 2021. In lieu of the 2021 event, the Native Plant Sale group of volunteers produced a brochure carrying information on native plants and promoting area landscape vendors that typically participate in the Native Plant Sale. Conversations about the 2022 Native Plant Sale -- scheduled for Saturday, April 23 -- continue, with full hopes in the community that 2022 will witness the return of this full-day event. Generally, 100-200 people from Montreat and the surrounding (including some distant!) areas participate.

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