

## Legislation Text

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Presenter/Contact

*Sonja Mlenar, Nature Center Supervisor*  
(830) 221-350 - [smlenar@nbtexas.org](mailto:smlenar@nbtexas.org)

**SUBJECT:**

Presentation on Mayor's Monarch Pledge including review of 2019-20 activities and preview of 2021 activities.

**BACKGROUND / RATIONALE:**

The City of New Braunfels adopted the Mayor's Monarch Pledge with the approval of a proclamation on April 8, 2019. The purpose of the pledge is to create awareness regarding the decline of the monarch butterfly population which has declined over 90% in recent years. Through the National Wildlife Federation's Mayors' Monarch Pledge, U.S. cities, municipalities, and other communities are committing to create habitat for the monarch butterfly and pollinators, and to educate residents about how they can make a difference at home and in their community.

All of the required action items for the 2019-2020 year were accomplished. The 2021 program requires completion of three actions to qualify, and completion of eight action items to obtain Leadership Circle status. Staff is proposing actions that will include the City of New Braunfels in the Leadership Circle status. These action items include:

- Public communication effort to plant monarch gardens.
- Host a monarch butterfly festival to promote conservation, as well as cultural awareness and recognition.
- Host a native seed or plant sale, giveaway or swap.
- Maintain a monarch and pollinator friendly demonstration garden.
- Add native milkweed.
- Recognition for being wildlife friendly by participating in other wildlife and habitat conservation efforts.
- Help monitor monarch migration and health.
- Invasive species removal that will support the re-establishment of native habitats for monarch butterflies and other pollinators.

**ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:**

X	Yes	2020 Vision	Create and preserve boulevards, trees, developed park land, clean rivers, historic buildings and safe, happy citizens.
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**FISCAL IMPACT:**

N/A

**COMMITTEE RECOMMENDATION:**

[Enter Committee Recommendation Here]

**STAFF RECOMMENDATION:**

Staff recommends adoption of the Mayor's Monarch Pledge for 2021.