



**CITY OF HENDERSONVILLE**  
**ENVIRONMENTAL SUSTAINABILITY BOARD**  
City Hall - Council Chambers | 160 Sixth Avenue E. | Hendersonville, NC  
28792

Thursday, February 15, 2024 – 3:30 PM



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## AGENDA

1. **CALL TO ORDER**

2. **APPROVAL OF AGENDA**

3. **APPROVAL OF MINUTES**

A. Approval of January 18th meeting minutes

4. **PUBLIC COMMENT**

A. Public comment, 5 minutes

5. **NEW BUSINESS**

A. Staff Liaison Update: Caitlyn Gendusa, staff liaison

Notice that Sustainability Plan will be up for City Council approval in April meeting

Update on Bee City Pollinator Trail and upcoming event, 5 minutes

Interactive Pollinator Trail Map link:

<https://www.google.com/maps/d/u/0/edit?mid=1Q1GQ6ySzxGChQn65mROlkorG5pPkTBU&ll=35.321621230788885%2C-82.46393024871827&z=16>

Follow up on board farmers market days and booth for Symbolic Monarch Migration in September, 10 minutes

Farmer's Market proposed days:

May 18th - Frank

June 15th - Ann

July 20th - Grady

August 17th - need volunteer

September 21st - need volunteer for Symbolic Monarch Migration month

October 19th - Jill

Board feedback on educational sign for Brooklyn Community Garden through awarded small community grant, 5 minutes

Confirm board t-shirt sizes, 2 minutes

Lyndsey - need size  
Kelly - large  
Ann - large  
Mary Ellen - need size  
Virginia - medium  
Jill - small  
Frank - large  
Gina - need size  
Grady - large

**6. OLD BUSINESS**

- A. Hendo EarthFest – Ann Twiggs & Frank Stewart, Members, 5 minutes
- B. Waste Reduction – Virginia Tegel, Member, 5 minutes

Sustainability Demonstration Station Update

**7. OTHER BUSINESS**

- A. Tree ordinance update - Virginia Tegel, Member, 5 minutes
- B. Parks & Greenspace update - Virginia Tegel, Member, 5 minutes
- C. Sustainability plan inclusion in comprehensive plan – Virginia Tegel, 5 minutes
- D. Sustainability Hero Update – Kelly Pahle, Chair, 2 minutes
- E. FY24 Budget Use Suggestions and Discussion, 15 minutes

Caregivers of Mother Earth – Frank Stewart, Member  
Award for Chuck McGrady – Ann Twiggs, Member  
Pop up tent for events – Kelly Pahle, Chair

**8. OTHER BUSINESS**

- A. Lyndsey Simpson, Council Woman, 5 minutes

**9. 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.*



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 Thursday, January 18, 2024 – 3:30 PM



## MINUTES

### 1. CALL TO ORDER

A. Meeting called to order at 3:36pm

Kelly Pahle absent

### APPROVAL OF AGENDA

2. Mary Ellen motioned to approve first followed by Grady with the addition of adding a Tree Ordinance update.

### APPROVAL OF MINUTES

3. Approval of January 11, 2024 meeting minutes

Virginia motioned to approve first followed by Grady

### NEW BUSINESS

4. Staff Liaison Update: *Caitlyn Gendusa - Staff liaison*, 10 minutes

Confirmation of E.S.B. and Tree Board meeting to review Comp. Plan on 2/7/24 at 1pm - All board members should be able to attend.

Support confirmed from board on making public electric vehicle charging stations require a fee to use with the addition of having a 30 minute - 1 hour charging fee free period.

Farmers Market booth - Board decided on having a booth once a month during the season with the exclusion of big holidays weekend. Board will get back with Caitlyn on specific market weekends to reserve.

Sustainability Strategic Plan Survey now posted. Suggestions for promoting: Post survey in waterbill, at City events, and County public schools .

Suggestions for community grant projects presented

5. City Council Update: *Lyndsey Simpson, Mayor Pro Tem*. 10 minutes

Tree canopy overview presented

Affordable housing committee accepting 7 members with 2 City Council members

6. Vote to update meeting schedule

Virginia motioned to approve first followed by Ann to have February and March meetings at City Hall with the rest of the meetings for the year at the City Operations Center

## **SUBCOMMITTEE UPDATES**

### 7. Hendo Earth Fest, 5 minutes

Discussed using logo stamp for bags  
Working with Summit Marketing for graphics  
Finalized press release and working on approving proclamation

### 8. Waste Reduction, 10 minutes

Ideal location for sustainability station would be between Maple Street and the Train Depot however Virginia learned this location may be in conflict with future City plans and is contacting Jamie Carpenter to find out more.

## **OLD BUSINESS**

### 9. Formal adoption of FY25 budget, 5 minutes

Mary Ellen motioned to approve first followed by Grady

### 10. Discuss use of remainder FY24 budget on community grants, 15 minutes

Ann motioned to approve first followed by Gina to award \$5,000 of the board's budget to create ADA assessible beds and educational sign to the Brooklyn Community Garden with any remaining funds to be used for garden beds.

## **OTHER BUSINESS**

## **ADJOURNMENT**

### 11. Meeting adjourned at 5pm

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# Learn how you can be an environmental advocate!

Take a brochure to learn more and start exploring.





# Symbolic Monarch Migration Leader Packet 2023-24



## **Uniting Youth across North America through the exchange of paper butterflies and letters!**

The Symbolic Monarch Migration mimics the migration of monarch butterflies to Mexico in the autumn and their return North in the spring. Students in the USA and Canada send life-sized paper butterflies in the fall and receive different paper butterflies in the spring with a letter from a student in Mexico. Students in the USA and Canada also create Ambassador Butterflies as gifts for students in Mexico.



# Symbolic Monarch Migration Project Partners

The Symbolic Migration is a partnership project between Journey North (a program of the University of Wisconsin-Madison Arboretum) and Monarchs Across Georgia (a committee of the nonprofit organization, the Environmental Education Alliance). **Journey North** manages the interactive Symbolic Monarch Migration Participant Map and hosts educational materials on its website.

**Monarchs Across Georgia** administers the project including coordinating the exchange of symbolic butterflies among 2000+ classrooms in three countries, engaging a contract worker to provide lessons and deliver materials in Mexico, and raising funds for the project's continuation.



Tracking migrations and seasons

# WHAT IS AN AMBASSADOR BUTTERFLY?

Item A.

Your Ambassador Butterfly is a gift to a student in Mexico.

Make your gift beautiful!

You have two design options:

1. Make your own Ambassador Butterfly out of a letter-sized file folder, creating your own design\* or
2. Use one of our templates to decorate the outside of the folder: See [Google Drive Folder of Ambassador Templates](#)

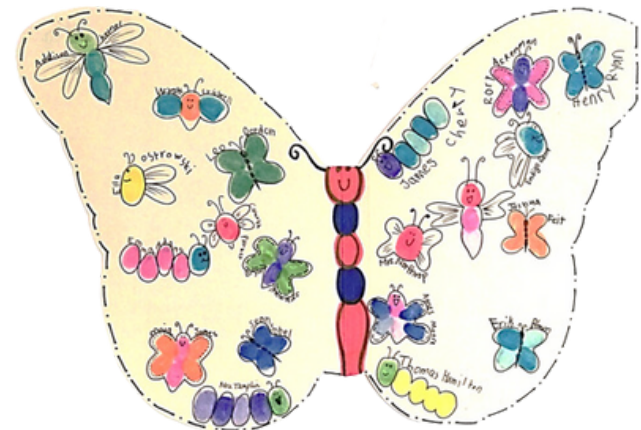
Special instructions:

1. If possible, write a message and/or decorate the inside of the folder.
2. Please do NOT use glitter or attach bulky materials!
3. Include this information on the folder:

**Teacher's/ Leader's Name**

**School/ Organization**

**City, State/ Province, Country**



\*See examples:

[bit.ly/AmbassadorExamples](http://bit.ly/AmbassadorExamples)



# WHAT IS A PASSENGER TICKET?

## What are the basics?

- A Passenger Ticket is the email receipt received when you pay the \$15 fee.
- **This project is designed for a single classroom, youth group, or family.**
- **Each** Ambassador Butterfly needs a separate Passenger Ticket. Enter the correct **Mailing Address** when you purchase your Passenger Ticket. Note: The **mailing address** may differ from the **street address** if a P.O. Box is used for postal delivery.
- **Save** and **Print** the email receipt from your purchase. It is your official Passenger Ticket and needs to be enclosed in your Ambassador Butterfly.

## How do we use this fee?

- The \$15 fee pays for our supplies, shipping fees to and from Mexico, and environmental education activities in Mexico.

## Do I get any supplies for my \$15 fee?

- **No supplies are provided.**

## What supplies do you need to print?

- a letter-sized file folder with copies of the life-sized butterfly template for each student
- a copy of the Hello Friends/ Hola Amigos Letter
- an envelope with postage affixed

## Where do I purchase my Passenger Ticket?

- [bit.ly/PassengerTicket23](http://bit.ly/PassengerTicket23)

## How can I make a payment?

- Payment by credit card (Visa, Mastercard, or Discover) is preferred. Purchase orders are accepted; contact [symbolic-migration@eealliance.org](mailto:symbolic-migration@eealliance.org) to request.

# WHAT GOES INSIDE MY FOLDER?

Item A.

What should be included in my Ambassador Butterfly?

1. A cluster of **life-sized butterflies\***, one made by each student in your class/ group \*A life-sized monarch is less than 4"x4".
2. A completed "Hello Friends/ Hola Amigos" Letter (also on page 11)
3. Your Passenger Ticket (a copy of the email confirmation of your purchase) is required.

Additional instructions:

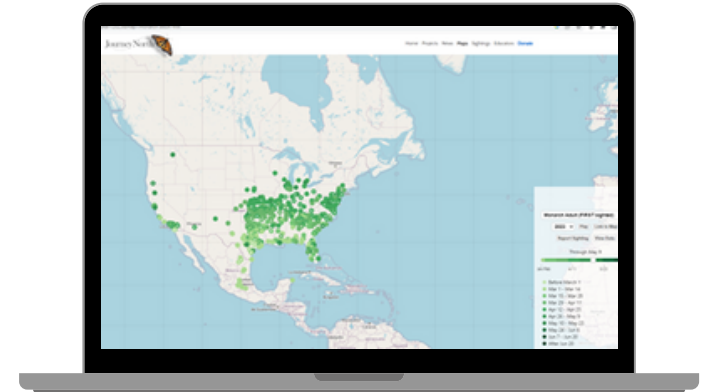
- Total number of life-sized butterflies per Ambassador Butterfly should not exceed a class size of approximately thirty (30). Additional Passenger Tickets should be purchased for classes/ groups larger than 30.
- Use our [Life-Sized Butterfly Template](#) (also on page 10) and enter all of the information (except perhaps the student's first name) before making photocopies.
- Illegible handwriting prevents other participants from contacting you in the spring when these life-sized butterflies return to the USA and Canada.
- Do not laminate your butterflies.
- Mark the map with an X to show where you live and draw an arrow to show the migration route to Mexico. Use [Google Maps](#) to measure the distance in kilometers from your location to Angangueo, Michoacan, Mexico, and fill in the blanks with your town, state/province, and country. Complete the Letter in both Spanish and English. (You can use the same words.)
- Optionally, you can enclose a Group Photo, Postcard, or ONE single-page Note written in Spanish. [Google Translate](#) is an option for translations.

# HOW DO I PUT OUR AMBASSADOR ON THE MA

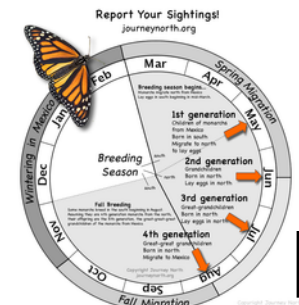
Item A.

What are the basic instructions:

- Complete instructions on how to register and map your participation can be found [HERE](#) in the Symbolic Monarch Migration Project Resources of Journey North.
- Be sure to include the leader's name, school/group/family, city, and state/province and country in the "Comments." Uploading a photo is optional.
- Your report (and uploaded photo) will appear on the List of Participants. Your location will appear on the Participant Map.
- The map can only display one dot at each location. Clicking on the dot will only display the most recent report for that location. If you have multiple groups from one location, make a single entry on the map with a photo collage of all the Ambassador Butterflies.
- All individual reports and photos will appear on the List of Participants.



Remember to track real monarchs on Journey North and utilize their many resources.



# WHAT IS THE PROJECT TIMELINE?

Item A.

## STEP 2 NOV. 2023 - FEB. 2024

Your Ambassador is shipped to Mexico by early November where Ms. Romero delivers them to schools. Find out where your Ambassador landed in Mexico at [www.symbolicmigration.org](http://www.symbolicmigration.org).

## STEP 1 BY OCTOBER 20, 2023

Create your Ambassador and life-sized butterflies. Purchase Passenger Ticket. Record on Journey North's Participant Map. Mail materials by postmark deadline.

## STEP 3 MARCH 2024

Your Ambassador remains in Mexico but letters from students return northward.

## STEP 4 APRIL 2024

A letter from a student in Mexico and a mixture of life-sized butterflies are mailed to all participating groups by early April.

## STEP 5 APRIL - MAY 2024

Contact leaders/ teachers to report the arrival of individual life-sized butterflies before the end of the school year.



# IMPORTANT INFORMATION

Item A.

- Contact Monarchs Across Georgia at [symbolic-migration@eealliance.org](mailto:symbolic-migration@eealliance.org) with questions about payments, Passenger Ticket receipts, Ambassadors, reports from schools in Mexico, and general project logistics.
- Purchase your Passenger Ticket at [bit.ly/PassengerTicket23](https://bit.ly/PassengerTicket23)
- Mail your Ambassador Butterfly & Enclosures to:  
**Send a Monarch to Mexico!, c/o Symbolic Migration**  
**1497 Candleberry Court SW, Lilburn, GA 30047 USA**
- Do not send payments to this address.
- **The postmark deadline for this season is October 20, 2023.**
- Add your location to Journey North's Symbolic Migration Participant Map. Directions for this procedure can be found [HERE](#).
- Having trouble with this procedure? Use this Journey North Helpline: [https://journeynorth.org/contact/help\\_contact.html](https://journeynorth.org/contact/help_contact.html)
- To read about the school visits in Mexico, visit <https://symbolicmigration.org/>. Use the SEARCH function at the top right of this page to find out where your Ambassador landed.

# CHECKLIST

- ✓ Purchased online my \$15 Passenger Ticket for each Ambassador Butterfly at [bit.ly/PassengerTicket23](https://bit.ly/PassengerTicket23)
- ✓ Ambassador Butterfly created with enclosures including: cluster of no more than ~30 life-sized butterflies, completed Hello Friends/ Hola Amigos Letter, copy of payment confirmation email (Passenger Ticket). NO RETURN ENVELOPE needed.
- ✓ Reported to Journey North's Symbolic Monarch Migration Participant Map, including the leader's name, school/group/family, city, and state/province in the "Comments." Photo upload of our Ambassador is optional.
- ✓ Ambassador Butterfly & enclosures mailed & postmarked by OCTOBER 20, 2023 to:  
Send a Monarch to Mexico!, c/o Symbolic Migration,  
1497 Candleberry Court SW, Lilburn, GA 30047, USA





Student's First Name:

City:

State/Province, Country:

School/Family/Group:

Leader's Name:

Leader's email:



Student's First Name:

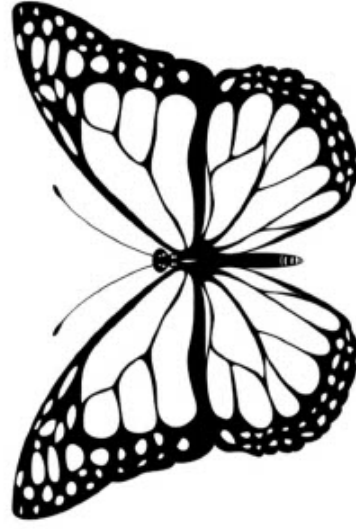
City:

State/Province, Country:

School/Family/Group:

Leader's Name:

Leader's email:



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City:

State/Province, Country:

School/Family/Group:

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Student's First Name:

City:

State/Province, Country:

School/Family/Group:

Leader's Name:

Leader's email:



### Hello Friends!

### ¡Hola Amigos!

We made this symbolic monarch for you in

Hicimos esta monarca simbólica para Uds. en

(town) \_\_\_\_\_,

(pueblo) \_\_\_\_\_.

(state/ province) \_\_\_\_\_,

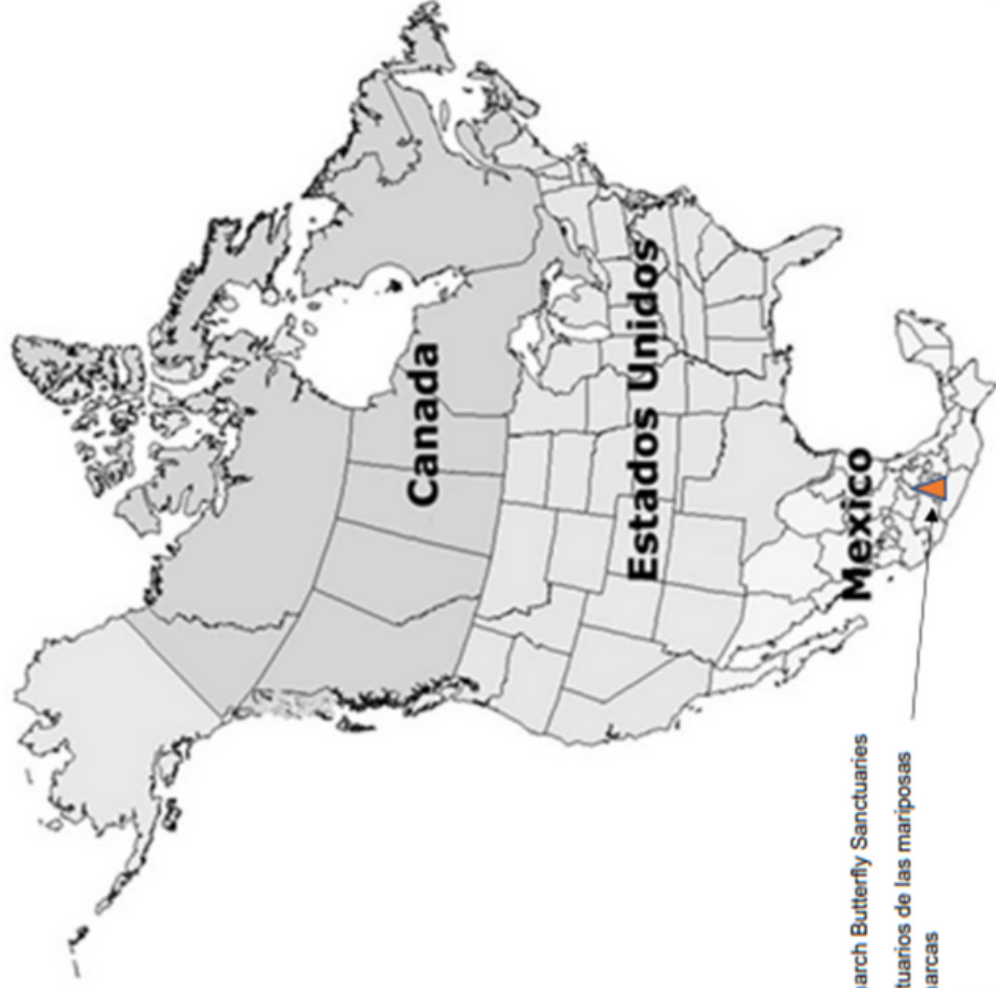
(estado/ provincia) \_\_\_\_\_.

(country) \_\_\_\_\_. We have marked the map with an X to show where we live and drawn an arrow to show the migration route.

(páís) \_\_\_\_\_. Hemos marcado el mapa con una X para mostrar dónde vivimos y una flecha que muestra la ruta de migración.

This butterfly flew \_\_\_\_\_ kilometers to greet you.

Esta mariposa voló \_\_\_\_\_ kilómetros para saludarte.



Monarch Butterfly Sanctuaries

Santuarios de las mariposas monarcas



# POLLINATOR TRAIL



**Plan your own pollinator-friendly adventure!** This ongoing self-guided trail is your guide to eco-friendly gardens, green spaces, food, and art initiatives by the City of Hendersonville that highlight the importance of bees, butterflies, and other pollinators.

The **RED ROUTE** is entirely walkable and takes approximately 2 miles to complete roundtrip. There is an optional add on for Stop #7, the **GREEN ROUTE** which takes visitors along the Oklawaha Greenway and adds on an additional 2.8 miles. Visitors can also choose to visit location #8 however, a vehicle is required.

## 1 THE GOOD OF THE HIVE MURAL EXTERIOR WALL OF HANDS ON! CHILDREN'S MUSEUM

Location: Within the Azalea Public Parking Lot (facing Third Ave. E. between N. Main Street and King Street)

Entirely funded by donations from the community, the mural stirs curiosity and inspires actions to help sustain healthy ecosystems. The hive of bees also serves as a metaphor for recognizing and celebrating the power in human connection.

## 2 BEE MURAL DEMONSTRATION POLLINATOR GARDENS

Location: Azalea Parking Lot / Hands On! Children's Museum / The Good of the Hive Bee & Pollinator Mural (facing Third Ave. E. between N. Main Street and King Street).

These gardens, planted and maintained by the Tree Board as part of Hendersonville's Bee City USA program, serve as examples of pollinator-friendly landscaping that can be replicated at home.

## 3 HENDO BEELINE SIDEWALK MURAL

Location: Long Maple Street between 5th Avenue and the Historic Train Depot

Pedestrians of all ages are invited to hop, skip, and stroll along a honey-combed path stretching over 800 feet and painted with four seasons of flowers, all vital to pollinators. The design includes flowers, children's art sections filled with different pollinators and other wildlife that contribute to the biodiversity of this painted garden path.

## 4 HENDERSONVILLE FARMERS MARKET

Location: Historic Train Depot, 650 Maple Street, Hendersonville  
Open Saturdays from 8 AM – 1 PM, May – October.

Hendersonville Farmers Market aims to be a world class market that contributes to the success of local producers and growers, expands access to farm fresh foods, and creates a vibrant community gathering space. With fresh produce, meats, baked goods, honey, crafts, live entertainment, food trucks, and more, it's a weekly outing with something for everybody! Pollinators are appreciated every day, but will be especially celebrated during Pollinator Month!

## 5 BROOKLYN COMMUNITY GARDEN

Location: Across the street from the Boys & Girls Club of Hendersonville

This community garden is in the construction phase and when completed in spring 2024 will feature garden beds, including ADA accessible, pollinator gardens, fruit trees, and berry bushes, as well as a gathering space all open to the public.

## 6 OKLAWAHA GREENWAY TRAIL-PATTON PARK ACCESS

Location: Patton Park

The City of Hendersonville's 3.5 mile fully paved Oklawaha Greenway winds through wetlands, meadows and forests to connect four parks and is easily accessible from five convenient parking areas. There are several adopt a trail pollinator beds and meadows along the trail.

## 7 BEARFOOTIN' BEARS ART WALK

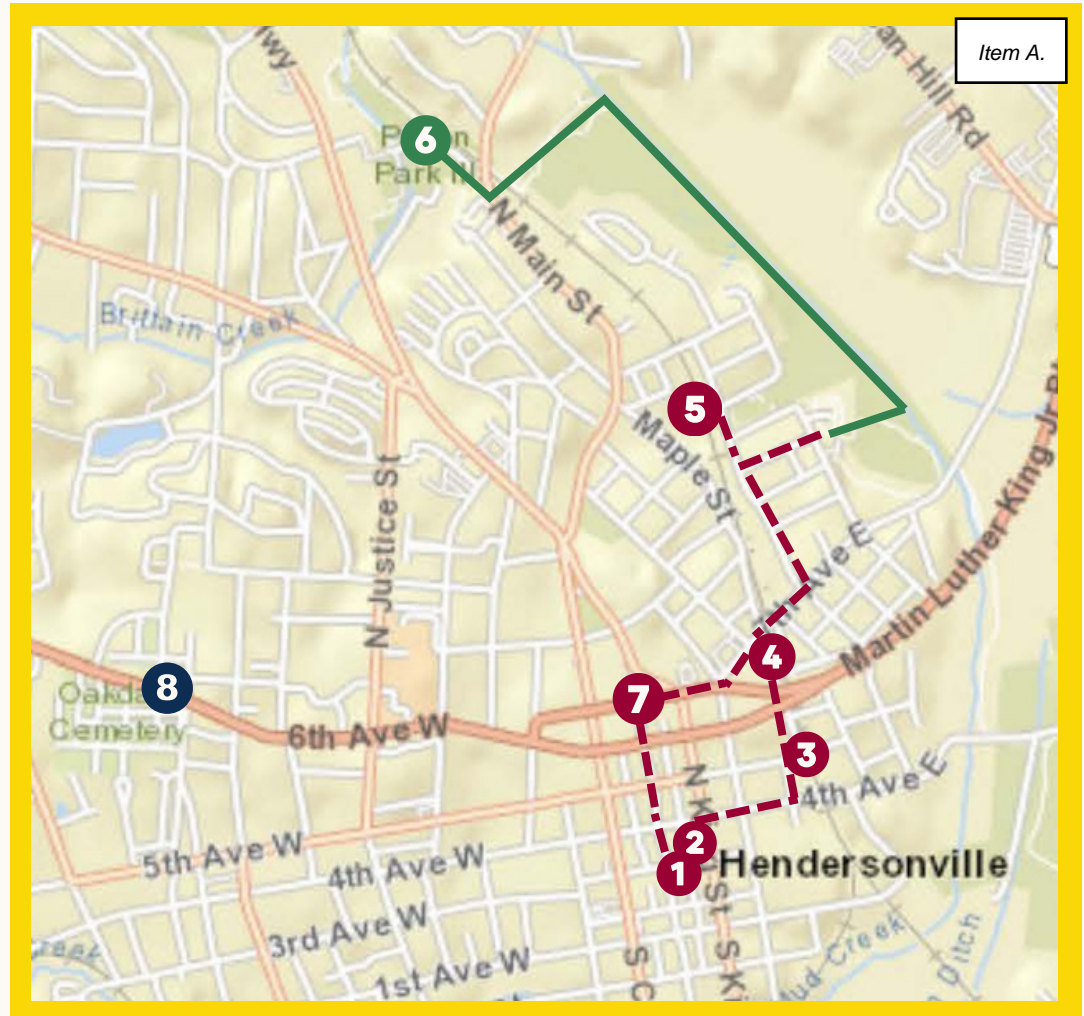
Location: Throughout downtown Hendersonville from May - October

The annual Bearfootin' Public Art Walk is a whimsical, playful public art display featuring bear sculptures each transformed in a spectacular fashion by local artists. Past themes for bears have included "Buzz the Pollinator Bear" featuring beekeeping scenes; "Honeybear" painted to resemble a squeeze bottle of delicious mountain honey; a mother and her cub named "Polly & Nate" covered in a diversity of native wildflowers, bees, butterflies, and hummingbirds.

## 8 BEARCAT LOOP TREE & POLLINATOR PLANTINGS

Location: Oakdale Cemetery

The Hendersonville Tree Board has planted over 80 trees and established 7 raised beds along Bearcat Loop. Among these plantings you'll find pawpaw, sourwood, carolina silverbell as well as perennial favorites including milkweed, mountain mint, goldenrod, cardinal flower, black-eyed susan, joe-pye weed and more.



Item A.

TO VIEW THE FULL POLLINATOR TRAIL:

