City of Gentry

GENTRY, AR

Mayor Kevin Johnston

Pledge Summary

The city of Gentry is a small town with a population of approximately 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. Mayor Johnston of Gentry, Arkansas has committed to saving the monarch butter y and other pollinators with the signing of the Mayors' Monarch Pledge. The City looks forward to educating and engaging residents on the opportunities to provide pollinator habitat.

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

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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.).

23

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.)

0

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.

0.01

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.

Residential space

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

The City of Gentry provides free programs and giveaways to promote native plant and milkweed planting.

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

To encourage education and beautification in our community.

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?

Free seeds for giveaways and plantings would be the most helpful.

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

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Efforts expanded into the public schools with the creation of a pollinator garden.

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:

April 18, 2022

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

Mayors' Monarch Pledge Day

Upload a copy of your proclamation.

2022 Signed Monarch Pledge.pdf

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.

Monarch Milkweed Seed Exchange.jpg

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

Seed Exchange Flyer.png

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

50 milkweed seed packets were given away.

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

23

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

Master Gardeners were on hand to provide information.

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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.

Butterfly Window Display March 2022.jpg

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

The art project was created by library staff including students from John Brown University.

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).

23

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 display windows of the City of Gentry Library were filled with a display to promote and encourage attendance at the Monarch and seed exchange program.

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).

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

School Monarch Promotion.jpg

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)

The Gentry Primary School planted a pollinator garden.

How many schools, community groups, leaders, or centers were engaged in this effort? How many of these collaborations and partnerships are "new"? (Enter WHOLE

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NUMBERS only)

0.01

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

The Gentry Primary School planted and maintains a pollinator garden. With this planting Arkansas Game and Fish provided information and the Mayor went to the school to make the Mayors' Monarch Pledge in front of the students.

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

No resources, just support.

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).

100 students, 10 educators

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

The Gentry Primary School and Arkansas Game and Fish.

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.

0.01

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

The Gentry Primary school provides regular maintenance of this garden.

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