

REPORT TO: Hendersonville Tree Board
FROM: Mary Jo Padgett, PR Consultant
RE: Publicity Report for April Board meeting
DATE: April 18, 2023

Publicity/ events since last board meeting --

Tuesday, March 21 – “Learn More about the NC Urban Forest Council.” 5 p.m., Henderson County Public Library auditorium, Washington St. A public educational program at no charge. Mark Foster, arborist for the City of Asheville and former chair of the Council, spoke about the mission, purpose, and services of the state’s Urban Forest Council. About 20 people attended and contributed to the discussion. Mary D. welcomed and presented the speaker, volunteer Ken Fitch came along to take photos, and others helped sign people in. Tree Board brochures were made available. One couple signed up to volunteer with the TB.

Tree Board Display Banner – I worked with Glenn L. to create and produce a display banner, using Printville on Main Street. Tree Board members were shown the final draft via email. I hope Glenn will have the finished product to display at the board meeting.

Arbor Day Celebration in May – I have spoken with Michele Garashi-Ellick, new president of Four Seasons Rotary, on the process for handling the City’s Arbor Day event. FS Rotary has coordinated the City’s Arbor Day event, which is usually held early in May, for many years. I do publicity on behalf of the Tree Board for Arbor Day.

PR on Pollinator Month – The City’s Bee City USA program coordinates numerous events during June to celebrate Pollinator Month in Hendersonville. I worked with Patrice Germain, coordinator of the Bee City USA program, to prepare and send to media the PR for the month’s events. The full calendar I will send to Tree Board members later.

Upcoming Calendar of Events --

HENDERSONVILLE TREE BOARD CALENDAR 2023

Saturday, April 22 – Hendo Earth Day event on Main Street. Bee City USA and Tree Board will participate.

Friday, May 12 – Arbor Day Celebration. 12 Noon. Location to be announced. The Tree Board will receive information on this when available.

May 27-28 – Garden Jubilee

June – Pollinator Month. Bee City USA – Hendersonville has created an extensive calendar for the month's activities and events. The Tree Board will receive more information in May.

August – Bee Bold Festival at Bold Rock Cidery, Mills River. Bee City USA - Hendersonville will have a booth at this event.

August – Learn About Trees on Main Street. Educational program. Details to be announced.

Sept. 1-4 – NC Apple Festival

Oct. 7 – Farm-City Day, Jackson Park. Bee City USA will participate.