



CORPORATION OF THE MUNICIPALITY OF MISSISSIPPI MILLS

3131 OLD PERTH ROAD • PO BOX 400 • RR 2 • ALMONTE ON • K0A 1A0

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Mayors' Monarch Pledge

The Monarch butterfly has experienced significant declines in population that are attributed to the loss of summer breeding habitat across Canada and the USA and the loss of winter habitat in south-central Mexico and coastal California. The Monarch is classified as endangered by the Committee on the Status of Endangered Wildlife in Canada.

The Mayors' Monarch Pledge was developed as municipalities can play a critical role to help the Monarch population. Municipalities can provide habitat at public parks, community gardens, schools, and municipal facilities. They can also host community workshops, native plant/seed giveaways, and Monarch themed events to help educate residents about the cultural significance of Monarchs and how to create habitat.

Pledge Action Items

"Mayors and heads of local or tribal government who have taken the Mayors' Monarch Pledge must commit to implement at least three of the 30 following action items within a year of taking the pledge. At least one action must be taken from the "Program & Demonstration Gardens" section. Mayors that complete eight or more actions will receive special recognition as part of the National Wildlife Federation's Mayors' Monarch Pledge Leadership Circle, and those that complete 24 or more actions will be recognized as a Monarch Champion."

Five action items have been selected that can be potentially enacted in 2023.

1. Issue a proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat.
2. Host or support a native plant seed giveaway. (*From Programs and Demonstration Gardens section*)
3. Launch a PR campaign to encourage residents to plant monarch gardens at their homes.
4. Add or maintain milkweed or nectar producing plants in public community gardens / at municipal facilities. (*From Programs and Demonstration Gardens section*)
5. Launch, expand, or continue an invasive species removal program that supports the reestablishment of native habitats for monarchs and other pollinators. (*From Programs and Demonstration Gardens section*)



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Implementation

	Action Item	Implementation Option
1	Proclamation	<p>Issue a proclamation that would declare August 20 as the “Flight of the Monarch Day” (FOMD), included below. Other Towns and Cities in Ontario have issued this proclamation such as Pickering, Ajax, Markham, Toronto, and Newmarket. The Toronto and Region Conservation Authority has developed public engagement materials for the FOMD as well.</p> <p>The FOMD can integrate into other events occurring in Mississippi Mills on August 20th if possible.</p>
2	Host a seed giveaway event	Potentially in conjunction with FOMD, staff (and community members) can host a native wildflower seed giveaway event. This event could be funded through the invasive vegetation management budget (wild parsnip) and would see community members receiving native seeds that contribute to monarch habitats. This event may be completed in partnership with other municipal departments and/or community groups.
3	PR campaign to raise awareness of monarch gardens	In conjunction with FOMD and a seed giveaway event, this campaign can span our social media platforms as well as our website.
4	Plant milkweed / nectar producing plants at municipal facilities and/or community gardens	<p>Plants such as wildflowers, milkweed, and nectar producing plants can be planted at the following locations:</p> <ul style="list-style-type: none"> • Municipal Office • Municipal Arenas • Community gardens in the Villages and Almonte • Other areas as identified
5	Launch invasive species removal program that supports the re-establishment of native habitats for	A pilot program was run on a portion of Sugarbush road where wildflowers were planted with the goal of outcompeting the invasive wild parsnip plant. While a formal review of this initiative has not been completed, this initiative can be supported again in 2023 through this pledge with funds contributing to additional seeds for this area. The conversation with the local community members who



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	monarchs and other pollinators	spearheaded this project should be restarted to see how the Municipality could support this plot further. Additional pilot projects can be run in other areas that are affected by invasive species (wild parsnip) to remove and replace with native plants.
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National Flight of The Monarch Day Proclamation

WHEREAS: Monarch butterflies are one of the most iconic and cherished insects in North America. Their epic 5,000-kilometre migration from eastern Canada to the forests of central Mexico begins in late August each year. In 2013, the eastern population of monarch butterflies dropped by 95 per cent, the smallest recorded population since the mid-1990s. Since 2013, the population has rebounded, thanks in part to the collective efforts of thousands of individuals, groups and communities across Canada, but the monarch's future remains in serious peril. Flight of the Monarch Day is an opportunity to celebrate the growing movement to protect monarch butterflies and the astonishing phenomenon of their migration as their epic journey southward begins.

THEREFORE, I do hereby proclaim August 20, 2023 as Flight of the Monarch Day.