City of Gentry

GENTRY, AR

Mayor Kevin Johnston

Pledge Summary

The city of Gentry is a charming small town with a population of around 5,000, nestled in the scenic and flourishing Northwest Arkansas region. Our community is dedicated to offering abundant outdoor opportunities for both residents and visitors. Mayor Johnson of Gentry, Arkansas, has taken a stand to protect the Monarch butterfly and other pollinators by signing the Mayor's Monarch Pledge. The city is excited to educate and involve residents in creating and preserving pollinator habitats.

Action Items Committed for 2025

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 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.
- 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.

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.).

500

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.)

250

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.

Shared public space outside the Gentry Public Library

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, we try to provide free programs for all to enjoy.

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

We are using this pledge to draw attention to saving the butterflies. What motivates us is improving our community, motivating individuals to become active, and drawing awareness.

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?

I feel like we are still discovering your resources. I'd like to use the graphics, but have problems with dropbox.

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

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We are continuing to expand on what we've already done. We continue to educate the youth and bring them up being knowledgeable about butterfly conservation..

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, 2025

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

2025 Mayor's Monarch Pledge

Upload a copy of your proclamation.

2025 Monarch Pledge.pdf

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.

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

Action 5.png

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

Benton County Master Gardeners, Gentry Public Library Association, Gentry Public Library staff, City of Gentry Parks & Recreation Dept, Mayor Kevin Johnston, businesses (i.e. Black Tie Landscaping) as well as, local volunteers and students.

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

The library actively engages with local gardening leaders and community partners to support monarch butterfly conservation. Through an ongoing collaboration with the Benton County Master Gardeners, the library helps educate community members about native plants, pollinators, and sustainable gardening practices. The Master Gardeners sponsor and maintain the library's pocket park, where native plantings and pollinator-friendly habitats are used to attract and support monarch butterflies. In addition, they provide

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hands-on education for volunteers, including local students, and promote natural, environmentally responsible solutions to garden pests as alternatives to pesticide use. These efforts are further supported by the Gentry Public Library Association, library staff, the City Parks and Recreation Department, and the mayor, all of whom actively champion and sustain the library's monarch conservation and environmental education initiatives. To expand these efforts, the library also purchases native plants at reduced prices from Compton Gardens and Arboretum, helping ensure the continued use of high-quality, regionally appropriate plantings that support monarch butterflies and other pollinators.

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

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

Action 8 - 1.png

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

Action 8 - 2.png

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.

Gentry Public Library has created a community-driven educational conservation strategy that benefits local and underserved residents through accessible, hands-on learning opportunities. The library offers a weekly StoryTime program that incorporates informational texts to educate young patrons and their families about monarch butterflies, the importance of creating pollinator habitats, and the value of reusing and recycling. These early-learning efforts help build environmental awareness across generations. To further support community education, the library has expanded its adult nonfiction collection with resources that guide residents in creating butterfly-friendly habitats in their own backyards. In addition, the library addresses food insecurity and reduces food waste through its Community Cares Cart, where local gardeners donate surplus produce for underserved residents. The library also extends conservation education beyond its walls by hosting StoryWalk in Gentry City Park. Each spring, a book is displayed along the walking path, providing free, 24/7 access to educational reading that encourages outdoor engagement and learning for the entire community.

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.

Action 10.png

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

All of the seeds were generously donated to the library by a variety of seed catalog companies and were then offered free of charge to community members attending the seed exchange. Many participants also contributed seeds of their own to share with others. As a result, there was an abundant surplus—enough for every participant to find what they needed and for the library to host a seed library that remained available to the community for four weeks following the event.

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

75

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

Gentry Public Library staff work diligently to recruit participants and coordinate programming, but the Seed Exchange would not be possible without the generous support of organizations and individuals who share their time, knowledge, and talents. These valued partners include the Benton County Master Gardeners, canning and pressure-cooking experts, beekeepers, a kugelculturist, and Black Tie Landscaping, all of whom contribute to making the event a meaningful and educational experience for the community.

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