

REPORT TO THE COMMUNITY AND CULTURAL AFFAIRS COMMISSION



DATE: April 12, 2017

TITLE: Mayor's Monarch Pledge

Prepared by: Vice Chairman, Requita Grant
Chairman, Pamela Berry

Reviewed by: Acting Community Development Director,
Daniel Porras PE

RECOMMENDATION

- 1) Approve that the Commission assist with oversight and administration of the Mayor's Monarch Pledge.
- 2) Approve the press release for the Mayor's Monarch Pledge with chosen action items.
- 3) Approve Vice Chairman Requita Grant as the liaison for the city.

DISCUSSION

On February 28, 2017, Mayor Scott Matas took the National Wildlife Federation Mayor's Monarch Pledge. Taking the pledge requires that the city commit to 3 action items for the year.

Vice Chairman, Requita Grant met with Mayor Matas and selected 9 action items that the Community and Cultural Affairs Commission could help implement as part of the Yard Beautification Program and the Desert Hot Springs Garden Club. The nine items are listed below:

1. Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat.
2. Launch a public communication effort to encourage citizens to plan monarch gardens at their homes or in their neighborhoods.
3. Host or support a native plant sale or milkweed seed giveaway event.
4. Facilitate or support a milkweed seed collection and propagation effort.
5. Launch a program to plant native milkweeds and nectar plants in school gardens by engaging students, teachers and the community.
6. Create a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the city to create habitat for the monarch butterfly.
7. Add milkweed and nectar producing plants in community gardens.
8. Remove milkweed from the list of noxious plants in city weed/landscaping ordinances.
9. Suggest city property managers to consider the use of native milkweed and nectar plants at city properties where appropriate.

These 9 action items would allow for Desert Hot Springs to be part of the signatories in the Mayor's Monarch Pledge Leadership Circle (see Exhibit 1). It is up to the Commission to decide if they would like to continue with only the 9 action items or commit to the 25-26 action items for the year. Vice Chairman Grant would be the city liaison for this pledge.

The Commission needs to review the press release template (see Exhibit 2 and Exhibit 3) from the national Wildlife Federation (NWF) for necessary changes and recommendations.

With minimal fiscal impact, this item can be continued on the agenda for updates. A small budget may be created at a later date to fulfill the action items.

EXHIBIT(S)

1. Program Information
2. Press Release Template
3. City of Desert Hot Springs Draft Press Release