City of Gentry

GENTRY, AR

Mayor Kevin Johnston

Pledge Summary

The City of Gentry is a welcoming small town of approximately 5,000 residents, located in the beautiful and growing Northwest Arkansas region. Our community takes pride in providing a wide range of outdoor recreation opportunities for both residents and visitors. Mayor Johnston of Gentry, Arkansas, has demonstrated a commitment to conservation by signing the Mayor's Monarch Pledge to help protect Monarch butterflies and other important pollinators. The City looks forward to educating and engaging residents in efforts to create and maintain healthy pollinator habitats.

Action Items Committed for 2026

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.

Program and Demonstration Gardens

- Host or support a native seed or plant sale, giveaway or swap.
- Display educational signage at monarch gardens and pollinator habitat.

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

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

Created with the DynamicPDF Essentials Edition. [u475:v1.14.0.49966]

number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

550

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.)

275

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.

0.05

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?

The Seed Exchange was a free, inclusive community event hosted at Gentry Public Library and open to residents of Gentry and surrounding communities. It provided an opportunity for everyone, including low-income individuals and people of color, to exchange seeds and take-home seeds and plants at no cost. By offering native milkweed and other pollinator-friendly plants, the event helped remove financial barriers to gardening, encouraged residents to create greener spaces at home, and empowered individuals to make a meaningful, personal contribution to monarch conservation and the protection of vital pollinator habitats.

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

Gentry's commitment to the Mayor's Monarch Pledge is rooted in a desire to raise awareness of the monarch butterfly's plight and inspire meaningful conservation. Located along the monarch's migratory pathway, Gentry has a unique opportunity to support this beautiful and essential pollinator. By creating habitats, sharing knowledge, and encouraging community involvement, we hope to show residents that conservation begins with individual actions. Our goal is to turn awareness into action, empowering every person to make a difference in protecting monarchs and preserving the natural world for future generations.

Created with the DynamicPDF Essentials Edition. [u475: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?

We would welcome resources to expand community participation in monarch conservation, including free pollinator garden starter kits to help residents create habitats at home; a list of potential grant opportunities to support monarch habitats; a pollinator education kit for StoryTime and homeschool programming; children's and adult books on planting pollinator-friendly gardens and supporting monarchs; and recognition signs for individuals and businesses to proudly display their commitment to protecting these important pollinators. These resources would empower residents of all ages and income levels to take meaningful conservation action, inspire others to get involved, and create a growing network of monarch-friendly habitats throughout our community.

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

Over the past year, Gentry has continued to grow its monarch conservation efforts through education, community engagement, and habitat planning. We are planning to expand our Pocket Park garden with an area specifically designed to meet monarchs' needs. Our StoryTime programs have introduced children to monarchs through engaging lessons and books available for checkout, while our City Park StoryWalk featured a beautiful story encouraging families to create monarch-friendly green spaces at home. We share educational infographics in the library and use slideshow presentations during our Seed Exchange to increase awareness and inspire action. Our partnership with the Benton County Master Gardeners provides invaluable expertise as we continue to strengthen our conservation efforts and empower residents to make a difference.

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 20, 2026

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

2026 Mayor's Monarch Pledge

Upload a copy of your proclamation.

2026 Signed Monarch Pledge.pdf

Created with the DynamicPDF Essentials Edition. [u475:v1.14.0.49966]

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)

400

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

275

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

Karen and Johnny White: barefootfarmok@gmail.com, Kelsey Smith: smithsridge@gmail.com, Janie Parks: info@gentrychamber.com, Mark Smithson: mwsmithson@cox.net, Ashley Taylor: ashleyataylor619@gmail.com, Paul and Ashley Arce: ashley@arcefamily.org, NWA Beekeepers: schneeweib@gmail.com, Linda Coffey: lindac@ncat.org, Benton County Master Gardeners: rmarie0711@gmail.com, Sam Coder: samuelc@duck.com, Black Tie Landscaping, Dave Garner (cell/text only), he showed up unexpectedly with sourdough starter and was very popular!

Display educational signage at monarch gardens and pollinator habitat.

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

monarch sign.jpg

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

monarch sign.jpg

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

15

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

Fourteen are infographics that are posted on bookcases in the library (i.e. monarch lifecycle, distinguishing male from female, official state butterfly, how they get their color, migration information). One is located in Pocket Park containing a QR code to monarchjointventure.org

Created with the DynamicPDF Essentials Edition. [u475:v1.14.0.49966]