Bella Vista

Bella Vista, AR

Mayor John Flynn

Pledge Summary

Bella Vista is a city of 30,000 residents, nestled in the Ozark Mountains. It has 7 lakes, 7 golfcourses and over 100 miles of bike trails. Mayor Flynn is committed to saving the Monarch Butterfly and other pollinators with the signing of The Mayors' Monarch Pledge.

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 city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.
- 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.
- Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.
- Create a community-driven educational conservation strategy, initiative, or practice that focuses on and benefits local, underserved residents.
- 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.

Created with the DynamicPDF Essentials Edition. [u22:v1.14.0.49966]

- 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.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- 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).
- 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).
- Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.
- 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.

Systems Change

- Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- Change weed or mowing ordinances to allow for native prairie and plant habitats.
- 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.
- Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor John Flynn	2026	3/31/2026	
Mayor John Flynn	2025	3/5/2025	Leadership Circle
Mayor John Flynn	2024	2/14/2024	Leadership Circle

Created with the DynamicPDF Essentials Edition. [u22:v1.14.0.49966]

Mayor John Flynn	2023	2/3/2023	Leadership Circle
Mayor Peter Christie	2022	3/14/2022	Leadership Circle

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.).

7098

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.)

We do not currently have the age breakout analytics, but Bella Vista's is made up of a large portion of retirees that would likely push our numbers to primarily 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.

.01

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.

Currently there is habitat created in our community garden space located at one of our bike/hiking trailheads. Large-scale development proposals have been approved that will include pollinator spaces once completed in 2024.

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

Currently steps we've taken have revolved around the community as a whole, but the City of Bella Vista will work to identify low income areas and communities of color with projects in 2024.

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

Bella Vista is a very nature oriented city located in the Ozark Mountains and is facing a large amount of developments. A key driver for taking the pledge was to establish the importance of protecting our natural resources and habitats to work in a cohesive manner with new projects taking place in the city.

Created with the DynamicPDF Essentials Edition. [u22:v1.14.0.49966]

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?

More model ordinances and supporting data for changes and their benefits to residents from the WWF would be helpful for future educational opportunities.

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

We are actively in discussion with developers on adding pollinator friendly spaces to developments as they are proposed to the Planning Department. Along with this, we worked on plans for public art and education for our residents.

Selected Action Items

Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

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

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

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

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.

Facilitate or support a milkweed seed collection and propagation effort.

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

What species were collected or propagated?

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

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

Created with the DynamicPDF Essentials Edition. [u22:v1.14.0.49966]

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.

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.

Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)

How many milkweed and pollinator-friendly native nectar plants were planted? (Enter WHOLE NUMBERS only)

What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants? Note: 1 acre = roughly the size of a football field.

Created with the DynamicPDF Essentials Edition. [u22:v1.14.0.49966]

Please describe the maintenance schedule for these planted areas.

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.

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?

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?

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

Created with the DynamicPDF Essentials Edition. [u22:v1.14.0.49966]

Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.

How many estimated individuals participated in your challenge? Please limit your answer to only the number of individuals reached in the answer field (Enter WHOLE NUMBERS only, e.g. 100).

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

When did this challenge take place?

What is the total acreage of habitat created? 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.

Please describe your challenge and the results.

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).

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

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

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

Created with the DynamicPDF Essentials Edition. [u22:v1.14.0.49966]

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.

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).

Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).

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

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

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.

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

Change weed or mowing ordinances to allow for native prairie and plant habitats.

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

Created with the DynamicPDF Essentials Edition. [u22:v1.14.0.49966]

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

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.

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

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?

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

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.

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

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?

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

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.

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

Integrate monarch butterfly conservation into the city’s Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.

Created with the DynamicPDF Essentials Edition. [u22:v1.14.0.49966]

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

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

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.

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

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:

February 3, 2023

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

Mayor's Monarch Pledge Day

Upload a copy of your proclamation.

Monarch Day Proclamation 2023.pdf

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).

Social media posts were created to engage with the public and raise awareness about the importance of pollinator gardens. This expanded into general lawn maintenance, as well as, education on ordinance changes and how pollinator gardens were now encouraged with said changes.

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

Created with the DynamicPDF Essentials Edition. [u22:v1.14.0.49966]

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

The City of Bella Vista engaged with the local gardening club to assist with education, as well as, plantings around the city that incorporated native pollinator 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.

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

Bella Vista Garden Club

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

The Garden Club helps to promote the importance of pollinator gardens more directly with city residents.

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.

The City of Bella Vista is very unique in the fact that the entire city is under one Property Owner's Association. Discussions were had on various project ideas with the Bella Vista Property Owner's Association.

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

Discussions are still in progress on mowing and maintenance program changes, but opportunities that did arise allowed the City to utilize newly acquired mountain bike/hiking trail and establish a community garden located at a trailhead.

Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

Please describe the extent of engagement with these groups and associated opportunities to create monarch habitat.

Created with the DynamicPDF Essentials Edition. [u22:v1.14.0.49966]

As part of our development review process, we engaged with developers, engineers, and architects to design pollinator spaces into the landscape plans of their large-scale developments. This request has been met with positive responses and will begin showing up as new developments finish out in the 2024 development year.

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.

IMG_0252.jpeg

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

IMG_0253.jpeg

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

This was directly a city endeavor.

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).

1

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).

The city worked with a local artist to paint a mural at one of the cities trailheads. The piece recognizes the beauty of Bella Vista while incorporating elements of pollinator friendly plants.

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)

500 Native trees/large shrubs were given away via the City's Spring and Fall giveaways.

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

500

Created with the DynamicPDF Essentials Edition. [u22:v1.14.0.49966]

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

The City's giveaways are made possible via a grant in collaboration with the Peel Compton Foundation.

Display educational signage at monarch gardens and pollinator habitat.

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

1.jpg

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

2.jpg

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

3.jpg

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

4.jpg

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

5.jpg

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

6.jpg

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

7.jpg

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

7

Created with the DynamicPDF Essentials Edition. [u22:v1.14.0.49966]

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

These signs are located along bike/hiking trailheads and large community gathering spaces. They highlight the biodiversity that makes up our region of the Ozark Mountains correlating the importance of our major tree types and their influence on wildlife, as well as, our native pollinators and the flowers and plants that support their life cycles.

Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

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

Research was done on other cities around the nation and discussions were had with the City's code reform consultant on model ordinances. Additionally the Planning Commission provided input on a new proposal.

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.

Proposal ordinances have been provided to the City's Planning Commission and are moving to City Council. Updated policies should be in place in early 2024.

Created with the DynamicPDF Essentials Edition. [u22:v1.14.0.49966]