

January 27, 2021

*Mayor, City Council Members, and City Government Leaders,*

*The City of Green Cove Springs has been a Tree City USA for thirty-two years. Our Garden Club recommends the City become a Monarch City USA to show a continuing commitment to nurturing nature. The monarch population has plummeted with nearly a billion vanishing since 1990, making it critical that cities join in this effort to revive the Monarch population.*

*Monarch butterflies make our city more enjoyable, scenic, and a peaceful place to live. Monarchs are pollinators, benefiting crops that humans and animals rely upon for food. Monarchs can increase our property values throughout the area. As a city leader you understand the peaceful nature and economic benefits of having monarchs.*

*Monarch City USA recognition highlights a city's efforts and commitment to the environment, promoting civic pride and improvement. Joining with other cities as a Monarch City USA, we will put up our internationally recognized signs and support the planting of milkweed and nectar plants within our city limits. The signs serve as a symbol that we believe in a better environmental future for all.*

*Green Cove Springs would join 6 other Florida cities as recognized Monarch City USA: Orange City, DeLand, Deltona, Lake Helen, New Smyrna Beach, and Dade City, the only ones in Florida.*

*Thank you for considering this recommendation. Our Club members would be happy to help with the application in any way possible.*

*Sincerely,*

*Connie A. Gladding*

*President, The Garden Club of Green Cove Springs*

*P.S. We might consider hosting a Monarch City USA festival, to help our citizens celebrate a better environment, while additionally improving tourism revenues.*

*Attachments: Registration, Membership, and Proclamation*

## **JOIN MONARCH CITY USA**

To be a **Monarch City USA member** your mayor and/or local government chief executives must register with us, pay the \$50 lifetime fee, and purchase one or more signs. Signs are \$150 each, but if you order 10 signs, we will give you two more signs for free (use code 12FOR10). We call it our "ten for a dozen" program.

To be a **member of Monarch City USA**, we ask that you commit to these simple, positive actions:

1. Publicly proclaim that your city is committed to helping the monarch butterflies survive by your immediate and future actions.
2. Encourage citizens to plant private milkweed and nectar gardens throughout your city.
3. Work with gardening and landscaping clubs in your city.
4. Support the national movement to support monarch butterfly habitat development by purchasing and placing Monarch City USA signs at appropriate sites.
5. Convert abandoned lands to monarch butterfly habitat.
6. Re-establish native milkweed and nectar plants where possible.
7. If possible, host an annual monarch butterfly festival. (Free advice is available from us, Monarch City USA.)
8. Integrate monarch butterfly conservation into the city's future land use planning efforts.
9. Work with the local K-12 school system and educators to promote a better understanding of land use conservation.
10. Investigate possible Monarch Butterfly Sanctuary sites.

## **City of Green Cove Springs Proclamation**

**Whereas,** *the monarch butterfly is an iconic North American species whose multigenerational migration and metamorphosis from caterpillar to butterfly has captured the imagination of millions of Americans, young and old; and*

**Whereas,** *over the past 20 years, there has been an 80% decline in the Eastern monarch butterfly population that overwinters in Mexico and a staggering 53% decrease from just 2019 to 2020; and*

**Whereas,** *the monarch is also extremely beneficial, pollinating many cultivated flowers and crops, and serves as an indicator species for the ecological health of large geographical areas; and*

**Whereas,** *cities, towns, and counties have a critical role to play to help save the monarch butterfly, and the City of Green Cove Springs has declared an interest in becoming Florida's seventh Monarch City to be designated by Monarch City USA, a nonprofit organization dedicated to helping the monarch butterfly recover city by city; and*

**Whereas,** *every citizen of Green Cove Springs can make a difference for the monarch by planting native milkweed and nectar plants to provide habitat for the monarch and pollinators in locations where people live, work, learn, play, and worship; and*

**Whereas,** *on behalf of the community of Green Cove Springs who has already created healthy habitat for these magnificent butterflies, it is my hope that other cities across our great nation will also help to ensure that the monarch butterfly will once again flourish across the continent.*

**Now, therefore be it resolved,** *that I, Van Royal, Mayor of the City of Green Cove Springs, do hereby proclaim the month of April as Monarch Butterfly Month to recognize the return of Monarchs to Florida after overwintering in Mexico.*

