

AGENDA

CITY OF STURGEON BAY
COMMUNITY PROTECTION & SERVICES COMMITTEE
Thursday, July 2, 2020
**Immediately Following the Cable Communication
System Advisory Council which starts at 4:00 p.m.**
Council Chambers, City Hall – 421 Michigan Street

1. Roll Call
2. Adoption of Agenda
3. Approval of Meeting Minutes from June 4, 2020.
4. Public Comment on Agenda Items
5. Consideration of: Contract with Mann Communication
6. Consideration of: Downtown Entertainment District: Elimination of Open Intoxicant Ordinance 10.175 – Drinking on Public Property Regulated
7. Discussion of: Monarch Butterfly USA Project
8. Discussion of: Creating an Inspection Process to the Taxi/Shuttle Ordinances
9. Adjourn

NOTE: DEVIATION FROM THE AGENDA ORDER SHOWN MAY OCCUR

Notice is hereby given that a majority of the Common Council may be present at this meeting to gather information about a subject over which they have decision-making responsibility. If a quorum of the Common Council does attend, this may constitute a meeting of the Common Council and is noticed as such, although the Common Council will not take any formal action at this meeting.

Posted:
Date: 6/29/20
Time: 4:15 p.m.
By: SSO

Committee: Community Protection & Services
Dan Williams, Chr.
Kirsten Reeths
Seth Wiederanders

COMMUNITY PROTECTION & SERVICES COMMITTEE

June 4, 2020

A meeting of the Community Protection & Services Committee was called to order at 4:04 p.m. by Chairperson Williams in the Council Chambers, City Hall. **Roll Call:** Members Ald. Williams, Ald. Reeths and Ald. Wiederanders were present. Also present from City Departments were Mr. VanLieshout, Chief Dietman, Captain Brinkman, Mr. Barker, Mr. Olejniczak, Mr. Sullivan-Robinson, Ald. Bacon and Ald. Nault.

Moved by Ald. Reeths, seconded by Ald. Wiederanders to adopt the agenda with the change of placing item 12 after item 8:

1. Roll Call
2. Adoption of Agenda
3. Approval of Meeting Minutes from May 13, 2020.
4. Public Comment on Agenda Items
5. Public Hearing: Request from Judith Lewis to operate a taxicab in the City of Sturgeon Bay DBA Judy's Taxi.
6. Consideration of: Request from Judith Lewis to operate a taxicab in the City of Sturgeon Bay DBA Judy's Taxi.
7. Public Hearing: Request from Judy Lewis to operate a shuttle service in the City of Sturgeon Bay DBA Judy's Shuttle.
8. Consideration of: Request from Judy Lewis to operate a shuttle service in the City of Sturgeon Bay DBA Judy's Shuttle.
9. Consideration of: Bee Keepers Permit
10. Consideration of: Sidewalk Café Permits
11. Consideration of: Parklet Project
12. Consideration of: Vaping Ordinance
13. Adjourn

All Ayes. Carried.

Approval of Meeting Minutes

Moved by Ald. Reeths, seconded by Ald. Wiederanders to approve the May 13, 2020 meeting minutes. All Ayes. Carried.

Public Comment

Jesse Koyen: 1101 Texas Street
Ald. Helen Bacon: 458 N. 5th Place
Dave Bauman: 1106 Memorial Drive

Public Hearing: Taxi Service

Public Hearing regarding the request from Judy Lewis to operate a taxicab in the City of Sturgeon Bay, DBA Judy's Taxi, was called to order at 4:15pm. Roger Hoover, 2259 Mill Road, Sister Bay and James McKenzie, W362 Alpine Drive, DePere spoke in support of Judy's Taxi service. Public Hearing closed at 4:21pm.

Request to Operate a Taxi Service

Discussion regarding vehicle inspection: Per Judy Lewis, 8229 Horseshoe Lane, Sturgeon Bay, stated Sturgeon Bay does not require vehicle inspection. The Police Department does not have a fleet inspector to do this, like Green Bay PD has. Per Captain Brinkman, the Pedal Trolley has to

show proof of inspection from an ASC certified mechanic; that might be an option for taxi/shuttle services.

Moved by Ald. Reeths, seconded by Ald. Wiederanders, to approve the request from Judith Lewis to operate a taxicab service in the City of Sturgeon Bay. All ayes. Carried.

Public Hearing: Shuttle Service

Public Hearing regarding the request from Judy Lewis to operate a shuttle service in the City of Sturgeon Bay, DBA Judy's Shuttle, was called to order at 4:25pm. James McKenzie, W362 Alpine Drive, DePere spoke in support of Judy's Shuttle service. Public Hearing closed at 4:26pm.

Moved by Ald. Reeths, seconded by Ald. Wiederanders, to approve the request from Judith Lewis to operate a shuttle service in the City of Sturgeon Bay. All ayes. Carried.

Vaping Ordinance

Ald. Williams reviewed how the ordinance needed to change an initial oversight, and read "vaping and/or use of tobacco products in a public space" would be prohibited. Captain Brinkman presented the updated ordinance.

Moved by Ald. Wiederanders, seconded by Ald. Reeths, to approve the ordinance re: Smoking Prohibited in Certain Areas; Use of Tobacco Products Prohibited. All ayes. Carried.

Bee Keepers Permit

The permit presented was complete and in order. One neighbor who was initial opposed to the permit has since changed their mind and is in approval. No issues.

Moved by Ald. Wiederanders, seconded by Ald. Reeths, to approve the request for a Bee Keepers Permit to be issued to the property owners at 1101 Texas Street in Sturgeon Bay. All ayes. Carried.

Sidewalk Café Permit

This item has been decided on by Common Council with a resolution that has already been passed; no action to consider.

Parklet Project

As of this meeting the City has not received any applications for a parklet permit. The City ordinance which allows for a parklet is similar to a café permit, and decided upon on each individual case. Guideline pertaining to what can be set up in front of a business need to be established.

Discussion regarding the closure of 3rd Avenue on Saturday evenings followed. Comments included: Closing the street at 5pm will be hard to do when people are already downtown (Dietman). The overtime cost for the Street Department to close the street would be around \$100 each time (Barker). Concern employees will lack parking (Ald. Reeths). Businesses communicated that they did not want a street closure; they did not want to lose parking space and vehicle traffic (Ald. Nault).

Pam Seiler from Destination Sturgeon Bay stated the proposed street closure would occur between the hours of 4/5pm to 10pm every Saturday night. Of 29 businesses surveyed about this, 26 were in support of the closure. One issue they can perceive is the availability of public restrooms and garbage disposal.

It was decided further changes to the Parklet Project will not be considered at this time. Street closure discussion should continue with Department heads and then Council.

Moved by Ald. Reeths, seconded by Ald. Wiederanders, to adjourn the meeting of the Community Protection Services Committee. All ayes. Carried. The meeting was adjourned at 5:02 p.m.

Respectfully submitted,

Sarah Spude-Olson
Police Department Office Manager

DRAFT

EXECUTIVE SUMMARY

TITLE: Consideration of: Compensation Adjustment for Mann Communication for 2020 extension year.

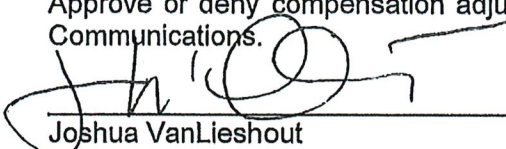
BACKGROUND: On July 16, 2019 the Common Council approved a recommendation from Community Protection & Services Committee for an automatic extension to the Mann Communication contract for 2019 and 2020. Compensation was not discussed at that time.

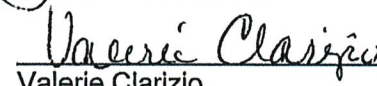
During budget preparation, compensation for 2020 was discussed and \$1,250 was included in the 2020 Budget for an adjustment for Mann Communication for the contract year 2020.

Discussion also took place regarding presenting a newly revised contract between the City and Mann Communications to Community Protection & Services Committee in July of 2020 for contract years 2021, 2022, etc.

FISCAL IMPACT: A annual rate adjustment for the year 2020 in the amount of \$1,250 for Mann Communication. The amount of \$1,250 is included in the 2020 budget.

ACTION: Approve or deny compensation adjustment of \$1,250 for 2020 for Mann Communications.

PREPARED BY: 
Joshua VanLieshout

REVIEWED BY: 
Valerie Clarizio

DATE: January 8, 2020

Approved at 1/21/2020 CC.

COPY

PERSONAL SERVICES CONTRACT

AGREEMENT effective this ____ day of _____, _____, by and between the City of Sturgeon Bay, a Wisconsin municipal corporation, c/o Stephanie Reinhardt, City Clerk, 421 Michigan Street, Sturgeon Bay, Door County, Wisconsin 54235, (hereafter referred to as "City"), and MANN COMMUNICATIONS, LLC, 633 South 17th PLACE, STURGEON BAY, DOOR COUNTY, WISCONSIN 54235, (hereafter referred to as "Contractor").

RECITALS

A. WHEREAS, the City is in need of procuring certain personal services for the consolidation and operation of four (4) public, educational, and government (PEG) channels; the promotion, administration, and operation of the PEG channels in accordance with the description of services to be performed as set forth below.

B. AND WHEREAS, the Contractor represents that he is ready, willing, and capable of providing said services to the City.

TERMS

NOW, THEREFORE, in consideration of the mutual covenants and promises of the parties as hereinafter set forth, the parties agree as follows:

1. **Services to be Performed.** The operator shall, during the entire term of this agreement, and any extended term hereafter administer and operate Channel 986, Channel 987, Channel 989 and Channel 990 of the City of Sturgeon Bay cable system, or any of the consolidated public, educational, and governmental channels. The operation and administration of the operator shall include the following:

A. Community Events:

1. Prepare programming for broadcast based upon general guidance from the Community Protection and Services Committee.
2. Maintain a text crawl overlaying the video programming highlighting upcoming community events.

B. Local Public Interest:

1. Develop and implement video programming on a weekly schedule. Programming shall consist of a combination of video submitted from within the community, video produced by the operator, and video submitted from outside the community, but with content of local interest.

2. Develop and maintain non-video programming in the form of text and graphics consisting of public service announcements, program schedules and other information of local interest.
3. Monitor all submittals for compliance with city ordinances and policies concerning public access cable.
4. Provide video coverage for broadcast of at least 30 community events per year, to include parades, festivals, sports, political forums, visual and performing arts, and other programs of community interest.
5. Maintain an inventory of video equipment and make it available to the general public for the taping of local events for broadcast on Channel 989. Coordinate public awareness regarding availability of public access channel.

C. Government Meetings:

1. Video Record and broadcast a minimum of six (6) governmental meetings per month and two City Council preview shows per month. All videotaped city meetings will be broadcast live unless directed otherwise.
2. Develop and implement a broadcast schedule for all city and county meetings videotaped.
3. Develop and maintain non-video programming in the form of text and graphics consisting of all city meetings agendas, city government announcements, and other city information of public interest.

D. Education:

1. Video Record and broadcast a minimum of one (1) school district meeting per month and three (3) additional educational programs per month. All videotaped school district meetings will be broadcast live unless directed otherwise.
2. Develop and implement a broadcast schedule for all school district meetings videotaped.
3. Develop and maintain non-video programming in the form of text and graphics consisting of all school district meetings agendas, school district announcements, and other school district information of public interest.
4. All school district meetings/events which are recorded live shall be broadcast within one (1) week of recording.

E. General:

1. Maintain, on a yearly basis, an operations manual for the Sturgeon Bay Community Access Cable System.
2. Attend regular scheduled meetings of Community Protection and Services Committee and the Cable Communications System Advisory Council and report as necessary.
3. Maintain Video Record archives of all programming.
4. Maintain records of all programming and other significant activity.
5. Maintain equipment in a serviceable condition, procure repairs as necessary and recommend for liquidation or disposal, items of equipment which is no longer needed. Maintain an up-to-date equipment inventory.
6. Coordinate public access activities including public awareness campaign, broadcast of tapes provided by the general public, maintaining and lending equipment, and recording significant community events as required.
7. Work with City and School District staff in preparation and presentation of annual operating expense and capital improvements budgets for Channels 986, 987, 989, and 990.
8. Maintain the City's plan for operation of PEG channels. Operate the PEG channels pursuant to said plan. Recommend revisions to said plan that will enhance the effectiveness and operation of the PEG channels.

2. Contract Term. The services provided in Section A shall be provided during the term commencing January 1, 2021 and ending at 11:59 p.m. on December 31, 2023 unless sooner terminated as provided herein. The City of Sturgeon Bay may, at its option, extend this Contract for additional terms of two years by providing notice thereof at least thirty (30) days prior to the expiration of this Agreement.

3. Compensation. The City shall compensate Contractor for the above-described services for the first year price of \$62,470, second year price of \$64,335 at the annual rate of and third year price of \$65,309. Should the City elect to extend the term of the contract, each year of the extension will increase the price by 1.5% over the prior year. During the term of this contract payments shall be made to Contractor in equal monthly payments beginning thirty (30) days after the commencement of this Agreement, for services rendered for the previous month. Contractor shall also receive a commission of fifteen (15%) percent of the sale price of any equipment sold by Contractor at City's request. The City reserves the right to sell surplus equipment independent of Contractor. Compensation for services performed above and beyond the provisions of this contract will be billed at the rate of \$30.00 per hour.

4. **Provision of Equipment, Materials, Goods, and Services.** The City shall provide the following described materials, goods, or services to Contractor:

- A. Use of all City PEG cable equipment and facilities. Contractor agrees to use such facilities and equipment carefully and prudently and will not be held responsible for damage to or loss of such equipment and facilities unless Contractor is found to be negligent, or unless such damage or loss is the result of an intentional act of Contractor. Contractor shall not be responsible for loss or damage under circumstances over which Contractor has no control.
- B. Regarding any materials, goods, or supplementary services that Contractor may deem necessary in order to provide services to the City under this contract, Contractor may voluntarily, at no cost to the City, provide such materials, goods, or supplementary services or Contractor may specifically request City, in writing, to provide or make available such materials, goods or supplementary services. Video tapes provided by the Contractor for PEG programming upon taping shall become the property of the City.
- C. The Contractor is not required to provide any materials, goods, or supplemental services. However, Contractor may provide the use of some of his own materials or goods in order to improve the Contractor's services to the City.
- D. Any media, programming, or related media produced in accordance with this contract shall remain the exclusive property of the City of Sturgeon Bay, and the Contractor shall in no way acquire any ownership, copyright, or rights of artistic expression therein.
- E. Any purchases of goods or equipment by Contractor on the City's behalf for the operation of the PEG channels shall follow the purchasing guidelines and policies of the City.

5. **Programming Use.** Contractor agrees not to use his position as PEG Coordinator or use any equipment owned by the City and furnished for use of PEG programming or use any programs written, developed or produced in connection with PEG programming for Contractor's personal use or for sale or other profit by Contractor. Contractor agrees that all programming and production during the term of the Contract, whether produced by the Contractor or submitted by private parties, shall be the property of the City. Contractor shall have no rights to the use of said programs.

6. **Insurance.** Contractor shall maintain during the life of this Contract and any extension hereof general liability and property damage insurance as shall protect Contractor and any subcontractor/employee performing work covered by this Contract from any claims for damages for personal injury, including accidental death, as well as from claims for property damages, which may arise from performance of this Contract, whether such operation be by Contractor itself or by any subcontractor or by anyone directly or indirectly employed by either

of them. Property damage and liability insurance shall name the City of Sturgeon Bay as an additional insured. The coverages and minimum policy limits of such insurance shall be as follows:

- A. Bodily Injury
 - \$1,000,000 Each Occurrence
 - \$ 1,000,000 Annual Aggregate, Products & Completed Operations
- B. Property Damage
 - \$500,000 Each Occurrence
 - \$1,000,000 Annual Aggregate
- C. Property Damage Liability will provide Explosion, Collapse and Underground coverage where applicable.
- D. Personal Injury with employment exclusion deleted
 - \$1,000,000 Annual Aggregate
- E. Comprehensive Automobile Liability
- F. Bodily Injury
 - \$500,000 Each Person
 - \$500,000 Each Accident
- G. Property Damage
 - \$500,000 Each Occurrence
- H. Business Auto Insurance
 - \$500,000 Single Limit for Bodily Injury and/or Property Damage

7. **Worker's Compensation Insurance.** Contractor shall maintain during the term of this Contract and any extended term hereafter worker's compensation insurance for all its employees at the site of the project and, in case any work is sublet, shall require any subcontractor to provide worker's compensation insurance covering any employee which is working upon the project which is the subject of this Agreement.

8. **Independent Contractor.** The parties understand and acknowledge that the relationship herein between the City and Contractor is that of an Independent Contractor relationship and not that of an employer-employee relationship. The parties also understand that the Contractor will be responsible for all income tax and social security tax reporting; the City

will furnish a Form 1099 showing the gross payments for the above-described personal services but will not withhold any amounts for income taxes or social security taxes for Contractor.

9. **Indemnification.** Contractor shall indemnify and hold harmless City, its agents, officers and employees, for any damages to person, property, or otherwise caused by the actions of Contractor.

10. **Termination.** This Personal Services Contract may be terminated by the City at any time upon prior thirty (30) days written notice delivered to the Contractor from the City, or to the City or sent by certified mail return receipt requested. Either party may terminate this Agreement immediately at any time upon breach by the other party of its obligations and responsibilities under this contract. Upon termination, Contractor shall be paid for all funds due to him through date of termination.

11. **Return of Property.** Upon termination of this agreement, for any reason, Contractor will return to the City all equipment, books, records, tapes and documents belonging to the City which he has in his possession or control or which he has placed with someone else in the condition such equipment or property was in when received by Contractor, usual wear and tear excepted.

12. **Default/Breach.** In event of breach of the contract by Contractor, Contractor will be responsible for the City's cost of enforcement (including costs of obtaining return of any property under paragraph 11. above), including court costs, disbursements and attorney's fees.

13. **Assignment.** Contractor may not assign his interest in this contract without the prior written consent of the City. He may hire or contract with other persons or entities for the performance of duties under this Agreement without violating this provision.

14. **Laws Applicable/Severance.** The undersigned parties understand and acknowledge that this Personal Services Contract represents the entire understanding between the parties for the providing of the above described personal services. This personal services contract shall be interpreted in accordance with the laws of the State of Wisconsin. In the event that any of the provisions herein are held to be legally unenforceable, the remaining provisions of this personal services agreement not inconsistent with such legal findings shall remain in full force and effect.

15. **Declaration of Novation.** This contract represents and constitutes a novation of any and all existing contracts and amendments, including but not limited to the present contract dated December 30, 2013 and that as a novation, this contract supersedes and replaces all such previously existing contracts.

17. This Agreement shall extend to the heirs, successors, personal representatives and assigns of the parties hereto.

CITY OF STURGEON BAY

By: _____
David J. Ward, Mayor

Attest: _____
Stephanie L. Reinhardt, City Clerk

STATE OF WISCONSIN)
)ss.
DOOR COUNTY)

Personally appeared before me this ____ day of _____, 2020, the above-named Thad G. Birmingham and Stephanie L. Reinhardt, the Mayor and City Clerk, respectively, of the City of Sturgeon Bay, Wisconsin, to me known to be the persons who executed the foregoing agreement on behalf of the City and by its authority.

Name: _____
Notary Public, State of Wisconsin
My Commission expires: _____

CONTRACTOR:

By: _____
Jason Mann, Co-Owner

By: _____
Morgan Mann, Co-Owner

STATE OF WISCONSIN)
)ss.
DOOR COUNTY)

Personally appeared before me this ____ day of _____, 2020, the above-named Jason Mann and Morgan Mann, respectively, to me known to be the persons who executed the foregoing agreement on behalf of the City and by its authority.

Name: _____
Notary Public, State of Wisconsin
My Commission expires: _____

REQUEST FOR PLACEMENT OF AGENDA ITEM

DATE OF REQUEST: 06/22/20

FROM: District 4 Alderman J. Spencer Gustafson

FOR: Community Protection and Services Committee **CP&S Meeting Dated:** 07/02/20

Please place the following item on the agenda:

Discussion of: Downtown Entertainment District: Elimination of Open Intoxicant Ordinance 10.175 - Drinking on public property regulated

Background Information:

District 4 Alderman J. Spencer Gustafson was asked by Destination Sturgeon Bay Board Member Amy Cook to ask other aldermen and city staff to consider the relaxation of open intoxicants within the downtown and waterfront area. Myself, Amy Cook, and other business owners will be providing public comment on this topic at the CP&S meeting.

Amy's Letter:

We are all in this together

Dear David Ward,

We are writing this letter in regards to using the map of the Mainstreet district to also become the Entertainment District. Due to the COVID-19, we have experienced a severe reduction in revenue the last few months and are projecting decreases this summer due to lack of tourism. As a result of this financial burden, we are requesting you approve the Entertainment District that will allow marina participants, locals, and tourists to walk to all of our venues within this district and enjoy eating, shopping, and cocktailing this summer. Specifically, we are asking you to relax the liquor ordinance for this summer and allow our guests to walk within this district with an open intoxicant. With the cancelation of the majority of the Sturgeon Bay summer events, we believe the establishment of the entertainment district will encourage our guests to remain in Sturgeon Bay, spend their money with us, as well as make us more competitive with our sister cities up north. In addition, this will give us more flexibility in expanding our

venues and give us the opportunity to maintain social distancing outside for our guests where the virus is less likely to spread.

Sincerely,

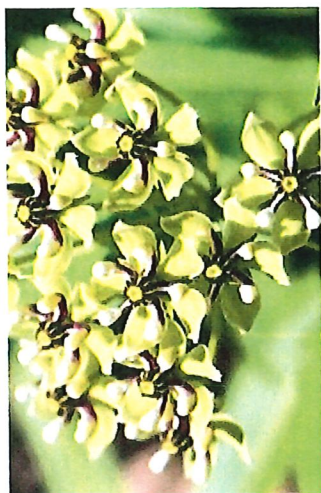
Sturgeon Bay Local Business Owners

Desired Action:

District 4 Alderman J. Spencer Gustafson would like CP&S to discuss this request and seek input from city staff.



Monarch City USA

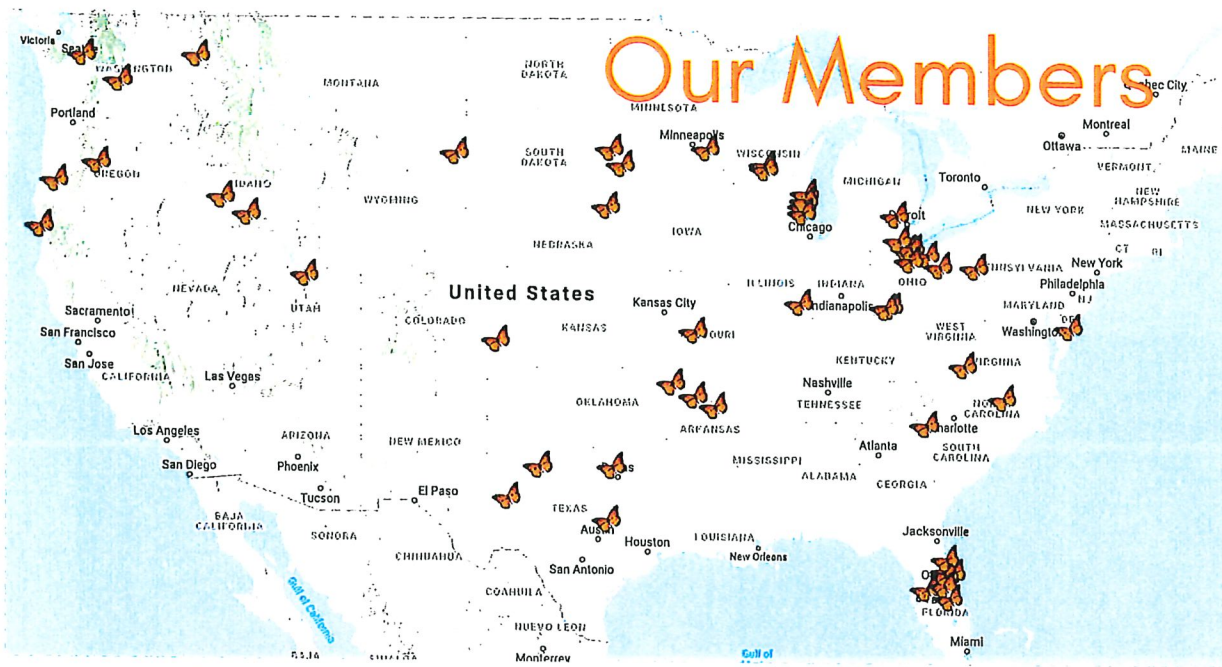


Nearly a billion **monarch** butterflies have **vanished** since 1990. Monarchs rely on milkweed plants and nectar plants for their food and home. These plants are disappearing all across America.

We developed **Monarch City USA** as a recognition program that **cities**, **villages**, **schools**, and **parks** join by doing very simple positive things like planting **milkweed** and nectar plants within their boundaries.

Learn more...

MONARCHCITYUSA.COM
(605) 691-1074
RUSS@MONARCHCITYUSA.COM



Why join?

- Help troubled monarchs
- Bring locals together
- Enjoy positive press
- Monarch festival planning help
- Non-profit volunteer-run organization

Learn more: monarchcityusa.com/membership



Our **high-quality** street signs are 100% made in the USA and **customized** to your organization type!

YES!

MONARCHCITYUSA.COM
(605) 691-1074
RUSS@MONARCHCITYUSA.COM

COVID-19 Response

Following guidance from the White House, Centers for Disease Control and Prevention, and state and local public health authorities, we are increasing access and services in a phased approach across all units of the National Park System. Before visiting a park, please check the [park website](#) to determine its operating status. Updates about the overall NPS response to COVID-19, including safety information, are posted on www.nps.gov/coronavirus.

National Park Service

Pollinators - Monarch butterfly

Cuyahoga Valley National Park, Fire Island National Seashore, Great Smoky Mountains National Park, Yosemite National Park, Zion National Park

More than beautiful, monarch butterflies contribute to the health of our planet. While feeding on nectar, they pollinate many types of wildflowers.

A Dangerous Beauty

More than beautiful, monarch butterflies contribute to the health of our planet. While feeding on nectar, they pollinate many types of wildflowers. The flowers they chose are varieties that are brightly colored, grow in clusters, stay open during the day, and have flat surfaces that serve as landing pads for their tiny guests. Monarch butterflies are also an important food source for birds, small animals, and other insects.

The vivid markings of the monarch butterfly (*Danaus plexippus*) serves as a “skull and crossbones” warning, signaling “Poison!” to the butterfly’s predators. Female monarchs lay their eggs on the underside of poisonous milkweed leaves. As the caterpillar hatches, it eats its own egg; then switches



Monarch butterflies need milkweed plants to lay their eggs.

NPS

to a diet of milkweed leaves. The milkweeds' toxins remain permanently in the monarch's system, even after the caterpillar metamorphoses into a butterfly. Animals that eat a monarch become very sick and, thereafter, will avoid this distinctively patterned butterfly.

Far Extending and Wide Ranging



Monarch butterflies may be found throughout North America feeding on milkweed, their toxic host plant.

NPS

Monarch butterflies live mainly in prairies, meadows, grasslands and along roadsides, across most of North America. The adult butterfly drinks nectar from a variety of flowers, uncoiling and extending its long proboscis to sip food. When not in use, this flexible “tongue” coils back into a spiral.

Most monarchs will live only a few weeks, but the generation that emerges in late summer and early fall is different. These butterflies are born to travel and may live for eight or nine months to accomplish their lengthy migration. Scientists think the monarchs use the position of the sun and the changing weather to know when it's time for their long journey.

Monarchs experience significant threats to their survival

- **Loss of milkweed plants**

Although monarchs feed on the nectar of many flowers, they lay their eggs only on certain types of milkweed plants. Unfortunately, milkweeds are often eradicated as noxious weeds.

Urbanization, industrialized, large-scale farms, and drought conditions have also resulted in significant plant loss.

- **Loss of winter habitat**

The butterflies' winter habitat in Mexico and California is rapidly shrinking due to deforestation,

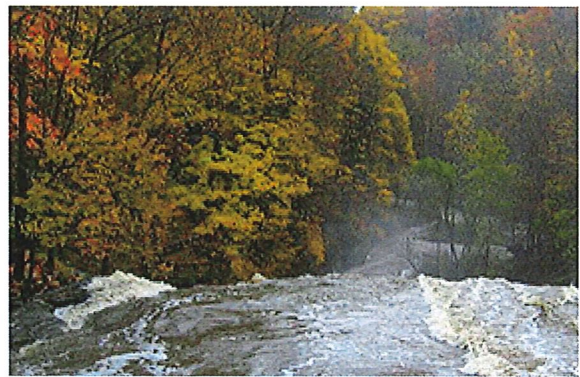
harsh weather, development and other disruptions. Because all monarchs gather in only a few locations, the overall population is at risk.

- **Climate Change**

Especially during the last decade, changes in climate have resulted in more out-of-season storms, severe temperature drops and excessive rain. The combination of both wet and cold is deadly and has resulted in the deaths of hundreds of millions of butterflies.

Monarch Butterflies and National Parks

One of the greatest threats to Monarch populations is loss of habitat along the butterflies' annual migratory routes. Important conservation efforts within parks include catching, identifying, and tagging monarchs to learn more about their population and migration status. Look for Monarch butterflies in [**Fire Island National Seashore**](#), [**Great Smoky Mountains National Park**](#), [**Cuyahoga Valley National Park**](#), and [**Zion National Park**](#) and many others.



Brandywine Falls in Cuyahoga Valley National Park

NPS

Feature Video

[**Monarchs & Milkweed - Yosemite Nature Notes - Episode 24**](#)

Take a microcosmic safari through a field of milkweed and discover a whole world of life, from bees to wasps to hummingbirds to butterflies. The charismatic Monarch butterfly is completely dependent on milkweed for its survival, and places like [**Yosemite National Park**](#) offer protection for this often overlooked plant.

Tags:

Pollinator

pollinators

pollination

butterfly

Butterflies

migration

climate change

fragmentation

pesticides

habitat loss

milkweed

monarch butterfly

monarchs

research

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Importance of Monarch Conservation



(/images/made/images/uploads/general/candy_teaching_kids_at_sylvania_franciscan_academy_2011_by_sharon_lange_940_626_fc8fc7fade91d94_c1.jp

Tuesday, November 26, 2013 9:32am

[Conservation Stories \(https://monarchjointventure.org/news/list/category/conservation-stories\)](https://monarchjointventure.org/news/list/category/conservation-stories)

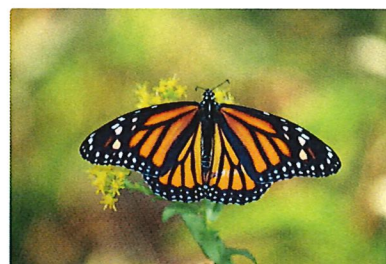
Importance of Monarch Conservation

By Candy Sarikonda

I am a nurse. A mother. A lover of nature. I want to make this world a better place.

And monarchs are helping me do just that.

Monarch conservation is important for many reasons. First, conserving and creating monarch habitat will help many of our pollinators. Every third bite of food we eat comes to our table courtesy of a pollinator. Monarchs, bees and many other pollinators share much of the same habitat—so what happens to monarchs, happens to other pollinators. Monarchs are an indicator of the damage done to our environment—we can count them as they gather by the millions in Mexico. They are an indicator of what we cannot fully quantify—the loss of our pollinators and their habitat. We need to protect all of our pollinators—the many bees, birds,



bats, and other insects that provide us with pollinator-services and ultimately put food on our tables. Do you like blueberries, strawberries, raspberries? How about watermelon, apples, bananas or squash? Chocolate? Then thank a pollinator!

Monarchs are a flagship for conservation. The Monarch Joint Venture explains this well (<https://monarchjointventure.org/news-events/news/monarchs-as-a-flagship>). Monarchs engage children and adults in conservation efforts. By participating in the monitoring of monarchs through citizen science programs, or simply experiencing the joy of raising a monarch at home or in school, children get direct experience with nature and develop the strong connection with nature that will lead to their development as conservationists of the future. According to the Nature Conservancy, conservationists point to a childhood experience with nature as the most important factor that led to their environmental activism as adults. In an increasingly urban society, we need to keep giving children direct experiences with nature that will foster their development into conservationists.

We know that exposure to the natural world can produce significant health benefits. Exposure to nature has been shown to decrease stress and anxiety, lower blood pressure, reduce obesity, reduce symptoms of Attention Deficit Hyperactivity Disorder, and promote a general sense of well-being. Citizens who understand the connection between themselves and the natural world understand the importance of caring for themselves and the environment. By participating in projects designed to monitor monarch populations, citizens can witness the effect that pesticides and loss of habitat have on pollinators. And they can see how the loss of pollinators ultimately affects them.

Monarch conservation can also help develop an interest in science. Engaging students in exploration and observation of the natural world will help them develop the skills critical for the development of our future science and technology leaders. In a global market, the U.S. cannot afford to lag behind many other industrialized nations in the preparedness of our students for careers in science, technology, engineering and math (STEM). We need to get our youth interested in science; to make it fun and exciting for them; and help them build the confidence they need to succeed in their chosen STEM career paths. Exposure to the natural world helps children develop social skills, improve critical thinking skills, develop self-initiative, develop self-confidence and improve creativity. These are the skills needed by successful STEM leaders of the future.



Each and every one of us must do our part in conservation of our natural world. Conserving the monarch migration is one way to make a difference. There are many ways to help monarch butterflies. We must create, conserve, and restore monarch habitat—we need to plant milkweed. And not just milkweed, but many other host and nectar plants that support our bees, butterflies, and birds. It is OUR responsibility to restore habitat. No one person can do it alone—it takes a village. If every person in this country planted just ONE milkweed, we would have 300 million more milkweed plants than we do now. It starts with education—educating people that monarchs are in decline; that they only feed on milkweed; and that we can collectively do something to help them. We need to make a conscious effort—educate ourselves, find out what monarchs and other pollinators in our home gardens and park preserves love, and plant it; instead of growing plants with little or no pollinator-value. We can reduce mowing of roadsides and other suitable plots of land, and demonstrate the cost savings. Eliminate needless lawn and plant pollinator-friendly plants. Get involved in citizen science programs. Be of service and volunteer.

We need to reduce pesticide and herbicide use. Pesticides kill pests, and can harm or kill monarchs. But they can also harm humans. According to the American Academy of Pediatrics, a growing body of evidence indicates the negative health outcomes that can arise from exposure to pesticides during childhood (<http://pediatrics.aappublications.org/content/130/6/e1765.full>). Scientists have noted the effect that pesticides and herbicides have had in animal models, and have documented evidence of their impact on human health in farming communities. We have seen increased rates of depression and Parkinson's disease in farming communities. In California's Central Valley, farming towns are referred to by some as "Parkinson's Alley" (<http://www.sierraclub.org/sierra/201201/parkinsons-pesticides.aspx>). Yet, with the advent of GM crops, we have seen an increase in the use of herbicides, the development of superweeds, and the use of more and more potent chemicals (http://www.huffingtonpost.com/2012/10/04/pesticides-gmo-monsanto-round-resistance_n_1936598.html). It is time to reexamine the way we farm, and how we use pesticides/herbicides in our daily lives. Clearly, limiting herbicide and pesticide use will not only be good for monarchs—it will be good for human health as well.

We need to contact our legislators and support legislation that protects pollinators and their habitat. The Farm Bill is an important piece of legislation that can be used to support the creation of pollinator habitat in the form of Conservation Reserve Program (CRP) land. We need to encourage our legislators to support provisions in the Farm Bill for the creation and maintenance of CRP land. According to the Ohio Department of Agriculture, over one billion bees, or nearly 75% of Ohio's honeybees, have been lost to Colony Collapse Disorder. An untold number of native bees have been lost as well. Crops left unpollinated could result in over \$80 million in lost revenue per year for Ohio's specialty farmers. In the 2008 Farm Bill, funding was authorized to conserve pollinator habitats. But while an amendment was offered to the 2013 Farm Bill to further this effort, it was not considered by the Senate. We cannot allow this important legislation to fall by the wayside. We need to let our legislators know we support efforts to conserve pollinator habitat via the Farm Bill. We need to educate and empower our fellow citizens to do the same.

We need to work with the private sector, and encourage companies to adopt business practices that will conserve natural resources. We must convince companies that investing in "green capital" is not just the morally right thing to do—it is the only thing to do. Investing in our natural resources is a necessity for many companies to continue their business practices. According to Mark Tercek, CEO of the Nature Conservancy, nature is not a luxury—it is an investment (<http://www.youtube.com/watch?v=ZED8lZmjdWc>).

As conservationists, we must focus on bringing newcomers to the conservation table, engaging the general public in our conservation efforts. We cannot continue to "preach to the choir." Monarchs bring people to the table. No monarch conservation organization simply promotes monarchs only. Monarchs are the focus of course, but the ultimate goal is conservation—of both humans and wildlife.

In any endeavor, it is important that we all work together. We must focus on what unites us, rather than on what divides us. We will have different ideas, different experiences, and different viewpoints. But we must find common ground, and use our differences to make us stronger. It will take many hands to secure the future, both for the monarchs and ourselves. We must present a united front. This is something that partners in monarch conservation have known for years—Monarch Joint Venture partners united in one effort, ultimately to protect the environment and humanity.

How did we get from monarch conservation to the subject of pollinator habitat, human health, green capital and STEM rankings? It's simple. Humans do not exist separately from nature. The term "The Web of Life" is not just a flowery cliché. It is reality. Everything is connected. Everything.

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About Us

The Monarch Joint Venture (MJV (Monarch Joint Venture)) is a partnership of federal and state agencies, non-governmental organizations, businesses and academic programs working together to protect the monarch migration across the United States.

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