

REPORT TO: Hendersonville Tree Board  
FROM: Mary Jo Padgett, PR Consultant  
RE: Publicity Report for April Board meeting  
DATE: April 16, 2024

Publicity/ events since last board meeting --

*NeighborWoods Spring Planting* – I sent a news release announcing this project and planting. The media responded with articles, event listings, and radio interviews. Tree Board members were sent the news release when it was distributed to media and the City website and social media.

*New Pollinator Trail* – I've been working with Sustainability Superintendent Caitlyn on creating the new Pollinator Trail, a project through Bee City USA-Hendersonville (which falls under the Tree Board's jurisdiction). I think we've finally finished it. I'm planning a guided walk along the trail in June as a Tree Board event, as well as a possible news release introducing the Pollinator Trail along with the new Pollinator Bed on U.S. 64 East near Starbucks.

*Bradford Pear Bounty Program* – The news release I sent resulted in excellent media coverage and a healthy response from Henderson County residents. Registration slots filled up quickly. I'm supporting Mary D., overseer of this project, and plan to write a news release for the pick-up and tree exchange date of May 4.

*Arbor Day Celebration* – A news release about for the City's Arbor Day event on May 10 will be sent to media soon. I helped coordinate the details with Four Seasons Rotary, which has sponsored the City's annual Arbor Day program for many years.

*Hendo Earth Fest* – I have prepared an informative hand-out (requested by Glenn Lange) and updated the Tree Board brochure. These will be printed this week in preparation for the Tree Board table at the event on Sat., April 20.

Upcoming Calendar of Events --

**HENDERSONVILLE TREE BOARD CALENDAR 2024**

*Early April – NeighborWoods Tree Planting.* This planting replaced the planting that would have occurred last autumn, which was cancelled due to extreme drought. Henderson Village, Blue Ridge Villas, Park Place, and Druid Hills neighborhood participated ... a total of 62 trees, including dogwoods, redbuds, sweetbay and saucer magnolias, serviceberry, crabapple, and red oak were distributed at those locations on April 1. The trees are in honor of retired TB Chair Mac Brackett.

*Saturday, April 20 – Hendo Earth Fest event on Main Street. 10 a.m.- 3 p.m.* This is an educational event being coordinated by the Environmental and Sustainability Board for the Bee City USA-Hendersonville program. The event celebrates Earth Day, which is April 22. Tree Board members will man a booth. Natalie W. will organize a give-away event of a specimen tree to a City resident.

*Saturday, May 4 -- Bradford Pear Bounty Tree Exchange. 9-11 a.m.* City Operations Center, 305 Williams Street. Teaming up with the NC Forest Service, NC Urban Forest Council, NC State Extension, and NC Wildlife Federation, the TB encourages Henderson County residents to properly remove and replace these invasive trees. When participants cut down their Bradford pear tree, they can receive a native tree to replace it. Participants must sign up and provide proof of removal to receive a native tree.

*Friday, May 10 – Arbor Day Celebration. Noon.* Patton Park. An oak tree will be planted along the upper pathway to Oklawaha Greenway. Four Seasons Rotary has planned that the Mayor read a proclamation of May 10 as Arbor Day in Hendersonville. A representative of NC Forest Service will be there. Public Works staff will be on hand to assist with planting. The president and members of Four Seasons Rotary will be there.

*Saturday, May 25- Sunday, May 26 – Garden Jubilee. 9 a.m. -5 p.m.* Hendersonville Main St. One of the largest garden shows in WNC. The TB has asked vendors to sell only native and non-invasive plants at the event.

*May – October? --* ESB will have a booth/table once a month at the Maple Street Farmer’s Market for the Bee City USA-Hendersonville program. During September the symbolic monarch migration project of the Bee City USA-Hendersonville will be highlighted. A TB member may provide printed copies of the “landscape species list” at that time and explain importance of Keystone Plants.

*June – Pollinator Month*

*Mid-June ? – Guided Walk Along the New Pollinator Trail. Details TBA.*

*Mid-Aug.- Oct. 20 – Symbolic Monarch Migration Project of Bee City USA-Hendersonville. See May-October listing for details.*