City of Gentry

GENTRY, AR

Mayor Kevin Johnston

Pledge Summary

The city of Gentry is a small town with a population of roughly 5,000. The City is located in beautiful and thriving Northwest Arkansas. Our community and region strives to provide outdoor opportunities for our residents and visitors. The City will endeavor to educate and engage our community on the opportunities to provide pollinator habitat. Mayor Johnston of Gentry, Arkansas has committed to saving the monarch butterfly and other pollinators with the signing of the Mayors' Monarch Pledge.

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

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor Kevin Johnston	2026	1/29/2026	Signatories
Mayor Kevin Johnston	2025	2/24/2025	Signatories
Mayor Kevin Johnston	2024	2/16/2024	Signatories
Mayor Kevin Johnston	2023	3/16/2023	Signatories

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Mayor Kevin Johnston	2022	3/17/2022	Signatories
Mayor Kevin Johnston	2021	1/21/2021	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.).

450

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.)

Unknown

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.

.5

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.

Schools and public parks.

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

We are a small rural community, our public school system has 50% of students participate in the reduced lunch program. We are engaging these students with all efforts.

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

The community did not motivate us to take this pledge. We are using this pledge to motivate our community to become aware and involved in the opportunity to improve our community for ourselves and all the species that depend on our stewardship.

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?

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Provide plants and seeds and reduce reporting.

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

We have maintained efforts already in place and we will continue to expand upon these efforts.

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:

March 1, 2021

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

"Mayor's Monarch Pledge Day"

Upload a copy of your proclamation.

Monarch Proclamation.jpg

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 Window Display 2021.JPG

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

Engagements not possible due to COVID

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).

459

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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).

While group meeting and organization was limited in 2021 due to COVID we did continue or education efforts. The window display in the library drew a lot of attention and comments. The window display created 459 Facebook views but it is located on our Main Street so it had many more actual views.

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)

35 seed packets were given away.

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

40

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

The Gentry Public Library and the Gentry Public Library Association

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)

A pollinator area exist at the Flint Creek Nature Area which is a frequented park in our community. This was planted a few years ago but it still maintained. This perimeter planting is not mowed.

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

Gentry Public Schools Future Farmers of America (FFA)

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.

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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)

Grant resources are being shared to create pollinator resources in the public school system.

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)

1

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

Gentry Public Schools

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

Sharing grant resources to create an orchard area at the school.

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).

200

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

Gentry Public School System

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.

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

The school maintains this area on a weekly basis.

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.

butterfly seed packet giveaway.jpg

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

Due to COVID restrictions our normal seed exchange event was replaced with a seed giveaway and craft project.

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