

REPORT TO: Hendersonville Tree Board
FROM: Mary Jo Padgett, PR Consultant
RE: Publicity Report for May Board meeting
DATE: May 21, 2024

Publicity/ events since last board meeting --

Hendo Earth Fest – I delivered the informative hand-out (requested by Glenn Lange) and updated Tree Board brochure to the Tree Board table at the event, took some photos, and discussed new display ideas for the Tree Board table for next year.

Bradford Pear Bounty Program – We received excellent media coverage and a healthy response from Henderson County residents. Registration slots filled up quickly. I sent a media-reminder news release just prior to pick-up date of May 4. I took photos at the event and sent a selection to media that day with a brief report on number and types of trees distributed, etc. This, too, was distributed by media, including the City website.

Arbor Day Celebration – I helped coordinate the day's agenda with the president of Four Seasons Rotary, which sponsored the Arbor Day program. I arranged for photographer Ken Fitch to take photos in my absence. The photos with a report have been posted on the City's website.

New Pollinator Trail –I'm planning a guided walk along the trail in June, which is Pollinator Month, as a Tree Board event, as well as a news release introducing the Pollinator Trail along with the new Pollinator Bed recently planted on U.S. 64 East near Starbucks.

Upcoming Calendar of Events --

HENDERSONVILLE TREE BOARD CALENDAR 2024

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.

Early Sept. – Guided Tree Walk on Hendersonville's Main Street. Details TBA

Fall NeighborWoods Tree Plantings?