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 butterfly 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 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.
- Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

Program and Demonstration Gardens

- Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.
- Host or support a native seed or plant sale, giveaway or swap.

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

Action Items

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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.).

34

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.)

17

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.

The public school maintains a pollinator garden.

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

The city provides free programming through our library.

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.

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

Our library and schools work to educate our small community on the benefits of providing pollinator habitat.

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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 21, 2023

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

Mayors' Monarch Pledge Day

Upload a copy of your proclamation.

Proclamation Mayors Monarch Pledge 2023 Executed.pdf

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.

2023 Monarch Front Window Library Display.jpg

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

The City of Gentry Library hosted a Scott Family Amazeum workshop. The Amazeum is an interactive children's museum of STEAM based experiences.

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).

34

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 of Gentry Library has large display windows in a historic building on Main Street. The windows were painted with a butterfly, pollinator garden theme. This display coincided with the advertisement of the butterfly workshop presented by the Amazeum.

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Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.

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

School Monarch Promotion.jpg

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).

34

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

Scott Family Amazeum

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

All attendees at the butterfly workshop were given milkweed seed packets to take home and plant. They were encouraged grow and monitor monarch activity in their milkweed gardens.

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.

IMG_1080.jpg

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

IMG_1081.jpg

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

IMG_1085.jpg

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

23

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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?

Amazeum Stem Workshop

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