Village of Saranac Lake

Saranac Lake, NY

Mayor of Village Saranac Lake James Williams

Pledge Summary

The Village of Saranac Lake is located in New York with a population of approximately 5,000 residents. The Village is part of the Adirondack Park, the largest State Park in the United States. The Village has many municipally owned and not-for-profit pocket parks, adding to the unique nature and natural offerings to residents and visitors. Mayor Williams has committed to saving the Monarch butterfly and other pollinators with their signing of the Mayors' Monarch Pledge and looks forward to engaging residents in building more pollinator habitat throughout the Village.

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.
- 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.)

Program and Demonstration Gardens

- Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes monarch and pollinator conservation, as well as cultural awareness and recognition.

Past Pledge Archive

Mayor Name	Program Year	Pledge Date	Achievement
Mayor of Village Saranac Lake James Williams	2025	4/30/2025	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 number of individuals reached in the answer field below (Enter WHOLE NUMBERS only.).

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50

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.)

10

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.

Residences yards and schools

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

The Village of Saranac Lake is considered a marginalized/ low-income community in the North Country.

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

Conservation and species protection is highly valued in the Adirondack Park.

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?

The Village website has been a great way to disseminate information to residents. Informational posters to share around the Village would be very helpful to further the message.

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

This is our first year taking on the Monarch Pledge and we hope to increase our success next year.

Selected Action Items

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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:

August 29, 2025

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

Monarch Day

Upload a copy of your proclamation.

Monarch Proclimation.pdf

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.)

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

Support Monarch Habitat in Saranac Lake.pdf

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

Information on website and social media blasts https://www.saranaclakeny.gov/community-development/

Host or support a monarch butterfly festival that is accessible to all residents in the community and promotes 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.

PRINT butterfly fest flyers.pdf

How many estimated individuals attended the event? Please limit your answer to only the number of individuals reached in the answer field ((Enter WHOLE NUMBERS only), e.g. 500)

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200

What was the date of your festival?

August 30, 2025

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

Paul Smith's College - VIC

Please describe the details of your monarch butterfly festival and how you ensured the event was accessible by all residents in the community (e.g., events, length, notable successes, outreach, location).

Event Details: Join us for the Annual Monarch Fest as we celebrate the magnificent monarch butterfly and other beautiful Lepidopterans! This free, family-friendly event is packed with activities that highlight the importance of these extraordinary creatures. Activities Include: Monarch Parade: Dress up in your best monarch attire and join the parade! Monarch Tagging Demonstrations: Learn about the tagging process and why it’s vital for conservation. Pollinator Garden Tours: Explore our gardens with a native plant expert and discover plants that support butterflies. Children’s Crafts: Engage your kids with fun and educational craft activities. Scavenger Hunt: Enjoy a nature-themed scavenger hunt for all ages. Live Book Reading: Join us for a special reading session by the author. Coloring Activities: A relaxing and creative space for kids to color and learn about butterflies. The VIC is a well-known and accessible venue, who has hosted this event for many years. The diversity of activities ensure that the event is accessible and fun for all residents of the community. There was extensive outreach for this event on the Village of Saranac Lake and the VIC website with social media posts and advertisements around the area.

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