Eureka Springs

Eureka Springs, AR

Mayor Robert (Butch) Berry

Pledge Summary

Eureka Springs is a city of less than 2,500 people in the Arkansas Ozarks. We have over 1,600 acres of park land and gardens and are planting a large number of milkweed and native pollinator plants to help the monarchs.

Action Items Committed for 2022

Communications and Convening

- Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you have community members who speak a language other than English, we encourage you to also communicate in that language; Champion Pledges must communicate in that language.)
- Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.
- 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.
- Facilitate or support a milkweed seed collection and propagation effort.
- Plant or maintain a monarch and pollinator-friendly demonstration garden at City Hall or another prominent or culturally significant community location.
- Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.
- 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).
- Add or maintain native milkweed and nectar-producing plants in gardens in the community.

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- Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.
- Display educational signage at monarch gardens and pollinator habitat.

Systems Change

- Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor of Eureka Springs Robert "Butch" Berry	2023	3/1/2023	
Mayor Robert (Butch) Berry	2022	12/20/2021	Leadership Circle
Mayor Robert (Butch) Berry	2021	2/3/2021	Leadership Circle

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.).

100

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 youth 100 adults

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.

1

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.

Parks, gardens and pollinator plots.

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

Our programs are open to all, and the city in general embraces diversity. We have a diversity week and parade.

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

We see the need to help reverse the loss of monarchs and other pollinators.

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?

N/A

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

Establishing native plant plots, including milkweed, continues to be a major priority for us.

Selected Action Items

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.

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

Five: Master Gardeners, Master Naturalists, Wild Ones, Parks and Recreation, Community Center.

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

We created a "Native Plant Collaborative" that includes Master Gardeners, Master Naturalists, Wild Ones and other groups, and they participate in our workshops, and volunteer with our planting of milkweed and other pollinator attracting plants.

Launch or maintain a public communication effort to encourage residents to plant monarch gardens at their homes or in their neighborhoods. (If you have community members who speak a language other than English, we

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encourage you to also communicate in that language; Champion Pledges must communicate in that language.)

Please describe the methods of public communication below (e.g., printed materials, social media, print media).

We conducted two workshops by Subject Matter Experts. We also engage volunteers to grow milkweed, and grow hundreds of plants a year in our greenhouse. We put pictures of these things on our website and advertise them in advance.

Engage with city parks and recreation, public works, sustainability, and other relevant staff to identify opportunities to revise and maintain mowing programs and milkweed / native nectar plant planting programs.

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

Five. Parks and Recreation, The Wild Ones, Master Naturalists, Master Gardeners, Community Center.

Please describe the extent of engagement with these groups and revisions/maintenance implemented for mowing or planting programs.

Parks and Recreation is adding milkweed and other pollinator attractors to its gardens and plants sales and plant giveaways encourage others to do so. These groups participated in our classes and workshops, helped to grow milkweed in the greenhouse and helped to plant it in the parks and gardens.

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)

we do not have a specific number, but it was in the hundreds.

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

100

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

Community Center, Wild Ones, Master Gardeners, Master Naturalists.

Plant milkweed and pollinator-friendly native nectar plants along roadsides, medians, or public rights-of-way.

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Where are the medians, roadsides and public rights-of-way? (Please provide an address or coordinates, if possible, or describe the location)

Sweet Spring, Harding Spring and Lake Leatherwood City Park.

How many milkweed and pollinator-friendly native nectar plants were planted? (Enter WHOLE NUMBERS only)

200

What is the total acreage of median and public right-of-way that has been planted with milkweed and pollinator-friendly native nectar plants? Note: 1 acre = roughly the size of a football field.

.25

Please describe the maintenance schedule for these planted areas.

We have three staff members who maintain our gardens and greenspace. They maintain these plants just like all of the others.

Engage with community garden groups and urge them to plant native milkweeds and nectar-producing plants.

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

We created a "Native Plant Collaborative" that includes Master Gardeners, Master Naturalists, Wild Ones and other groups, and they participate in our workshops, and volunteer with our planting of milkweed and other pollinator attracting plants.

Facilitate or support a milkweed seed collection and propagation effort.

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

200

What species were collected or propagated?

Over thirty species of native plants, three of which were milkweed.

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

Community Center, Parks and Recreation, Wild Ones, Master Gardeners, Master Naturalists.

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Please describe the milkweed seed collection and propagation effort that you hosted.

We collect seed through guided plant hikes, have workshops on processing it and have volunteers assist us to propagate them and plant them in our gardens.

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)

We conducted plant walks in our largest parks, pointing out the milkweed and other native plants that we have planted.

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)

5

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

Eureka Springs High School.

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

We gave them money in exchange for milkweed and other native plants they grew in their greenhouse.

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).

50 students. One educator.

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

Eureka Springs High School. Community Center.

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

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(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.

1

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

Our gardeners work in the gardens five days a week.

Add or maintain native milkweed and nectar-producing plants in gardens in the community.

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

Eureka Springs High School, Community Center, Master Gardeners, Master Naturalists.

How many plants were planted? (Enter WHOLE NUMBERS only)

1000

Please describe your effort in completing this action.

We planted 1,000+ pollinator plants and milkweed throughout the parks and gardens.

Launch, expand, or continue an invasive species removal program that will support the re-establishment of native habitat for monarch butterflies and other pollinators.

What is the total acreage of land treated to remove invasive plants? Note: 1 acre = roughly the size of a football field.

3

Please describe the extent of revisions or maintenance to invasive species removal programs, as well as the practices or techniques used to remove the invasive plants.

We have been clearing a glade (1-2 acres) of invasive plants and re-establishing native plants including milkweed. We sent 4 employees to an invasive species removal class and use the textbook from that class as our guide. We send these trained employees and volunteers into the parks to remove invasive species. We have 2,000+ acres, so it is difficult to quantify the exact acreage that was "treated."

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

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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)

"Sweet Spring" is a small park on one of our main streets. We designated it as a pollinator garden and have planted a diverse group of native plants, including milkweed. The space has no particular "cultural significance of the monarch," but was chosen because it is one of our most-prominent gardens. Sweet Spring is located next to "The Rogue Manor," which is at 124 Spring St.

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

The Parks and Recreation Commission. Volunteers.

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.

.1

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

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.

We meet several times a year with leaders from the five groups we engage with and plan the various events we conduct. Results are that we had dozens of people attend workshops, volunteer their time propagating and planting milkweed, etc. Our partnership was described above, with five groups conducting regular events throughout the year. The involvement of these various groups makes these efforts "community-driven." These efforts benefit everyone within the community, and since our parks and gardens are free to all, they attract many residents who would otherwise be "underserved."

Launch, expand, or continue one or more ordinances to reduce light pollution to benefit urban wildlife.

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

City Hall.

What is the status of this action? Please limit your answer to either "complete" or "in progress" in the answer field below.

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A dark sky ordinance has been adopted.

If this action is Complete, please include the date it was completed and share a 1-2 sentence description. Please include a copy of the policy by uploading or linking below.

I do not know the exact date. The ordinance is in our city code, which can be found at the following link: https://library.municode.com/ar/eureka_springs/codes/code_of_ordinances?nodeId=Title%207%20-%20Public%20Peace,%20Safety%20and%20Morals (Specifically, the ordinance is found in Chapter 7.64).

If this action is In Progress, please describe your progress and a target date when you plan to complete action.

n/a

Display educational signage at monarch gardens and pollinator habitat.

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

Sign Picture 1.jpg

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

Sign Pic 2.jpg

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

8

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

One explains the importance of the glade habitat we are restoring, including highlighting a few of the local native plants. Another highlights the riparian habitat within which the sign is placed. The rest discuss the importance of wildflowers and why they should not be picked.

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