

January 5, 2021 Minutes – Hendersonville Tree Board (Via Zoom)

Members Present: Mac Bracket, Pat Christie, Debbie Roundtree, and Mark Madsen.

Members Absent: Mia Freeman, Judy Frank, and Al Kruger.

Tom Wooten were also present.

1. Called to order at 3:05 PM.
2. Consideration of the agenda -No Additions. Vote – All Ayes.
3. Consideration of the July 7, 2020 Minutes. Vote – All Ayes.
4. Public Relations Update by Mary Jo Padgett – Mary Jo provided her update via email.

(REPORT TO: Hendersonville Tree Board

FROM: Mary Jo Padgett, PR Consultant

RE: Publicity Report for January Board meeting

DATE: January 5, 2021

[Information on the circumstances surrounding the lack of reports on publicity since the last meeting of the Hendersonville Tree Board on July 7, 2020: in mid-March 2020 the coronavirus pandemic, aka COVID-19, which had begun earlier in the year in Asia and Europe, entered the U.S. and quickly spread across the country. Guidelines and restrictions were imposed by the CDC and by governors in various states, including NC. By the end of March, stay-at-home restrictions were imposed in Henderson County, leading to the shutdown of Hendersonville municipal offices, with staff working at home for the most part. The pandemic led to closing or partial closing of restaurants and other non-essential businesses, which has led to a significant economic downturn nationwide and globally. No meetings of the Tree Board were held in April, May, and June 2020. In July a remote meeting was held, with the majority of board members participating via Zoom conferencing interface. No Tree Board meetings were held in 2020 after July.]

Publicity/ events since last board meeting --

Publicity for Bee Mural Project – I helped Kim Bailey publicize and promote the Bee Mural Project. From August through November 2020, seven news releases were created and dispersed through all media contacts – these releases kept the public informed about the project. The beginning of the project and arrival in town of Muralist Matt Willey was announced. Fundraising events were announced as well as presentations by the artist. A grant that was received to help plant the pollinator garden near the mural was announced ... and the initial planting of the beds was announced. The “hibernation” of the project to over-winter until spring was also announced. Publicity in magazine articles, newspapers (digital and print), radio interviews, and TV coverage was extensive. The muralist will return to complete the project in late March or April, at which time I will continue the PR blitz.

Publicity for NeighborWoods Project – On Saturday, September 19, 2020, a successful distribution of 34 trees to residents of the new Oklawaha Village on North Main Street was held, along with a training-session tree planting, which all participants attended. I wrote and

distributed the news release on this event, which Debbie Roundtree organized. The event received good media coverage.

Appalachian Mural Trail brochure -- The future bee mural and five existing murals in downtown Hendersonville were added to the Appalachian Mural Trail in October (<https://www.muraltrail.com>). I prepared copy for the Hendersonville portion of the trail guide based on info from a variety of sources. The Appalachian Mural Trail was highlighted on UNC-TV on *North Carolina Weekend*.

Arbor Day Ceremony – The annual Arbor Day Ceremony, normally scheduled in early May, was not held in 2020 due to COVID-19. I will work with Four Seasons Rotary Club to publicize the event in 2021.)

5. Bee City Update by Kim Bailey – Kim provided an update via email and Zoom. A discussion about maintaining pollinator beds at Hands On Museum and obtaining quotes for that work took place. Kim would like feedback on the Bee City USA renewal application from the Tree Board (email her with changes before March). Kim needs a volunteer from the Tree Board for a Bee City USA Committee. Kim will ask Mia Freeman if she is interested. If not, Mac will volunteer. The mural painting is scheduled to begin again in March.

Below are some links and photos to go with the Bee City/Mural/Garden report I'll be giving in just a bit during this afternoon's meeting.

Thanks!

Kim

Bee City USA – Hendersonville

Recommended Landscape Species List (last updated March 2016)

- https://www.hendersonvillenc.gov/sites/default/files/uploads/landscape_species_list_final_2016.pdf

This list needs to be updated by March 2021. Suggestions and assistance will be appreciated! Please send proposed revisions to Kim at beecityhendersonville@gmail.com before the next Tree Board meeting on February 2 when updated draft will be presented. The national Bee City USA program would also like us to include regional suppliers of plants listed. See example at <https://www.ashevillegreenworks.org/native-pollinator-plants-and-nurseries.html>.

HVL Bee Mural Video Update #1 - <https://www.youtube.com/watch?v=paLhbcGnfUg>

From June 2019 - October 2020, the Hendersonville affiliate of Bee City USA, along with numerous community partners, held a series of events to celebrate pollinators and raise funds to bring The Good of the Hive to paint a bee mural at Hands On! Children's Museum. You can

now see artist Matt Willey painting the mural in the Azalea Parking Lot located along Third Ave. E. between N. Main St. and King St. in downtown Hendersonville, NC.

HVL Bee Mural Video Update #2 - <https://www.youtube.com/watch?v=JrYF05aeZwo>

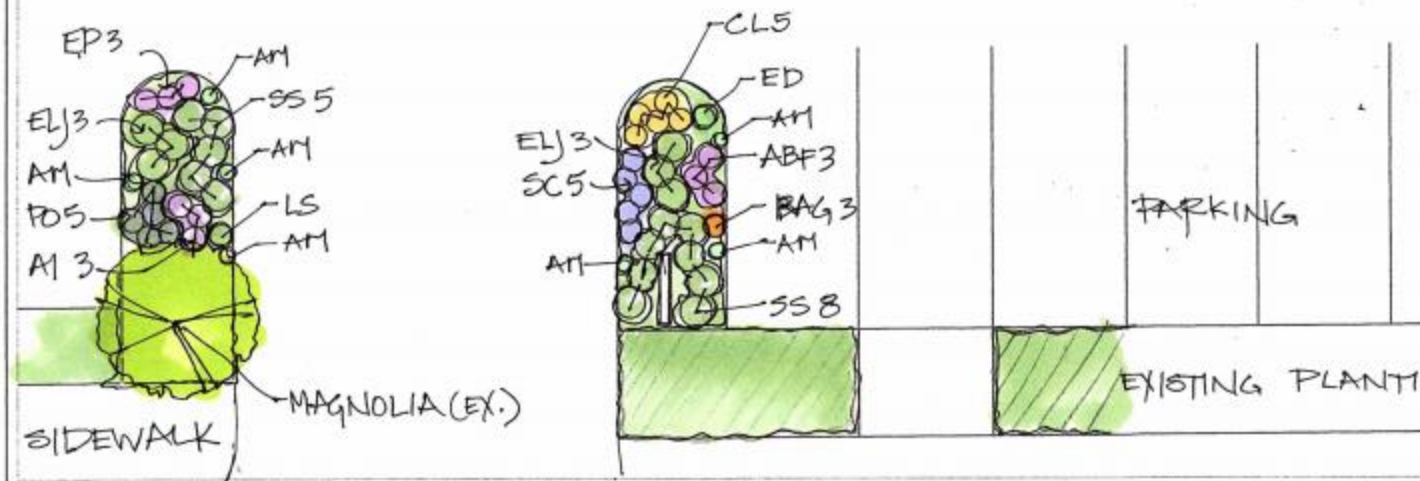
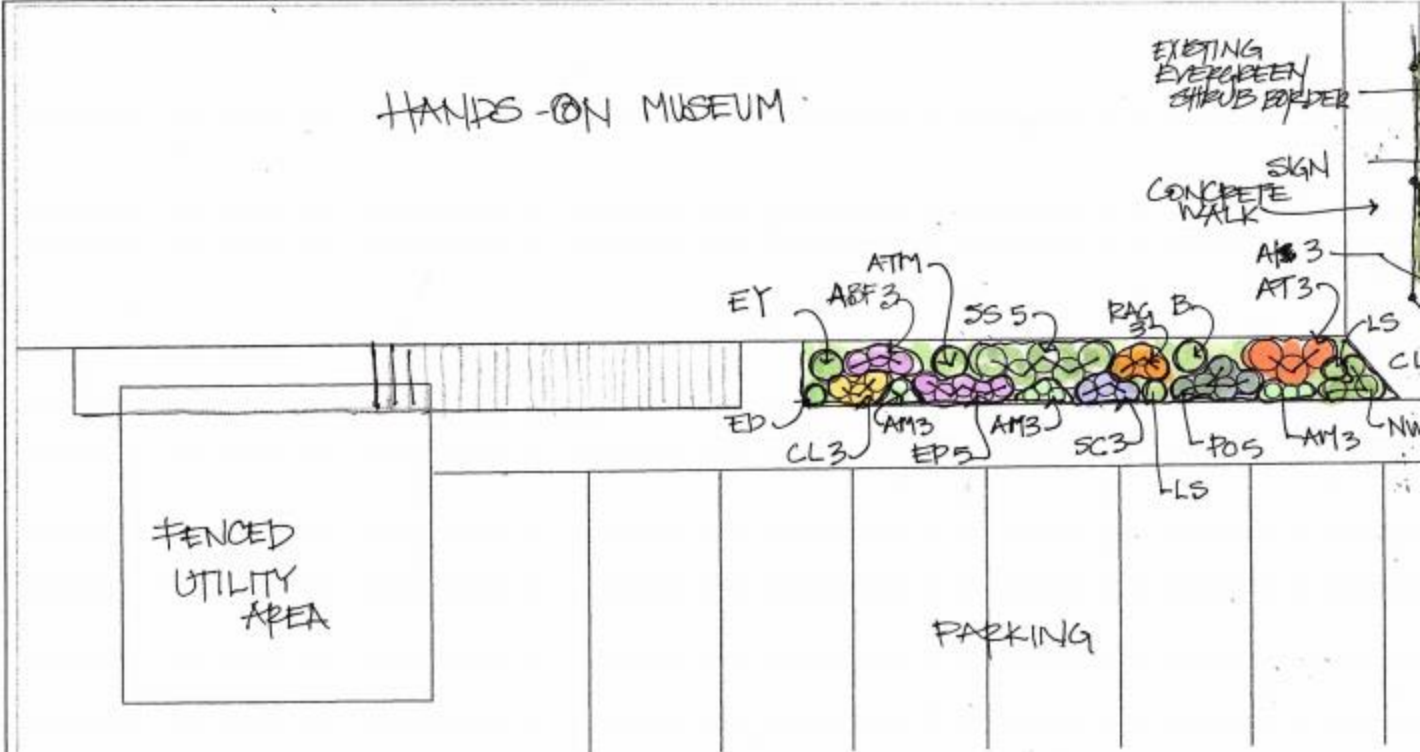
During the fall of 2020, Matt Willey, artist and founder of The Good of the Hive began painting a landmark bee mural on the exterior wall of Hands On! Children's Museum in the heart of downtown Hendersonville, NC. Bee City USA - Hendersonville and Hands On! are grateful to all who have made this project possible so far. We're looking forward to spring when Matt will return to complete the mural. More pollinators and more flowers will be coming, both to the wall and to the surrounding gardens! The mural and new demonstration pollinator gardens are located within the Azalea Parking Lot facing Third Ave. E. between N. Main St. and King St.

Appalachian Mural Trail (profile page for Hendersonville's Bee Mural + 5 other Downtown HVL murals) - <https://www.muraltrail.com/cgi-bin/hendersonville-cultural-murals/>

Demonstration Pollinator Gardens at Hands On! Children's Museum

- \$400 from Tree Board budget for garden design by TTK Design (Tricia King)
- \$2500 grant from Deer Park® Brand Sustainability Grant in Partnership with Blue Ridge Parkway Association to Henderson Co. Tourism Development Authority (\$1645.33 spent so far)
- \$1000 in plants donated by Botanical Treasures
- \$1000 in labor donated by TTK Design (Tricia King)
- Additional donated labor from Kim Bailey and Will Garvey
- \$TBD pollinator garden maintenance proposal from Kelsey Jarvis (to be paid from Tree Board budget)

HANDS-ON MUSEUM





THEGOODOFTHEHIVE
Posts



thegoodofthehive

Hendersonville, North Carolina



thegoodofthehive One of the most tangible things I see happen when The Good of the Hive comes to town is that the surrounding community starts planting areas to support native pollinators.

Here in Hendersonville NC they are literally planting right below the mural! So awesome to see real positive change happening.









Final garden bed (between sidewalk and mural wall) ready to be planted after the bee mural is completed in the spring.)

6. Conditional Use District Projects: Fleming Street and The Cedars

- a) Fleming Street Project – Developer is completing a tree survey now. Several members of the board would like additional information in order to provide recommendations to City Council. At this time, the members can't effectively determine what trees are on site, if the trees are in good condition, if the project will impact the existing trees so they can't provide any recommendations. Matt said he is working on making some changes in order to get good information to the board in a timely manner. Pat and Mark will visit the site and provide some feedback. A special meeting will be considered to provide recommendations on the project, if necessary. The deadline for recommendations is January 25th.

- b) The Cedars Project – Tyler will send the plans to the board. Lots of trees will be removed for this project.
7. Neighborwoods Project – Debbie has seven property owners in the Green Meadows Neighborhood who would like to receive some trees. Mac and Debbie will discuss the species and quantity of trees needed for the project. Proposed planting time is this coming spring.
 8. Tree Board Budget for Fiscal Year 2021 - 2022. Mac will create a list of items for discussion for the new budget and share it with the other board members.
 9. Tree Removal Request – Debbie says she has a tree within the right of way and needs to complete a vegetation removal application for the board to consider.
 10. Arbor Day Celebration – We are considering a celebration in the Spring. Mary Jo will discuss this with the Rotary Club.
 11. 2021 Annual Tree Board Meeting Notice Amended – the board voted and passed the meeting schedule for 2021. Motion by Mac Bracket, all ayes. Zoom meetings require a special notice to be published 48 hours prior to the meeting.

NOTICE

City of Hendersonville Tree Board 305 Williams St. Hendersonville, NC 28792

NOTICE OF TREE BOARD REGULAR MEETINGS **MEETING LOCATION AMENDMENT**

LOCATION AMENDMENT

The regular meetings will be held at the physical locations designated, and will be conducted as “in person” meetings of the Board; however due to COVID restrictions, any regular meeting may be conducted electronically, in which case additional public notice will be given that complies with the special meeting notice requirements, with instructions on how the public can view and participate electronically.

The following Regular Meetings of the City of Hendersonville Tree Board are held on the **first Tuesday** of each month beginning at **3:00 p.m.** at City Hall in Council Chambers on the 2nd floor at 160, Sixth Avenue. E, Hendersonville NC through **May 2021.**

January 5, 2021

February 2, 2021

March 2, 2021

April 6, 2021

May 4, 2021

The following Regular Meetings of the City of Hendersonville Planning Board are held on the **first Tuesday** of each month beginning at **3:00 p.m.** in the Assembly Room of the Operation Center located at 305 Williams Street, Hendersonville NC.

June 1, 2021

July 6, 2021

August 3, 2021

September 7, 2021

October 5, 2021

November 2, 2021

December 7, 2021

Tom Wooten

Public Works Director

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 a particular accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.

Ratified 1/12/2021

Posted 08/21/2020

<https://www.hendersonvillenc.gov>



12. Staff Comments

- a. Utility Update – no updates.

13. Adjournment – 5:08 PM.