

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

Publicity/ events since last board meeting --

Web page update – I created a photo-oriented summary report of Tree Board activities in 2023 (sometime called an annual report), which is now on the Tree Board web page on the City’s website.

Thank-you note to City Council and Volunteers -- A modified version of the 2023 annual report will soon be sent to City Council members and others as a way of saying thank you for support for Tree Board activities during the past year.

PR for February educational program – a news release was sent to early-deadline publications and a poster has been created for the Library to post (both are attached to this report). Feel free to pass those along to friends and associates. This will be posted on the City’s website and disseminated to media in February.

New Pollinator Trail – I’m working with Sustainability Superintendent Caitlyn on dissemination of the new Pollinator Trail being developed through the Bee City USA-Hendersonville program (which falls under the Tree Board’s jurisdiction). I’m hoping to coordinate a guided walk along the trail this spring as a Tree Board event.

Upcoming Calendar of Events --

HENDERSONVILLE TREE BOARD CALENDAR 2024

Monday, February 26 -- All About Caring for the Trees in Your Backyard: How to Plant, Prevent Tree Damage, Prune, Avoid Common Tree Health Problems, and more ... Henderson County Library auditorium, 301 N. Washington Street, 5-6:30 p.m. Steve Pettis, well-known local expert, will share knowledge and experience on the subject using visual and descriptive methods. Pettis is a long-time agricultural advisor in his role as Henderson County agent of the N.C. State Cooperative Extension.

Early Spring – NeighborWoods Tree Planting Project. Hopefully the 62 trees that were planned for planting last Oct. at Henderson Village on U.S. 191; at Blue Ridge Villas, a development near Blue Ridge Mall; at Park Place condominiums on Greenville Hwy.; at homes in the historically Black neighborhood of 9th Avenue West, near Hendersonville Middle School; and in Druid Hills, where one homeowner will replace older trees with three new ones will now be delivered and planted. The trees will be planted in honor of long-time member and chair of Hendersonville Tree Board Mac Brackett, who retired at the end of 2023. The delay in planting was due to severe drought last fall.

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 also participate.

Early May – Arbor Day Celebration

Late May – Garden Jubilee

June – Pollinator Month