

REPORT TO: Hendersonville Tree Board
FROM: Mary Jo Padgett, PR Consultant
RE: Publicity Report for June Board meeting
DATE: June 21, 2022

Publicity/ events since last board meeting --

May 27-28 – Henderson County Garden Jubilee. A booth was provided for educational purposes during this popular annual event, which took place downtown. Pollinator Alley was a highlighted section related to Bee City USA and other vendors. 400 free seed packets of pollinator-friendly flowers were distributed at the Hendersonville Bee City USA booth.

June is Pollinator Month – Publicity about the month’s activities was sent to magazines and other media resulting in good coverage. The Laurel of Asheville ran a special article. Activities are continuing through the rest of the month, so check that calendar you received at last Tree Board mtg. to see date/time of upcoming events. Attendance report for one event: at Sideways Farm and Brewery Sunday Brunch Market on June 5 attendance was “huge,” according to Hendersonville Bee City USA coordinator Patrice German.

Upcoming Calendar --

HENDERSONVILLE TREE BOARD CALENDAR 2022

June – Pollinator Month. Activities are on-going throughout the month at various locations.

August 27 – Bee Bold Festival. Bold Rock Cidery, Mills River.

September – Tree Walk. Co-sponsored by Tree Board with Friends of Oklawaha Greenway. Leader, Kristin Kelly, Henderson Co. forest ranger with NC Forest Service. Date TBA.

September – Monarch Month. Hendersonville Bee City plans a monarch-watch hike near Black Balsam for late Sept.

October -- Farm City Day. Jackson Park. Hendersonville Bee City USA will man a table/tent with pollinator and gardening information. Tree Board brochures will be offered as well.

Fall NeighborWoods projects -- Druid Hills, Wolf Chase (20 trees), 9th Ave/Oak St. (20 residents participating)