



CITY OF HENDERSONVILLE
ENVIRONMENTAL SUSTAINABILITY BOARD
Operations Center - Assembly Room | 305 Williams St. | Hendersonville NC
28792



Thursday, February 17, 2022 – 3:00 PM

AGENDA

1. CALL TO ORDER

A. Roll Call - *Mary Ellen Kustin, Chairperson*

2. APPROVAL OF AGENDA

A. Consideration of Agenda - *Mary Ellen, Chairperson*

3. APPROVAL OF MINUTES

A. Approval of Minutes from 01/20/2022 - *Gracie Erwin, Staff Liaison*

B. Sustainability Planning Sub Committee Minutes from 02/11/2022 - *Gracie Erwin, Staff Liaison*

4. APPROVAL OF AGENDA

A. Powering America Forward to Clean Energy- The Energy innovation and Carbon Dividend Act
- *Presentation by Steffi Rausch, Amos Dawson, and Stuart Rundlett*

B. Ecusta Trail- *Mary Ellen Kustin, Chairperson*

C. Sustainability Planning Sub- committee Updates- *Caroline Beamer, Co Chairperson*

D. Sub Committee- Bee City USA updates - *Will Garvey, board member*

E. Sub Committee Update- Recycling and Plastics, Working to be Plastic Free campaign - *Filling in for Grey Jernigan, Katie Breckheimer*

F. City Council Updates, DAB presentation- *Lyndsey Simpson, Council woman*

5. OLD BUSINESS

6. NEW BUSINESS

A. Review of proposal for EV Charging Infrastructure in New Construction - *Will Garvey, Board Member*

B. Discussion Item- Hazen 16" turbine, reducing power at WTP, and energy efficiency- Notes from Lee Smith- *Gracie Erwin, Staff Liaison*

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.



CITY OF HENDERSONVILLE
ENVIRONMENTAL SUSTAINABILITY BOARD
 Operations Center - Assembly Room | 305 Williams St. | Hendersonville NC
 28792



Thursday, January 20, 2022 – 3:00 PM

MINUTES

1. CALL TO ORDER

A. Roll Call - *Mary Ellen Kustin, Chairperson*

Adam Murr, and Ashely from AWD are both present.

Need to add Will Garvey to municode and Remove Kim Bailey from active roster

*Will Garvey was present

APPROVAL OF AGENDA

2. Consideration of Agenda - *Mary Ellen Kustin, Chairperson*

APPROVAL OF MINUTES

3. Approval of Minutes - *Gracie Erwin, Staff Liaison*

See email from Mary Ellen- typo looing to looking

Bucket edits (see email)

4. ESB Planning Sub Committee Meeting Minutes from December and Januarys meetings - *Gracie Erwin, Staff Liaison*

APPROVAL OF MINUTES

5. Guest Presentation from ADW Architects "Hendersonville Fire Station No. 1" - Presented by *Ashley Love, ADW Architects*

6. Mayors Monarch Pledge - *Mary Ellen Kustin, Boardmember*

<https://www.nwf.org/mayorsmonarchportal>

Find out from Lynsdey and Mike if we need a formal letter and if it needs to go to City Council

OLD BUSINESS

7. Bee City Updates- *Will Garvy, Boardperson and Liaison to Bullington Gardens*

Planter to be installed at the mural, near the dumpster corral

Once arrangement with Bullington is completed Will will keep up with updates.

8. Recycling Update- *Gray Jernigan, Boardmember*

In the process of distributing clings, and promotion of ways to reduce plastics in restaurants.

Mayor took a nice photo- Big thank you to both City and Mayor for sharing the word about working to be plastic free!

9. Announcement - *Gray Jernigan, Boardmember*

Gray has accepted a new role with Mountain Tru and moving into the Asheville Role, which a change of focus on counties.

Will be out on leave for February, March and April. During this time a new hire will be made for Grays current role.

May 1st will be when hopefully the new hire can take over if they choose to apply.

Katie Bruckheimer will be subbing in for the next few months.

June would be ideal time to fill this position from council.

10. Working to be Plastic Free Questionnaire, Survey for Department Heads - *Kelly Pahle, Boardmember*

Personalize the letter, and letter will serve as an introduction as to why we are doing this.

Open to feedback and suggestions, or additions for categories- email Kelly your thoughts.

11. Sustainability Planning update- *Caroline Beamer, Co chairperson*

OLD BUSINESS

12. Public Comment - *Time allotted 15 minutes*

OLD BUSINESS

13. Any old Business to readdress- *Mary Ellen Kustin, Boardchair*

Move MLK park clean up to Earth Day April 22nd (also same week as Easter)

Flash mob idea - Leaders for each park and clean up city parks flash mob style.

Ask for proclamation for Earth Week

Ideas to promote- i.e. walking to work, bike to work, or plastic free day. Work with LuAnn or HR to get the word out and also health related.

Earth Week idea- make as an agenda item

NEW BUSINESS

ADJOURNMENT

EnterTextHere

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ESB Sustainability Plan Sub – Committee
Meeting Minutes
2/11/21 time 4-5:30PM
City Operations Center
305 Williams Street

Attendance: Caroline Beamer – Chair

Neil Brown, David Lee, Lynne Williams, Will Garvey, Ann Twiggs, and Mary Ellen Kustin

We discussed “cleaning up” the 5 buckets; Energy, Transportation, Waste Management, Water and Land Management/Conservation. The author of each bucket needs to define an overall goal and include documentation for action steps. Goals should be measurable. The action steps should keep in mind feasibility (can be done relatively easily) and long-term actions, i.e., City issue a Proclamation/Resolution (relatively easy) and install EV stations around the city (long term). Studies of where the action step has been done before and also cost/benefits should be included. Instances where an action step could be included in another bucket should be indicated, i.e., “increase EV vehicles” is under the Energy bucket and the Transportation bucket.

Improved lists should be sent to Caroline Beamer by February 22nd for review at the next Sub Committee Meeting on February 24th.

Submitted by Ann Twiggs

Resolution No. _____
 City _____, State _____

**Resolution urging the United States Congress to enact the
 Energy Innovation and Carbon Dividend Act**

WHEREAS, an Intergovernmental Panel on Climate Change issued a special report on the impacts of global warming of 1.5°C above pre-industrial levels in October 2018 warning that global warming is likely to reach 1.5°C between 2030 and 2052 if it continues to increase at the current rate.

WHEREAS, the United Nations climate science body said in a monumental climate report that we have only until 2030 to make massive and unprecedented changes to global energy infrastructure to limit global warming to moderate levels; and

WHEREAS, the United States government released its Fourth Annual Climate Assessment in November 2018 reporting that the impacts of climate change are already being felt in communities across the country, and that more frequent and intense extreme weather and climate-related events, as well as changes in average climate conditions, are expected to continue to damage infrastructure, ecosystems, and social systems that provide essential benefits to communities; and

WHEREAS, conservative estimates by the world's climate scientists state that, to achieve climate stabilization and avoid cataclysmic climate change, emissions of greenhouse gases (GHGs) must be brought to 80-95% below 1990 levels by 2050; and

WHEREAS, presently the environmental, health, and social costs of carbon emissions are not included in prices paid for fossil fuels, but rather these externalized costs are borne directly and indirectly by all Americans and global citizens; and

WHEREAS, to begin to correct this market failure, Congress can enact the Energy Innovation and Carbon Dividend Act to assess a national carbon fee on fossil fuels based on the amount of CO₂ the fuel will emit when burned and allocate the collected proceeds to all U.S. Households in equal per-capita shares in the form of a monthly dividend; and

WHEREAS, for efficient administration, the fossil fuels fee can be applied once, as far upstream in the economy as practical, or at the port of entry into the United States; and

WHEREAS, as stated in the **Energy Innovation and Carbon Dividend Act**, a national, revenue-neutral carbon fee starting at a relatively low rate of \$15 per ton of CO₂ equivalent emissions and resulting in equal charges per ton of CO₂ equivalent emissions potential in each type of fuel or greenhouse gas should be assessed to begin to lower what are now dangerously high CO₂ emissions. The yearly increase in carbon fees including other greenhouse gases, shall be at least \$10 per ton of CO₂ equivalent each year, with the provision that the annual increase will be \$15 per ton of CO₂ equivalent if statutory goals are not met; and

WHEREAS, the **Energy Innovation and Carbon Dividend Act** specifies that, in order to protect low and middle income citizens from the economic impact of rising prices due to the carbon fee, equal monthly per-person dividend payments shall be made to all American households (one-half payment per child under 19 years old) each month from the fossil fuel fees collected. The total value of all monthly dividend payments shall represent 100% of the net carbon fees collected per month; and

WHEREAS, the **Energy Innovation and Carbon Dividend Act** encourages market-driven innovation of clean energy technologies and market efficiencies which will reduce harmful pollution and leave a healthier, more stable, and more prosperous nation for future generations; and

WHEREAS, the **Energy Innovation and Carbon Dividend Act** will, after 12 years, lead to a decrease in America's CO2 emissions of 40 percent and preserve national employment; and

WHEREAS, border adjustments - carbon content-based levies on products imported from countries without comparable carbon pricing, and refunds to our exporters of carbon fees paid - can maintain the competitiveness of U.S. businesses in global markets; and

WHEREAS, a national carbon fee can be implemented quickly and efficiently, and will respond to the urgency of the climate crisis because the federal government already has in place mechanisms, such as the Internal Revenue Service, needed to implement and enforce the fee, and already collects fees from fossil fuel producers and importers; and

WHEREAS, A national revenue-neutral carbon fee would make the United States a leader in mitigating climate change and in the clean energy technologies of the 21st century and would provide incentive to other countries to enact similar carbon fees, reducing global CO2 emissions without the need for complex international agreements, and

NOW, THEREFORE, BE IT:

RESOLVED, that the City of _____, (state)_____ urges the United States Congress to enact without delay the **Energy Innovation and Carbon Dividend Act**, and

BE IT FURTHER RESOLVED, that the City Manager or City Clerk, no later than 30 days after passage of this Resolution, shall transmit copies of this resolution to the President and Vice President of the United States, to the Speaker of the House of Representatives, to the Majority Leader of the Senate, to each U.S. Senator and Representative from the State of _____ in the Congress of the United States, and to nearby city and county governments urging that they pass similar resolutions.

PASSED AND ADOPTED as a resolution of the City Council of the City of _____, State of _____ at its regularly scheduled meeting held on _____.

_____, Mayor
City of _____

_____, City Clerk

Powering America

Forward to

Clean Energy

**The Energy Innovation and
Carbon Dividend Act (H.R. 2307)**

Who is Citizens' Climate Lobby?

Citizens' Climate Lobby is a **international, non-profit, non-partisan, grassroots** advocacy organization focused on national policies to address climate change.

- We help generate the political will necessary for passage of a Carbon Fee and Dividend proposal.
- Train and support volunteers to engage elected officials, the media and the public.

How Long Do We Have?

The IPCC reports we must
cut global emissions
50% by 2030 and
100% + negative by 2050.



What Makes A Good Climate Solution?

- Drives large scale change quickly (effective)
- Uses incentives (carrot & stick) that support choice
- Fair and sustainable (progressive)
- Sticky and durable (sustainable)
- Healthy for the planet AND the economy



Federal Climate Policy Options

4 approaches to carbon mitigation compared

Approach   Positive Impacts	Carbon fee & dividend	Carbon tax	Cap & trade	Regulations (EPA rules, CAFÉ standards)
Effective lowering carbon	✓	✓	✓	+ -
Affects the whole economy	✓	✓	+ -	
At big scale of the problem	✓	✓	+ -	
Fast implementation	✓	✓		
Durable, no re-adoption	✓	✓		
Simple	✓	✓		
Direct carbon impact	✓	✓		
Easy administration	✓	✓		
Predictable future/ Good for business	✓	✓		
Creates many new jobs	✓	+ -		
Benefits poor & working class	✓	+ -		
Associates climate to income	✓			
Demonstrated success	✓	+ -	+ -	+ -
Will Congress adopt?	✓	X	X	X

How it Works



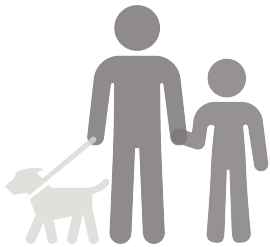
Charge a fee on
fossil fuels at
the source
(mine, well, or port)

Return 100% of
net revenue to
households as a
dividend



Border
Carbon
Adjustment

Benefits



**Puts Money in
Your Pocket**

FAMILIES GET PAID

TODAY

\$0

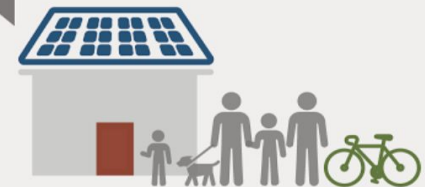
paid to households
in carbon dividends



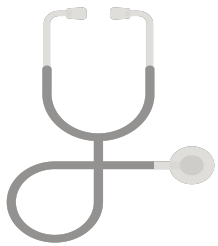
THE FUTURE

\$2,974

annual dividend for a family
of 4 in year 10



Benefits



Saves Lives

A HEALTHIER ENVIRONMENT

TODAY

350,000 lives lost
each year due to air pollution



THE FUTURE

4.5m lives saved
over the next 50 years
thanks to clean air



Benefits



Affordable
Clean
Energy

JOBS ARE CREATED

TODAY

\$800 billion

in annual costs from
environmental and health
harms of fossil fuels



THE FUTURE

Clean energy jobs
created in local
communities



How It Works



Border Carbon Adjustment

To protect U.S. manufacturers and jobs, imported goods will pay a border carbon adjustment, and goods exported from the United States will receive a refund under this policy. This will level the playing field so that countries like China and India will be required to pay as well. It will ALSO help bring other countries on board.

Dividends & Low Admin Costs



Lifetime Admin costs are 2% of the carbon fees collected.
A 4-person home after 10 years would receive \$300-400/mo

Who Benefits from a Carbon Dividend?

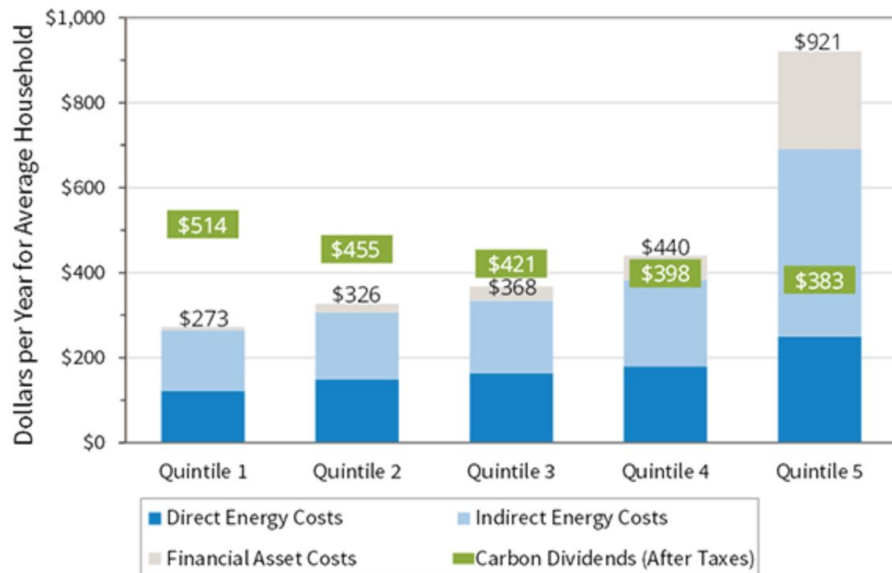


Figure 2. Comparison of Year 1 household costs from carbon fee with Year 1 carbon dividends. Direct energy is gasoline, electricity, and home heating. Indirect energy is embodied energy in all other purchases. Financial asset costs accrue from carbon costs incurred by businesses and passed back to owners. Carbon dividends are net after personal income tax.

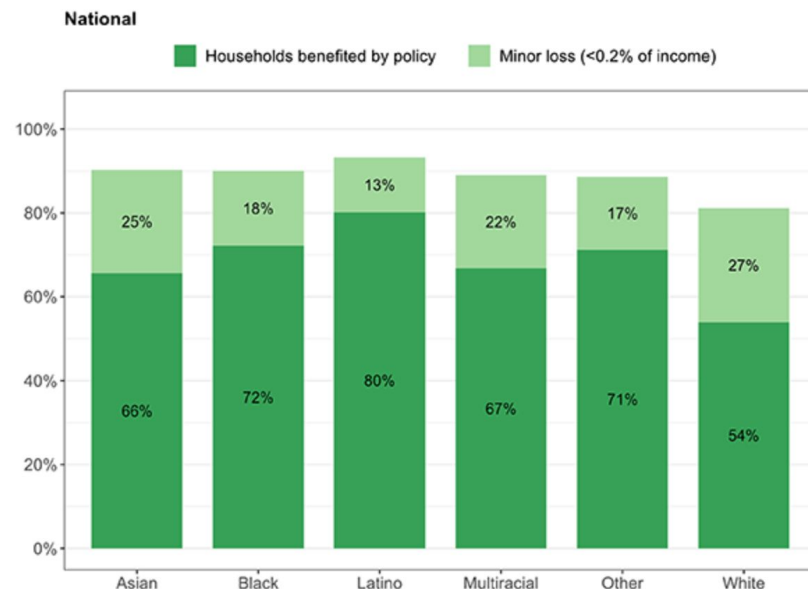


Figure 3. Percent of households whose carbon dividends exceed carbon costs, arranged by race/ethnicity.

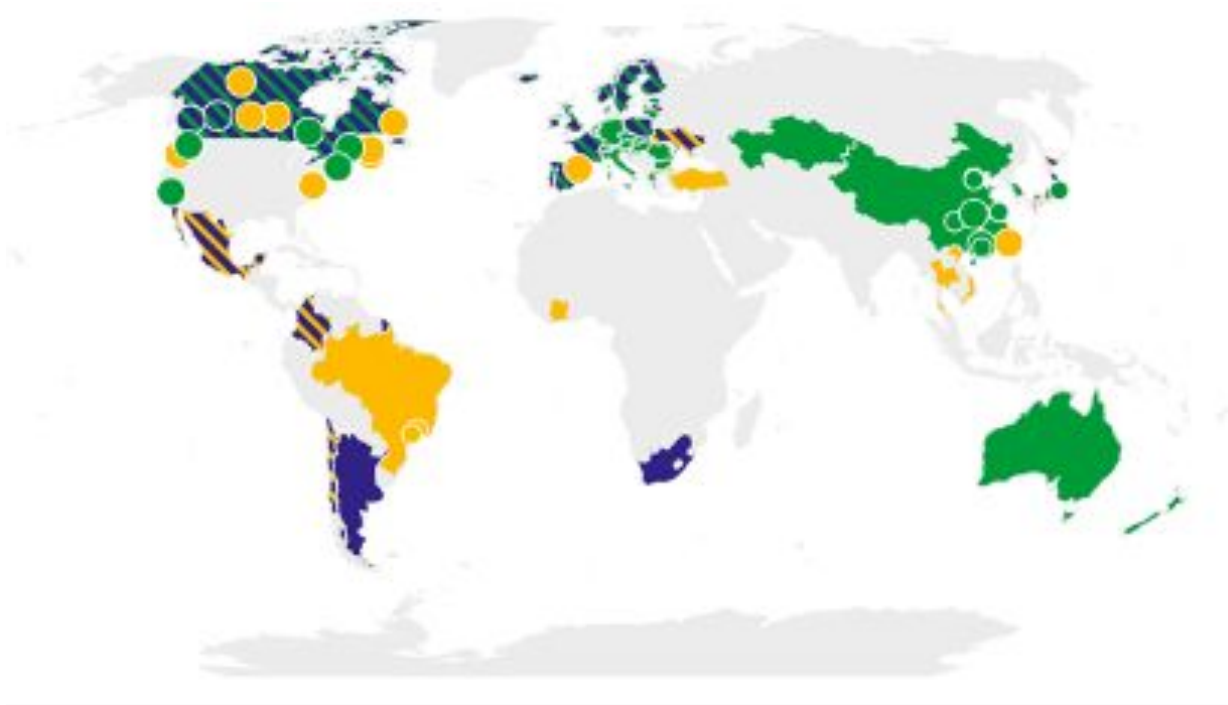
Household Impact Study, Aug 2020

<https://citizensclimatelobby.org/household-impact-study/>

Carbon Pricing Momentum Globally

Item A.

65 Carbon Pricing Initiatives Globally Canada the first to implement CF&D



Canada 

Statements of Support

ECONOMISTS' STATEMENT ON CARBON DIVIDENDS

The Largest Public Statement of Economists in History

SIGNATORIES INCLUDE

- 3558** U.S. Economists
 - 4** Former Chairs of the Federal Reserve (All)
 - 27** Nobel Laureate Economists
 - 15** Former Chairs of the Council of Economic Advisers
 - 2** Former Secretaries of the U.S. Department of Treasury

“We support the use of market-based mechanisms... a price on carbon that supports long-term decision-making... to drive capital investment.”



U.S. Climate Finance Working Group (CFWG), comprised of 11 financial services trade associations, jointly endorsed a statement titled Financing a U.S. Transition to a Sustainable Low-Carbon Economy

“A price on carbon is the single most important step to manage climate risk and drive the appropriate allocation of capital.”

U.S. Commodities Futures Trading Commission (CFTC),


the Climate-Related Market Risk Subcommittee of the Republican controlled CFTC released its report: “Managing climate Risk in U.S. Financial System,” a first of its kind from a U.S. regulator.



“The Chamber supports a market-based approach to accelerate GHG emissions reductions across the U.S. economy”

“We believe that durable climate policy must be made by Congress,” the group said, adding that it should encourage investment in emission reductions, while avoiding harm to business, consumers and communities.

U.S. Chamber of Commerce is the country’s biggest and most influential business lobby group, shifted its position on climate change.



“Rather than a patchwork of federal and state regulations and mandates that could ineffectively address the climate challenge, an **economy-wide government carbon price policy** is the most impactful and transparent way to achieve meaningful progress.”

American Petroleum Institute (API) published a climate statement in support of carbon pricing.

Local Support (Endorsements)

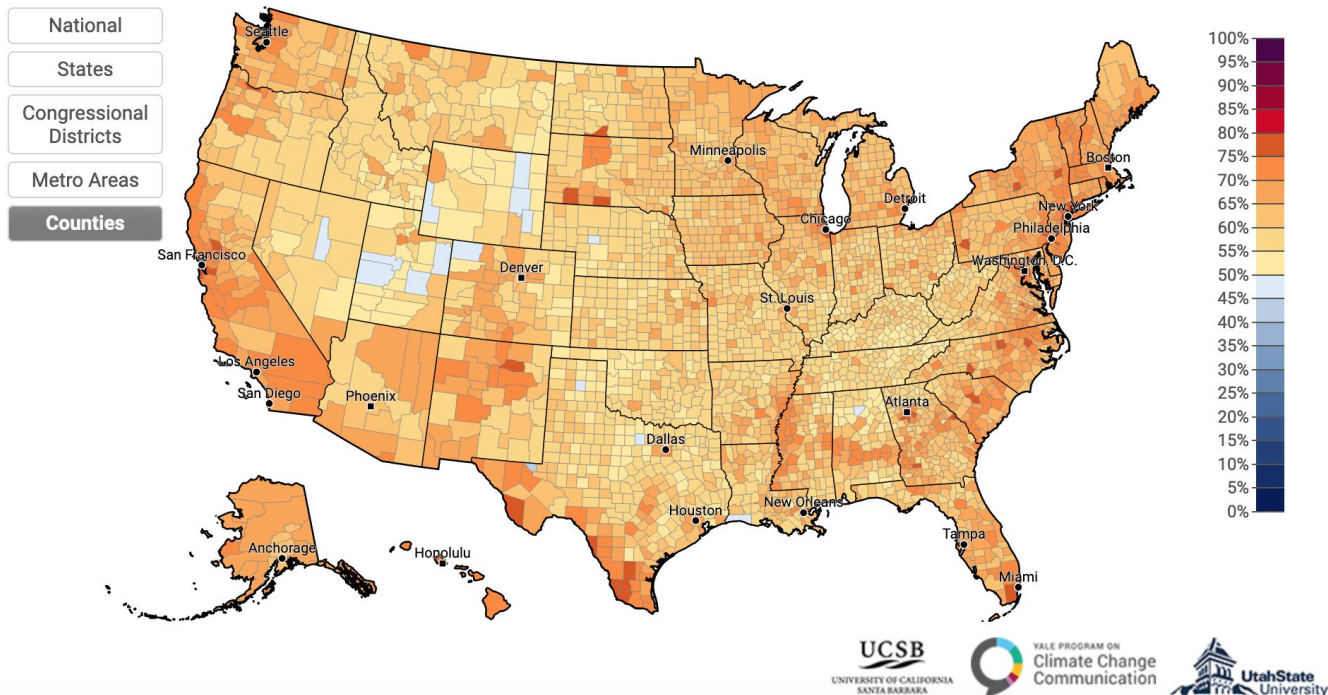
**150 Businesses in NC11
+ 7 Municipalities in NC
Support the EICDA!**

See www.energyinnovationact.org/all-supporters

Citizens support Carbon Pricing

Estimated % of adults who support taxing fossil fuel companies while equally reducing other taxes (68%), 2020

Select Question: Absolute Value
 Click on map to select geography, or:



Source: 2020 Climate Opinion Map by Yale Center on Climate Change Communication

Citizens support Carbon Dividends

The Carbon Dividends Plan has majority support across party lines.

Including 4-1 support overall, 2-1 GOP support and 75% support from Republicans under 40.

Business and environmental leaders are proposing a bipartisan climate solution that charges fossil fuel companies for their carbon emissions and gives all the money directly to the American people through a quarterly check. This new climate solution is called "Carbon Dividends", because all households would receive a quarterly cash payment as part of an effort to solve climate change.

Would you support or oppose this plan?

	Total	GOP	Swing	DEM	GOP < 40 y.o.
SUPPORT	66%	53%	64%	80%	75%
Strongly support	34%	27%	28%	47%	45%
Somewhat support	32%	26%	36%	33%	30%
Neither support nor oppose	19%	22%	20%	15%	14%
Somewhat oppose	7%	9%	10%	3%	5%
Strongly oppose	8%	16%	6%	2%	6%
OPPOSE	15%	25%	16%	5%	11%
Support-Oppose	4-1	2-1	4-1	16-1	7-1

LUNTZ GLOBAL



Why should Cities support?

- Cities & Counties need federal Climate Policy to help them reach their emission reduction goals.
- Our federal legislators need to hear more from their District legislators and constituents in order to support it federally.
- We need local support to help make climate a bridge vs. wedge issue using bipartisan values.
- We need to protect our towns, households, and businesses from the rising cost of worsening climate impacts and mass migrations while helping our economy.

Why Energy Innovation & Carbon Dividend Act?

Because we can clean up the air and water while **ALSO** boosting our Economy:

- Transparent & Protects the Poor (when revenue-neutral)
- Easiest to implement & least costly of all solutions
- Households can make independent choices, get pocket-money
- Does not grow government
- Spurs innovation
- Boosts the economy (especially Local ones)
- Achieves greater emissions reductions than any other policy
- Addresses all sectors of the economy (levied at the source)
- Encourages Global Action (to get the revenue)

Will you sign a Resolution in support?

Resolution urging U.S. Congress to enact the Energy Innovation and Carbon Dividend Act

WHEREAS, A national revenue-neutral carbon fee would make the United States a leader in mitigating climate change and in the clean energy technologies of the 21st century and would provide incentive to other countries to enact similar carbon fees, reducing global CO₂ emissions without the need for complex international agreements, and...

To the Rails to Trails Advisory Committee

We are pleased and excited to see the Ecusta Rails to Trail Greenway come to fruition. In addition to the benefits for Western North Carolina residents, the greenway will showcase our region to a wider population around the area. We would like to encourage implementation of another positive aspect of the greenway development.

In 1894 when the railroad between Hendersonville and Brevard was built there was little consideration of the impact on the natural environment incorporated into the design. In the 21st century we have become much more knowledgeable about the environment and the impacts that human infrastructure projects can have. The Ecusta Trail will have 16 major trestle crossings of waterways in addition to numerous culvert crossings of smaller streams. The construction of the trail offers an opportunity to correct and improve on past waterway crossing construction efforts.

Instead of hardening the banks adjacent to stream crossings, we have the opportunity to improve the natural infrastructure of the intersecting streams. We are encouraging the use of natural bank stabilization, modifying crossing design to accommodate natural stream alignment and flood water passage, and the planting of native riparian vegetation on stream banks. Stable and appropriate stream crossing design will ensure that the Trail causes minimal impact to the region's water systems from erosion, improves regional water quality and enhances the quality of all aquatic organisms, some of which are threatened. Additionally, this will improve the greenway for both humans and the environment. Appropriately designed and planted stream crossings will encourage pollinators, birds, fishes, mussels and other native animals while providing a more natural and educational experience for those using the trail as well as providing more of a buffer to neighboring properties.

The Ecusta Trail has been thought about and dreamed of for many years. As the planning and construction begins, we urge the Rails to Trail Advisory Committee to think long term in order to ensure that the Trail enhances the natural experience of its users and benefits the broader community through environmentally sound waterway crossing design techniques.

Sincerely,

The Hendo Lifeline

A Proposed Fast Action, Community-Driven Sidewalk Art & Fitness Experience Project due by May '22 Garden Jubilee.



Item F.



Our Strong Foundation

- 2021 Friends of HVL/AARP Fast Action Sidewalk Mural Grant “Exceeds Expectations”
- Under budget, On Time
- Volunteer-Driven (+200)
- Huge Community Support, demand for “more, more”



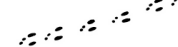
Proposal

- EZ extension of this Foundation
- via connecting, interactive sidewalk story through which participant moves through series of simple painted animal tracks learning about Hendo, our environment, how we interconnect
- Sustainability



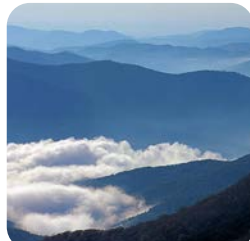
Where

- Connect Main & Good of Hive Mural to BeeLine & 7th
- Start Main & 3rd, move north along King turning east onto 5th & Grove (connect to current Murals)



How

- Sidewalk paint (from BeeLine)
- Simple storyline set in native WNC terrains (creek, river, sky...)
- conveyed through colorful series of choreographed “hop, skip, jump” native animal tracks start - end
- See notes for link to movement concept video



Who

- 2021 Sidewalk Muralists (proven track record)
- Elizabeth Queen (Lead)
- David Queen
- Diamond Cash: Cross Walks-if approved
- A Diverse Community Volunteer Corp a’la BeeLine

When-by 25May22

- March: Prep
- April/May: Volunteer Paint Days
- May-Ribbon Cutting: Garden Jubilee
- June-Pollinator Month Tours
- And beyond.



Cost

- City: Negligible
- 1k= Remaining 2021 \$
- Leftover paint/sealant, equipment
- In kind: volunteer sign up, traffic cones, signs ribbon cutting, promo (//BeeLine)
-
- Other donors: stencils, time



Benefit

- Short Term: new experiential attraction drawing tourism, foot traffic Main-7th alternate route
- MainStreet, Mural, Fitness, ESG Draw
- Mid/Long Term
- draw support for more permanent installation
- fuel HVL public art discussion

Let's Go, Hendo!

A Life Line



Proposal for a Spring 2022 installation of a low cost, fast-action, integrated public art and fitness experience

Connecting the Hands-On Museum and Good of the Hive Mural with the Bear Crossing, ASL Hendo and Hendo Bee Line sidewalk murals between Main Street, the Farmer's Market, and the Historic 7th Avenue District.

Submitted By Elizabeth Queen, Luckenbooth Studios, Flat Rock
1February2022

Contents

- ▶ What Triggered the Concept
- ▶ The Where
- ▶ The What
- ▶ The Bio-Diverse Journey, Characters
- ▶ The Story
- ▶ The Integrated Activities
- ▶ The Who
- ▶ The How To Do
- ▶ Q&A

Images provided herein not for reproduction but purely public, educational illustration for this draft discussion only.



What Triggered The Concept



- ▶ Invitations to conduct Hendersonville and WNC Native-focused pollinator walking tours between the **Good of the Hive** Mural and the **Hendo Bee Line** sidewalk mural during the 2022 Garden Jubilee (May) and Pollinator Month (June) events.
- ▶ Understanding
 - ▶ the current dearth of “off main” areas of pedestrian focal interest between the two locations.
 - ▶ that Hendersonville and its new murals are believed to be part of a self-guided Pollinator Trail and the Appalachian Mural Trail and there now exists a real opportunity for Hendersonville to positively trade more on its City of Four Seasons, Bee City, USA, and nascent public art attributes.
 - ▶ that murals such as these not only publicly support Environmental Social, Governance (ESG) awareness, especially including sustainability, but also amplify tourism, small town economies and related “main street” branding. <https://www.muralarts.org/about/>
- ▶ Current funding realities
- ▶ Seeing this playful, inspiring LinkedIn video of a young man navigating a giant chalk hopscotch course around 1 block in an urban Dutch neighborhood. <https://www.youtube.com/watch?v=AUyDpQw68Os>

Item F.

The Where

Item F.



The What

Item F.

- ▶ *Let's Go, Hendo! A Life Line* is an interactive story through which the participant performs a series of choreographed "hopscotch" movements as they make their way
 - ▶ from Main(Hands On Museum Corner), passing the Good of the Hive Mural eventually connecting to the Bear Crossing ASL Hendo and Bee Line Sidewalk murals, the Farmers Market, Historic Train Depot, and Historic 7th Avenue.
- ▶ It is an active and transformative journey through diverse Henderson County terrains and experiences during which time an individual learns something of the world around it, its place in it, and perhaps something about itself.
- ▶ As the participant moves through the story's plot line and corresponding changing landscapes, it transforms into different native WNC inhabitants of the terrains: from a human skipping across stones in a creek, to a brook trout flowing with its river's current through and to the mountains and what's on the other side.
- ▶ The story reinforces the importance of the environment, community, art, and fitness, in short, sustainability.
- ▶ It serves as an apt metaphor for our community's, our environment's and our own continuing lifecycles and the interconnectivities, co-dependencies between. See next slide for details.



The Bio-Diverse Journey, Characters

Item F.

City Sidewalk

Creek

River

Swamp/wetland

Meadow (Good of Hive Mural)

Woods

Canopy- on/over

Sky

Hilltop

Mountains

Human

Brook Trout

Green Frog

Eastern Cottontail Rabbit

Red Fox

Eastern Gray Squirrel

Monarch Butterfly

Red Tailed Hawk

Wild Turkey

White Tailed Deer

Black Bear



Cross Walks

4th turn right crossing King toward East

King (E) crossing 4th toward North

King (E) crossing 5th toward North (??TBD)

5th crossing Grove

5th & Maple

Interlineated in Stripes

Monarch Life Cycle -egg to pre-flight

Monarchs in Flight

Feathers

Bear Paws

Bee Crossing (bee hatching stages ?)

The Story: A Reading

Reference Supplemental Word Document-Draft Book



The Integrated Activities

(Demo: Basic Choreography and Lay Out)

Reference Supplemental Word Layout Document

1 Main Street & 3rd Corner
From: Main/3rd Corner (Light post))
East toward King
0-100 Feet

SIGN:

We're Going on an Adventure.
Let's see what we can See.
Let's see what it can Be.

Did You Know?

.....
.....
.....

Sponsor Logos

QR Code

SIGN:

Here's a Creek!
Let's Skip through it!

Did You Know?

.....
.....
.....

Sponsor Logos

QR Code

Human
Homo sapiens

SIGN:

It's turned into a River!
Let's Flow with it.

Did You Know?

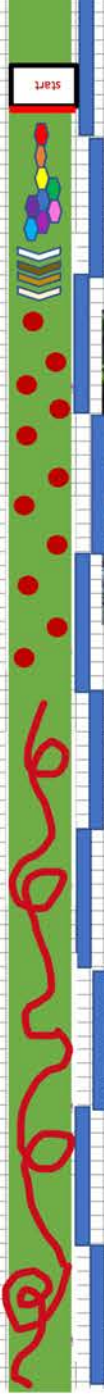
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Sponsor Logos


QR Code


Brook Trout
Salvelinus fontinalis


1/0/15











Item F.

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The Who

Proven Track Record for Underbudget, On time, Sponsor-Favorable Results

- ▶ In response to a Fast Action Grant from **Friends of Hendersonville** and the **AARP**, **Elizabeth Queen's** original concept for the **Hendo Beeline**, a sidewalk mural along Maple between 5th and 7th was manifested into reality over the course of approximately 8 weeks during the Fall of 2021 with the help of local artist **David Queen**, the work of approximately 20 local supporting artists aged 3-+75, and hundreds of volunteers, especially including students from Hendersonville High School.
- ▶ Around the same time, local mural artist **Diamond Cash**, with the help of family and friends completed the now iconic Bear Crossing and ASL Hendo sidewalk murals.
- ▶ These successful installations exceeded expectations and created a public thirst for more, more, more community driven, interactive public arts activities in our area.
- ▶ To conduct the proposed work for **Let's Go Hendo: A Lifeline**, Elizabeth would again work with local volunteers as coordinated through the City's volunteer program and local schools.

The How To Do

Item F.

1. **Premise:** We understand that the sidewalk along King Street is slated for renovation sometime in the coming few years. Therefore, it does not make sense to design a fully fledged sidewalk mural (representing the story's terrains) at this time.

2. **Short Term: Phase 1:** a "Pop Up" installation

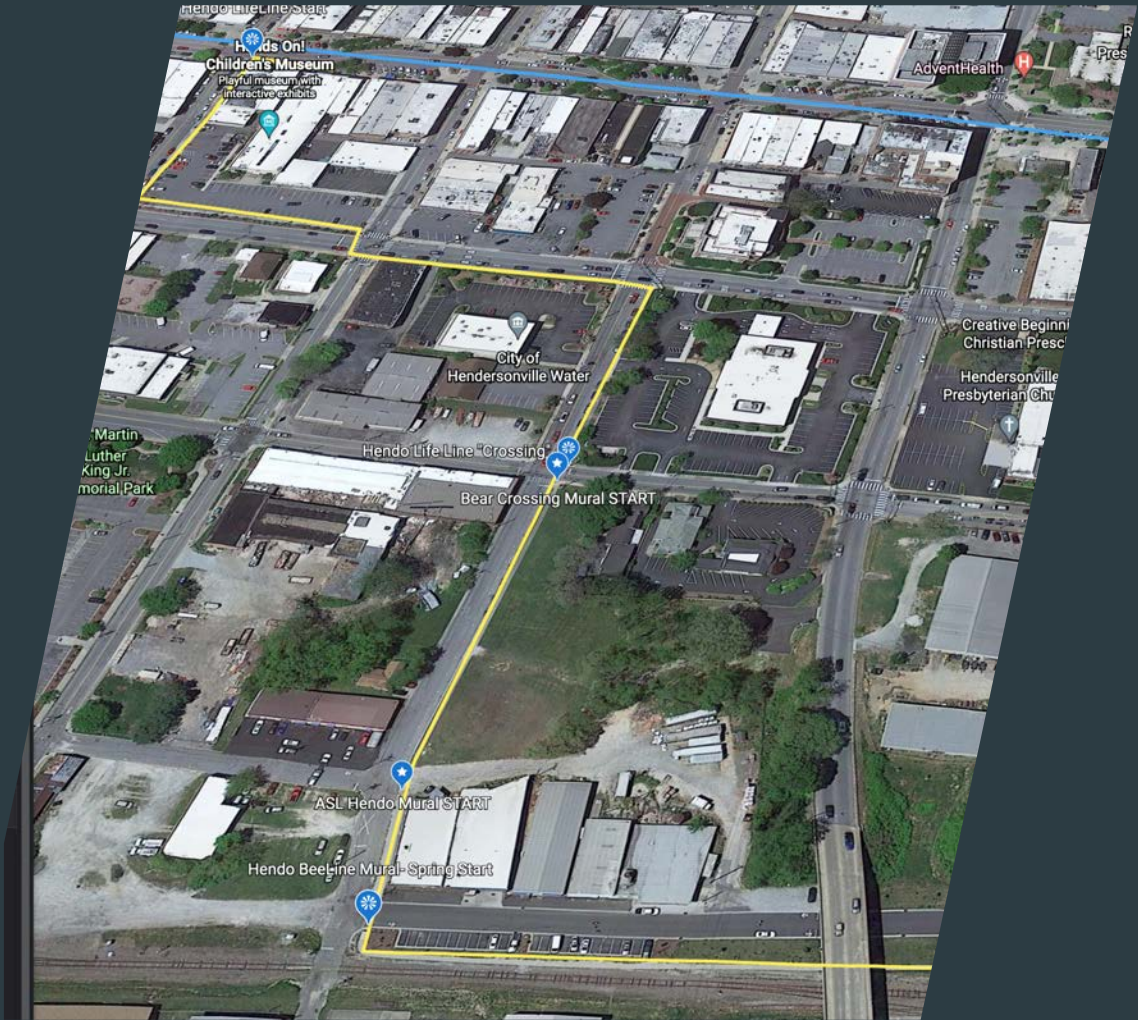
- ▶ for completion before 2022 Garden Jubilee (mid-May 2022)
- ▶ to invite foot traffic between sites and introduce Phase 2 concept and funding opportunities to community pending King Street Renovations
- ▶ Anticipated cost relatively nominal (\$+/- 4k) .
 - ▶ Story Board Signs (#15)- same look, feel, construction as those currently being made for the Good of the Hive and Mainstreet Pollinator Garden
 - ▶ Stencils (#10) Animal Character foot/pawprints
 - ▶ Paint/Protective Sealant- (no underpaint/primer intended for this more "Temporary" installation.
 - ▶ Artists' Stipend
 - ▶ Funding Note: Some funds and paint remain from the 2021 Sidewalk Mural work as that project worked around sidewalk construction between King and Grove.



3. **Longer Term: Phase 2:** a more permanent installation (companion sidewalk murals that go with the story) - anticipated cost \$12-15k. E. Queen prepared to choreograph this one as was done a'la Hendo Beeline and draw on local talent and volunteerism to manifest this into reality when the time/funding is right.

4. **A'la Carte:** Elizabeth's companion book *Let's Go Hendo: A Lifeline* is intended to be simultaneously published, offered via retail outlets, 10% of profits of book sales, related merchandising to benefit author-selected local Hendersonville charities annually. The author expressly reserves and retains any and all intellectual property and other rights to the *Let's Go Hendo* story, book, and related merchandising including but not limited to trademarks, copyrights and the rights to license the *Let's Go: A Lifeline* story and companion interactive art and fitness sidewalk mural concepts to other communities at her, her estate, and assigns sole discretion.





Q&A