



CITY OF HENDERSONVILLE TREE BOARD

**City Operations Center | 305 Williams St | Hendersonville, NC 28792
Tuesday, May 21, 2024 – 2:00 PM**

MINUTES

**MEMBERS IN ATTENDANCE: JANET THEW, BECCA DOLL, MARY DAVIS, NATALIE
WILCOXSEN, GLENN LANGE**

MEMBERS NOT IN ATTENDANCE: WILL COFFEE, STEPHEN STARK

1. CALL TO ORDER

2. APPROVAL OF AGENDA

Motion to approve: Glenn L.

Second: Mary D.

3. APPROVAL OF MINUTES

A. Minutes April 16, 2024

Motion to Approve: Becca D.

Second: Natalie W.

4. NEW BUSINESS

A. New Council Liaison

Lyndsey Simpson will likely be the next council liaison. Council will need to vote on it in the June meeting.

B. Public Relations Report - Mary Jo Padgett

REPORT TO: Hendersonville Tree Board
FROM: Mary Jo Padgett, PR Consultant
RE: Publicity Report for May Tree Board Meeting
DATE: May 21, 2024

Publicity/ events since the last board meeting --

Hendo Earth Fest – I delivered the informative hand-out (requested by Glenn Lange) and updated the Tree Board brochure to the Tree Board table at the event, took some photos, and discussed new display ideas for the Tree Board table for next year.

Bradford Pear Bounty Program – We received excellent media coverage and a healthy response from Henderson County residents. Registration slots filled up quickly. I sent a media-reminder news release just prior to pick-up date of May 4. I took photos at the event and sent a selection to media that day with a brief report on the number and types of trees distributed. This, too, was distributed by media, including the City website.

Arbor Day Celebration – I helped coordinate the day's agenda with the president of Four Seasons Rotary, which sponsored the Arbor Day program. I arranged for photographer Ken Fitch to take photos in my absence. The photos with a report were posted on the City's website.

New Pollinator Trail –I'm planning a guided walk along the trail in June, which is Pollinator Month, as a Tree Board event, as well as a news release introducing the Pollinator Trail along with the new Pollinator Bed recently planted on U.S. 64 East near Starbucks.

Upcoming Calendar of Events --

HENDERSONVILLE TREE BOARD CALENDAR 2024

Saturday, May 25- Sunday, May 26 – Garden Jubilee. 9 a.m. -5 p.m. Hendersonville Main St. One of the largest garden shows in WNC. The TB has asked vendors to sell only native and non-invasive plants at the event.

May – October? -- ESB will have a booth/table monthly at the Maple Street Farmer's Market for the Bee City USA-Hendersonville program. During September, the symbolic monarch migration project of the Bee City USA-Hendersonville will be highlighted. A TB member may provide printed copies of the "landscape species list" and explain the importance of Keystone Plants.

June – Pollinator Month

Mid-June ? – Guided Walk Along the New Pollinator Trail. Details TBA.

Mid-Aug.- October 20 – Symbolic Monarch Migration Project of Bee City USA-Hendersonville. See the May-October listing for details.

Early Sept. – Guided Tree Walk on Hendersonville’s Main Street. Details TBA

Fall NeighborWoods Tree Plantings?

C. Quarterly Newsletter for Volunteers

The board requested that Mary Jo Paggett create a quarterly newsletter to send to our volunteer list to solicit new board members and raise awareness of the Tree Board’s efforts and programs.

5. **OLD BUSINESS**

A. Discuss Tree Canopy Recommendations

A committee was formed to make recommendations to the council to establish overall canopy percentage goals and specific recommendations for canopy percentages in smaller zones, especially addressing pre- and post-construction single-family residences.

B. Urban Forestry Plan

The same committee will also make recommendations pertaining to the Urban Forestry Plan.

C. Earthfest

There was a discussion about Earthfest, and the board was happy with the results and enjoyed a high participation rate amongst festival goers. They will request a better location on Main Street next year. Another Flame Azalea was reserved for next year’s event.

D. Bradford Pear Bounty

The event was successful, and the board looks forward to applying the lessons from the inaugural year to upcoming events. In particular, for next year’s event, trees will be offered on a first-come, first served basis. Approximately 150 trees were given away to the community. Replacement Trees will only be available to City Residents and Residents who reside in the ETJ.

E. Tree Ordinance Revision Discussion

The board acknowledged the positive gains achieved by the preservation part of the ordinance revision process. Also, it stated that the ordinance changes do not affect 90% of the property in the city limits. A committee was formed to find solutions to canopy loss within city limits.

F. NeighborWoods - Stephen Stark resigned from the board on 5-21-2024. Natalie Wilcoxson offered to champion the Neighbor Woods Program. She will meet with staff and Mac Brackett to set the fall planting season for success.

G. Arbor Day 2025

Michelle Garashi-Ellick from the Rotary Club offered to organize next year's event with Hendersonville Middle and Elementary Schools for a more significant celebration/event.

The Rotary Club donated a \$300 gift card to the Tree Board for Garden Gate Nursery.

6. OTHER BUSINESS

A. Budget discussion

The 2024-25 Budget was discussed with a total of \$27,500.

B. The board would like to purchase a panel for the tent to achieve better branding at events.

C. Mr. Coffee missed more meetings than are allowed by the by laws. The Tree Board will be taking applicants for his and Mr. Stark's Tree Board seats.

7. ADJOURNMENT

The City of Hendersonville is committed to providing accessible facilities, programs and services for all people in compliance with the Americans with Disabilities Act (ADA). Should you need assistance or an accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.