

March 3, 2020 Minutes – Hendersonville Tree Board

Members Present: Mac Bracket, Pat Christie, Mia Freeman, Mark Madsen, Al Krueger, and Judy Frank.

Members Absent: Debbie Roundtree.

Tom Wooten and Chad Freeman were also present.

1. Called to order at 3:03 PM.
2. Consideration of the agenda - Motion to add Earth Day as new business. Motion by Mia Freeman, Vote – All Ayes.
3. Consideration of the February 4, 2020 Minutes – Motion to approve by Al Krueger, Vote – All Ayes.
4. Public Relations Update by Mary Jo Padgett – Mary Jo provided her update. Tree Board Brochures are finished and she had plenty to hand out. Phyllis Styles was sick and not able to speak on February 24th, Eric Bradford came and spoke on a different topic. Jeff Miller was in attendance at the meeting. Tree Canopy and other tree related items were a priority for city council at their planning retreat. Phyllis will come back and speak when we get it rescheduled. Approximately 400 – 500 Tulip bulbs have been stolen from the south end of Main Street. PD has been notified about the theft. Hendersonville Lightening may publish an article about the theft of the Tulip bulbs.
5. Matt Matteson – Matt spoke about the median along Four Seasons Blvd. He reported that NCDOT has stopped hauling in fill dirt due to a lack of funding for their projects. There will be no fill coming from the I-26 project and NCDOT will need to purchase dirt for that project. NCDOT has no plans to plant trees within that area, they only plan to plant grass seed. Matt asked if the city could influence NCDOT to plant some trees. Also, there is a storm drain that is covered up within that area. Public Works will reach out to NCDOT Maintenance and report the problem.
6. Arbor Day Celebration & Memorial Plaque for Dr. Volk – Chris Johnson – Chris proposed Bruce Drysdale as the location for this year's Arbor Day Celebration. The event will take place on May 1, 2020. Chris is working with the Mayor on the time. In the event of rain, we will attempt to hold the event in the school gym. Chad will check and see what type of file is needed for the plaque and proceed accordingly. We hope to have the memorial plaque completed by May 1, 2020.
7. Possible Pollinator Bed at Hands on Museum & Bee Mural Update – Kim Bailey was present to talk about the pollinator beds. She spoke with Raymond's Garden Center who can prepare a design for a fee. Over \$20,000 has been raised for the mural. They want to raise another \$5000 for the mural plus \$10,000 for supportive expenses. The Annual Report for Bee City USA was sent in last week by Kim. They held over 40 events last year in Hendersonville. She suggested looking at the Tree Species List to see if it needs updating. We need to pay \$200 Bee City USA annual fee. Garden

Jubilee is our next large event for fundraising. They are working with kindergarteners on some art that will be sold at Garden Jubilee. The booth will be by the stage next to Barnwell Street. Judy will send out a request for volunteers to help staff the booth over the weekend. They plan to weed the pollinator beds on Bearcat Loop later in March.

8. Possible Pollinator Bed on Four Seasons Blvd – Bruce Lowe was present to discuss the proposed pollinator beds on Four Seasons Blvd. Bruce said that he could take soil samples. Bruce will move forward with a schematic drawing and bring that back to the Tree Board for review. He hopes to have a design in June and be ready for a Fall planting event (triangle area first, pump station area the following year). Mac spoke with Mayor Volk who was good with moving forward.
9. White Pine Villas & Duncan Hill Apartments – Daniel Heyman – Daniel spoke about the White Pine Villa project and said it is 4.64 acres with 60 trees that are 12 inches at DBH. It is a 78 unit development with a 3 story building. It will be senior living and it is a tax credit project. The developer may be able to save 20 trees, they will have 48 new plantings. They will be adding a net of 8 trees. The rent will be between \$350 and \$750 a month. There is no grading plan yet as they are waiting on the tax credit decision to see if the project will move forward. The Duncan Hill Apartments project has not changed.
10. SECU Mini Park – Tom reported that Asplundh had topped the Hemlock Trees to get them out of the power lines. A contractor will come in and remove the rest of the trees. Three Kousa Dogwoods will be kept on the site. A majority of the Tree Board Members approved of the tree removal project via emails to Tom.
11. Impact on Trees from DOT Projects – the next meeting will be in April. A report will be provided after the April meeting.
12. Current Projects:
 - a. NeighborWoods – Cambridge West and Laurelwood – It will cost approximately \$750 for 10 trees so plan to plant both areas this calendar year.
 - b. Additional Trees & Replacement Trees Four Seasons Blvd – Mark found some Yellowwood Trees that they would like to plant in the triangle area. Three trees within the area. BB Barnes has 7 gal trees. No Dogwood Trees will be planted in the triangle area at this time. Public Works planted the trees in front of the Blue Ridge Mall.
 - c. Trees at Operations Center – Public Works planted the trees at the Operation Center.
 - d. Trees and Tree Tags for Hendersonville Elementary – Delay until next Fall.
 - e. Pollinator Seed Packets Giveaway – this will take place at Garden Jubilee.

13. Future Projects:

- a. Tree Maintenance Four Seasons & MLK Blvd – Need an additional \$1,000 for this project this year.
- b. Tree Canopy Survey – no change
- c. Trees for Sullivan Park – no change
- d. NeighborWoods – Oklawaha Village – no change
- e. Tree Cities of the World (Mantova Challenge) (on hold)

14. Old Business

- a. Budget for Upcoming Fiscal Year – budget of \$25,270 was submitted.
- b. Coloring Book – The proof will be given to Mac for review. It is designed for age appropriate kids and will be given to local schools.
- c. New Name for Community Foundation NeighborWoods Tree Fund – no suggestions were made for the new name.
- d. Heritage Tree Application – The Tree Board will revisit the proposed trees at 309 Chadwick Avenue and evaluate them using the new form.
- e. Citizens Concerned with Climate Crisis – Discuss next month.

15. New Business – Earth Day – Al Kruger started a discussion about Earth Day and asked if the City had any formal events on that day. Mary Jo said there were lots of local events but none that were hosted by the City. Conserving Carolina would have a large event at Harmon Field this year. Mountain True may be having something local. This is the 50th Anniversary of Earth Day and it will take place on April 22nd.

16. Staff Comments

- a. Utility Update – nothing new
- b. Budget – Total Spent \$10,388.68 which leaves a balance of \$6,381.32.
 - PR Work - \$1,198.75
 - Four Seasons Maintenance - \$4,870.00
 - Membership Renewal - \$20
 - Contest and Coloring Book - \$233.20
 - Trees and Supplies - \$3,991.73
 - Oak Tree Evaluation - \$75.00

17. Adjournment – 4:45 PM.

REPORT TO: Hendersonville Tree Board
FROM: Mary Jo Padgett, PR Consultant
RE: Publicity Report for March Board meeting
DATE: March 3, 2020

Publicity/ events since last board meeting --

Educational Program at Henderson Co. Library, Monday, Feb. 24, 6 p.m., How Trees Sustain Pollinators and Help Stem Climate Change,. Speaker Phyllis Stiles, founder/ director emeritus Bee City USA USA had to cancel due to illness. Her colleague Eric Bradford, Director of Programs, Asheville GreenWorks, replaced her with a program "Micro Climate Change and the Urban Forest." About 15 attended; they were engaged and asked questions. City Council member Jeff Miller came. Mia welcomed folks on behalf of Tree Board and explained the last-minute change in speaker and topic. Judy F. helped sign in attendees. Phyllis hopes to be asked back at a future date.

Thank-you notes to volunteers and City Council members included Fall 2019 activities report of Tree Board – The full 2019 report has been posted on the City website/Tree Board page. Judy Frank sent the thank-you note portion to our volunteers and I sent a similar thank-you on Jan. 18 to each City Council member, City manager, Tom Wooten, and Tammie Drake and Allison Nock, who help with our website and post news releases on the City website.

Publicity/Funding for Bee Mural – I continue to help Kim Bailey and the fundraising committee to publicize the Bee Mural Project. The most recent news release is attached. It has been published in several print locations and on radio.

Upcoming Calendar --

HENDERSONVILLE TREE BOARD CALENDAR 2020

March 21 or 28 – Plant 16 trees at Hendersonville Elementary, 10 a.m., (need 15 vols)

Spring –

NeighborWoods Project at Laurelwood

NeighborWoods Project at Cambridge West

Early May – Arbor Day Celebration.

Late May – Garden Jubilee on Main St.

June – Pollinator Month

Fall –

NeighborWoods Project at Oklawaha Village

Tree Walk co-sponsored w FOOG – Mark M. pick a date

Hendersonville Tree Board

An Appointed Board of the City of Hendersonville, North Carolina

NEWS RELEASE

CONTACT: Kim Bailey, Coord.,
Bee City USA Hendersonville,
beecityhendersonville@gmail.com or

FOR IMMEDIATE RELEASE

Joseph Knight, Exec. Dir., Hands On! Children's Museum,
joseph@handsonwnc.org or 828-697-8333 ext.223.

Mural to Highlight Bees and Their Importance ...

Contract Signed to Install New Mural Downtown

(HENDERSONVILLE, NC, February 18, 2020) – A contract signed on January 27 will result in a larger-than-life mural on the exterior walls of Hands On! Children's Museum facing onto Azalea parking lot on Third Ave. E. The mural will celebrate bees and their importance especially in this agricultural county with a reliance on apples, small fruits, vegetables, and beautiful landscape – all of which rely on the work of pollinators. The contract was signed with artist Matthew Willey, who has a 25-year career of painting large, realistic murals. He founded his company, The Good of the Hive, as a personal commitment to hand-paint 50,000 honey bees in murals around the world. Through art and imagination, his work inspires curiosity and awareness about the importance of honey bees and other pollinators while celebrating the power in human connection.

The mural will be painted later this year. Fundraising is on-going for the total goal of \$35,000, which will include not only the mural itself, but also surface preparation and other supportive costs.

The “Bring the Hive Alive” mural project in Hendersonville was kicked off last June during Pollinator Month, which is part of Hendersonville’s Bee City USA program. Coordinator Kim Bailey has been instrumental in the fundraising/educational portion of the project. “In order to contract the muralist, our goal was to have raised at least \$12,500 by the end of 2019,” she said, “which we did through enthusiastic community support. Now we begin the second phase of fundraising to get the mural on the wall. We look forward to seeing the beautiful bee mural to inspire us all for years to come.”

When Will The Mural Be Painted?

Matt Willey will likely paint the mural in June or October. The date will soon be confirmed. During the weeks it will take to paint the mural, Matt purposefully involves viewers, thus becoming a pollinator educator as well as a painter.

Steve Pettis, a Henderson County Extension agent, believes the educational aspect of this project is significant. "It is important to keep pollinators in people's consciousness. If you see a mural such as this, it will remind you that bees are important and it might be the thing that causes you to pick that pesky tomato hornworm off of your plant rather than using a pesticide."

Why A Bee Mural?

“This project helps extend the children’s museum’s mission of inspiring creativity and wonder through STEAM (Science, Technology, Engineering, Arts, and Math) to the entire community,” according to Joseph Knight, director of the downtown museum. In addition, it adds to the art appeal of downtown’s ArtScape banners, colorful bears, and the large handsome mosaic nature scene ... all of which make downtown Hendersonville a family-friendly arts destination. It also gives a significant nod to our community’s agricultural businesses, acknowledging that honey bees and other pollinators are important to our economy and heritage.

Continuing Community Support

Hands On! Children’s Museum is hosting an online crowd-funding campaign with rewards donated by local organizations and businesses. Supporter levels range from \$25 to \$100 and include thank-you gifts such as jars of local honey from the Henderson County Beekeepers Association, stickers from The Good of the Hive, honey bee window clings from Hendersonville’s Bee City USA affiliate, a coupon for \$20 off a \$40+ purchase from B.B. Barns Garden Center, and enrollment in the “How to Grow a Pollinator Café” online course from Gardens That Matter. Donate online at www.handsonwnc.org/hive .

Mural sponsorship opportunities are also available. Sponsors will be recognized on a permanent plaque alongside the bee mural.

- Honey Makers (\$5,000+)
- Comb Builders (\$2,500)
- Pollen Foragers (\$1,000)
- Nectar Gatherers (\$500)
- Buzz Makers (\$250)

Donations small and large, as well as in-kind donations, are being accepted, according to Bailey. Checks can be written to Hands On! (write “bee mural” in the info line) and mailed to

Hands On Children's Museum, 318 North Main St., Hendersonville, NC 28792 ... or contribute in person at Hands On during business hours.

Thanks to generous in-kind and cash donations from the Community Foundation of Henderson County, Burlett Painting, and Hands On! Children's Museum along with Henderson County Beekeepers Assoc. and the City of Hendersonville, many other donations large and small have helped move the effort along. For example, Sideways Farm and Brewery collected over \$1,000 in tips during the month of November to support the mural project. In addition, numerous conservation, agriculture/horticulture, and educational organizations have made donations including Blue Ridge Apple Growers, MountainTrue, Land O' Sky Garden Club, and even the Honey Bees Kindergarten Class at FernLeaf Community Charter School. As a result, the contract with The Good of the Hive to paint the mural in 2020 has been signed.

Long-lasting Effect Of The Mural

Willey has painted a bee mural in Gastonia, N.C. and Merryman Cassels, the owner of the building on which it was painted, said, "The Good of the Hive mural on the facade of our Main Avenue shop has become a downtown icon. It is not only beloved, but brings a sense of pride and ownership that extends beyond our center city. It has sparked meaningful conversation and awareness around not only bees, but what it means to live in community. Matt Willey's mission is a powerful one, and we are proud to be a part of the larger hive he is creating."

Such encouragement has inspired local organizations and businesses to organize upcoming events. For example, Chef Michael Gilligan of Harvey's at The Henderson Inn is planning a special pollinator-themed dinner in June. The annual Garden Jubilee event in May will include a new garden education area at the Visitors Center, and the Bee City USA booth will have items of interest for sale to benefit the mural.

For more information or to propose a fundraising event, contact Kim Bailey at beecityhendersonville@gmail.com or follow the initiative's progress at facebook.com/BringtheHiveAlive. Learn more about the artist and The Good of the Hive at www.thegoodofthehive.com. # # #

(photo below)



Matthew Willey, mural artist, has been contracted to paint a large mural on the exterior walls of Hands On! Children's Museum in downtown Hendersonville. This photo is of a mural painted by Willey on a store in downtown Gastonia, N.C.