Town of Montreat

Montreat, NC

Mayor Tim Helms

Pledge Summary

We are a small community of several hundred that swells by the thousands each summer. We conduct a native plant sale which includes many flowering plants and shrubs that attract monarch butterflies.

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 Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.
- Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.

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

Systems Change

- Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.
- Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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- Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

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.).

600

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.)

75 college age - 525 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?

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Montreat Native Plant Sale featured a professional gardener (owner of Milkweed Meadows). Her presentation on monarchs and the need of Western NC citizens to plant milkweed was a major motivator to continue to work on the Mayor's Monarch Pledge.

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?

Mayor's Monarch Pledge Network-Wide Meetings were superior informational meetings. Having these meetings recorded and available to rewatch increased communication to citizens who could not attend live chats. MonarchWatch.org has valuable educational resources that were valuable to send out to Montreat citizens who expressed interest in increasing the planting of milkweed and the importance of saving the monarch.

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

Montreat Landcare hopes to continue to partner with the nearby town of Black Mountain Garden Clubs to participate in their efforts to save monarchs as they increase their community pollinating gardens on public and private lands.

Selected Action Items

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

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.

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?

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

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.

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:

04/23/22

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

Mayor's Monarch Pledge

Upload a copy of your proclamation.

Mayors Monarch Pledge Proclamation.docx

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.

Montreat Landcare Montreat Conference Center Montreat College

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

The Landcare Committee maintained a public communication effort to encourage the community-the Montreat Conference Center, Montreat College and private homeowners-to plant monarch gardens on their campuses or in their neighborhoods.

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.

Montreat continued an invasive species removal program that supported and emphasized the re-establishment of native habitats for monarchs and other pollinators. The Montreat Landcare Committee launched a new trail project-an all persons accessible trail named "Flat Creek Crossing". It is Montreat's first all persons trail and it includes native habitat for monarchs and other wildlife.

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.

nativeplantsalebrochurephoto.PNG

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

100

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?

Montreat hosted a native plant sale that focused on pollinators and their host plants (mainly milkweed). Over a dozen local nurseries and vendors participated. The western North Carolina nurseries offered a wide variety of native and compatible plants for home and garden. Information programs were scheduled throughout the day. Pollinator and native plant gardening experts provided a wealth of information. The public purchased over 100 milkweed plants from the nursery vendors. Approximately 200 people from Montreat and the surrounding areas participated at the annual sale and Arbor Day celebration.

Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.

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

Montreat Cottagers

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What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

In progress

If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

In progress

If this action is In Progress, please describe your progress and a target date when you plan to complete action.

Montreat Landcare Committee engaged with the Montreat Cottagers, Inc at their annual membership meeting. Information and display tables contained brochures and information on the importance of planting native plants and constructing rain gardens on homeowner properties.

Launch, expand, or continue an effort to change municipal planting ordinances and practices to include more native milkweed and native nectar producing plants at city properties.

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

Town Groundskeepers, Conference Center and College Groundskeepers

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

in progress

If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

In progress

If this action is In Progress, please describe your progress and a target date when you plan to complete action.

Montreat Landcare Committee continues to encourage and direct grounds managers of the Town, Conference Center, and College to use native milkweed and nectar plants on their campuses and properties.

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Reduce or eliminate the use of herbicides, pesticides, or other chemicals that are harmful to monarchs and pollinators and urban wildlife.

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

Town of Montreat Public Works

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

In progress

If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

In progress

If this action is In Progress, please describe your progress and a target date when you plan to complete action.

Town of Montreat ordinances established safe use guidelines for herbicides, insecticides, and other chemicals. The Town's Montreat Landcare Comittee continues to encourage and direct grounds managers of the town, conference center and college to use native milkweed and nectar plants on their campuses and properties.

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).

Mayor's Monarch Pledge was issued by Mayor Tim Helms on April 23, 2022, at the Landcare Native Plant Sale. The Mayor raised awareness about the decline of the monarch butterfly and the species' need for habitat. The Town's pledge to protect and support monarch butterflies encourages Montreators to plant milkweed and nectar plants, native to the area, to provide habitat for the monarch and other pollinators. The weekly Montreat Community Announcements from the Montreat Conference Center was the vehicle to bring awareness of planting milkweed and other native plants in private residences. The Montreat Landcare Committee provided timely announcements to summer and winter residents online through this weekly "Community Announcements." Rain Garden brochures were displayed at the Town Hall, The Nature Center and the Montreat Bookstore. The Montreat Conference Center held Garden Tours of private homes of

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Montreat residences as well as classes on how to plan and construct pollinating gardens. Two "Roads Scholars" conferences on gardening were provided in the spring and summer of 2022 by the Montreat Conference Center. The annual Town of Montreat Fourth of July parade had a Landcare Committee entry with the display of the banner of the Mayor's Monarch Pledge. Brochures were handed out to the public after the parade. At the annual Montreat Cottagers Inc annual 2022 summer meeting, a display table of the pledge banner and literature on "Saving the Monarch" were available to the 200 meeting attendees.

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