



CITY OF HENDERSONVILLE
ENVIRONMENTAL SUSTAINABILITY BOARD
City Operations Center | 305 Williams St. | Hendersonville, NC 28792
Thursday, March 21, 2024 – 3:30 PM



AGENDA

1. CALL TO ORDER

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

A. Approval of February 15th meeting minutes

4. PUBLIC COMMENT

A. Public comment - 5 minutes

5. STAFF LIAISON UPDATE

A. Caitlyn Gendusa, Staff Liaison - 12 minutes

Budget update

Sustainability plan presentation to City Council

Compost workshop

6. SUBCOMMITTEE UPDATES

A. Hendo EarthFest – Ann Twiggs & Frank Stewart, Members - 10 minutes

B. Waste Reduction – Virginia Tegel and Frank Stewart, Member - 15 minutes

Sustainability demonstration station update

Vote on location and purchases

7. NEW BUSINESS

A. Mayor's Monarch Pledge action items – Jill Carter, Member - 10 minutes

B. Tree ordinance letter – Kelly Pahle, Chair - 15 minutes

8. OLD BUSINESS

A. Parks and greenspace native plant letter – Kelly Pahle, Chair - 5 minutes

9. CITY COUNCIL UPDATE

- A. Lyndsey Simpson, Council Woman - 5 minutes

10. CLOSED SESSION

- A. Closed Session for Sustainability Hero Award - Kelly Pahle, Board Member

11. 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
 City Hall - Council Chambers | 160 Sixth Avenue E. | Hendersonville, NC
 28792



Thursday, February 15, 2024 – 3:30 PM

MINUTES

1. CALL TO ORDER

Meeting called to order at 3:36pm

2. APPROVAL OF AGENDA

Ann motioned to approve first followed by Mary Ellen

3. APPROVAL OF MINUTES

Frank motioned to approve January 18th meeting minutes first followed by Kelly

4. PUBLIC COMMENT

Jeff Heath was present for public comment. He is sitting in to learn more about the board and recently moved to Hendersonville and has experience in environmental restoration.

5. STAFF LIAISON UPDATE

Staff Liaison Update: Caitlyn Gendusa, staff liaison

- Farmers Market days confirmed, Virginia volunteered to fill the remaining spots. Caitlyn will recirculate the educational sign for board feedback.

6. OLD BUSINESS

Hendo EarthFest – Ann Twiggs & Frank Stewart, Members, 5 minutes

- The group has received the signs from Summit Marketing and will drop off at the City Operations Center to store. Caitlyn printing flyers to provide to Frank. Gina is working with Ann and Mark on borrowing sound equipment.

Waste Reduction – Virginia Tegel, Member, 5 minutes

- Sustainability Demonstration Station Update: Virginia is still working on ironing out logistics of the station by the train depot and looking at other locations.

7. OTHER BUSINESS

Tree ordinance update - Virginia Tegel, Member, 5 minutes

- The revision passed the Planning Commission who did not want to eliminate the conditional zoning process from Tree Board's review. Virginia brought up wanting clarification if the online tree canopy platform will predict natural canopy growth and if the data will be able to predict future tree canopy growth.

Parks & Greenspace update - Virginia Tegel, Member, 5 minutes

- The plan includes an overall goal of 50% tree canopy on City parks. The board brought up the idea of drafting a letter to City Council suggesting the City have a policy on native planting requirements on City owned property. Kelly is drafting the letter which will first go to the Tree Board to gain their support.

Sustainability plan inclusion in comprehensive plan – Virginia Tegel, 5 minutes

- Clarification was provided on the greater inclusion of land management versus other areas of sustainability.

Sustainability Hero Update – Kelly Pahle, Chair, 2 minutes

- The board reaffirmed that the award should be for a City staff member.

FY24 Budget Use Suggestions and Discussion, 15 minutes

- Caregivers of Mother Earth - the Board will vote on providing a small \$300 grant for the signs and provided feedback on updating the signs
- The Board declined the suggestion of providing an award to Chuck McGrady since there are not intentions of making a new recognition award.
- The Board voted unanimously to approve purchase of an ESB pop-up tent to use for upcoming events.

8. CITY COUNCIL UPDATE

An update on next steps for the Tree Ordinance and Parks and Greenspace Master Plan was provided.

9. ADJOURNMENT

The meeting was adjourned at 4:51pm

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\$15,000	Approved Budget
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	Approved Budget Allocations	Description
\$6,000	Hendo Earth Fest	
\$400	Banner and table cloth	
\$2,500	Waste Reduction Subcommittee Initiatives	Compost site
\$250	Mayor's Monarch Pledge Initiatives	Native seed swap giveaway
\$5,000	Community grants	
\$200	Sustainability Hero Award	
\$700	Miscellaneous	

	Purchases	
\$582.22	Hendo Earth Fest	4 teardrop flags and information banner
\$369.48	Hendo Earth Fest	Giftbags and sign posts
1,038.34	Hendo Earth Fest	Summit Marketing
\$1,805.68	Hendo Earth Fest	750 notebooks
\$336.26	Caregivers of Mother Earth small grant	yard signs from Printville
\$280.44	Miscellaneous	ESB T-shirts
\$4,412.42	Total	

	Pending	
\$871.20	Hendo Earth Fest	2 off-duty police officers
TBD	General	t-shirts, pop-up tent, and tablecloth
\$78.75	Hendo Earth Fest	Stamps from NC Printing
\$949.95	Total	

\$9,637.63 Remaining Funds (including pending items)

Sustainability Strategic Plan Draft Letter from ESB

What started as an initial goal of this board along with encouragement from our City Council liaison, Lyndsey Simpson, we are pleased to see this plan come to life. The mission of the Environmental Sustainability Board has always been to advise City Council in matters pertaining to environmental sustainability in the City of Hendersonville. A sustainability plan puts to action this mission in a way that ensures long-term success and is a necessary plan for this board and City at large to ensure we uphold sustainability as a key priority.

The inception of this plan began with a subcommittee formed of board members and community advocates who met for over a year in drafting the framework for this plan which included the five referenced focus areas as well as actions on the municipal and community level. It became evident that to bring this plan to fruition and ensure sustainability is a key component to City operations and planning, that a paid staff member position would be essential. We commend this City Council for filling that position and supporting our efforts in the creation of this plan which along with this board of dedicated sustainability advocates, we can see a brighter future for our community and future generations.

Action Item Selections

Each year, you must commit to at least 3 Action Items from this list which you will report on at the end of the year. At least 1 action must be taken from the “Program & Demonstration Gardens” section.

Communications and Convening

- ☐ Issue a Proclamation to raise awareness about the decline of the monarch butterfly and the species’ need for habitat.

Example Activities:

1. *Issue a Monarch Day Pledge*
2. *Incorporate monarchs into your Earth Day, Pollinator Week or other proclamation*

- ☐ 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.

Example Activities:

1. *Develop community gardens with local gardening leaders*
2. *Host programming and other activities with Nature Centers*
3. *Coordinate and collaborate with local gardening groups at schools, colleges, and universities*

- ☐ Engage with Homeowners Associations (HOAs), Community Associations or neighborhood organizations to identify opportunities to plant monarch gardens and revise maintenance and mowing programs.

- ☐ Engage with developers, planners, landscape architects, and other community leaders and organizers engaged in planning processes to identify opportunities to create monarch habitat.

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



Example Activities:

1. *Conduct outreach and support habitat / green space improvements in underserved communities.*
2. *Develop brochures in different languages*

- ☐ Create a community art project to enhance and promote monarch and pollinator conservation as well as cultural awareness and recognition.

Example Activities:

1. *Host photo contests*
2. *Commission murals*
3. *Create and show films and documentaries*
4. *Support public art installations*
5. *Collaborate with local artists, including school, college, and university art departments to create community-wide art*

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.

- ☐ Convert vacant lots to monarch habitat.

- ☐ Plant milkweed and pollinator-friendly native nectar plants in medians and public rights-of-way.

Launch or maintain an outdoor education program(s) (e.g., at schools, afterschool 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 Eco-Schools USA Schoolyard Habitats program and Monarch Mission curriculum).

Example Activities:

1. [Eco-Schools USA Schoolyard Habitats](#)
2. [PK-12 Monarch Mission Curriculum](#) (English and Spanish)
3. [National Wildlife Federation Campus Pollinator Pledge](#)



- ☐ Earn or maintain recognition for being a wildlife-friendly city by participating in other wildlife and habitat conservation efforts (i.e., National Wildlife Federation's Community Wildlife Habitat program).

Example Activities:

1. Join the [Community Wildlife Habitat](#)

- ☐ Host or support a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the community to increase awareness, support community unity around a common mission, and/or create habitat for the monarch butterfly.

Example Activities:

1. Host photo challenges
2. Create property certification challenges
3. Collaborate with schools, universities, and colleges to host joint awareness and habitat creation challenges

- ☐ Initiate or support community science (or citizen science) efforts that help monitor monarch migration and health.

Example Activities:

1. Community Science Opportunities ([Monarch Joint Venture](#))
2. NWF's Monarch Stewards Program Certification
3. Engage with local colleges and universities science departments to host community-wide opportunities
4. Monarch Migration Tracking ([Journey North](#))

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

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

- ☐ Display educational signage at monarch gardens and pollinator habitat.

Example Activities:

1. [Neighborhood Garden Signs \(Victory Garden of Tomorrow\)](#)
2. Create plant labels or interpretive language for community gardens, parks, prairie habitat, rights-of-way, etc.

Systems Change

Please select the actions that you will begin to work on this year, are in progress, or have already been completed.

- ☐ Remove milkweed from the list of noxious plants in city weed / landscaping ordinances (if applicable).
- ☐ Change weed or mowing ordinances to allow for native prairie and plant habitats.
- ☐ Increase the percentage of native plants, shrubs and trees that must be used in city landscaping ordinances and encourage use of milkweed, where appropriate.
- ☐ Direct city property managers to consider the use of native milkweed and nectar plants at city properties where possible.
- ☒ Integrate monarch butterfly conservation into the city's Park Master Plan, Sustainability Plan, Climate Resiliency Plan or other city plans.
- ☐ Change ordinances so herbicides, insecticides, or other chemicals used in the community are not harmful to pollinators.

Example Activities:

1. *Work with local school districts to eliminate or minimize the use of pesticides, herbicides, and insecticides on school properties*
 2. *Adopt Integrated Pest Management (IPM) practices*
- ☐ Adopt ordinances that support reducing light pollution.
 - ☐ California Specific: Pass a resolution to protect over-wintering monarch butterfly habitat on public or private lands.