



TO: Members

FROM: Ron Rubino, President

Subject: Request by Park Committee Pollinator Project

The Board of Directors is requesting feedback from members concerning a proposed park landscaping project. Please review this report and return your Pro/Con comments by email to me at Ron@eastbluff.net. I will assemble all responses and report results to the Board at our February 6th 7:00 pm General meeting.

PLEASE RETURN YOUR FEEDBACK BY SUNDAY 2/5/2023.

Project Introduction

The Board of directors has been requested to consider a recommendation sponsored by the HOA's Park Committee to approve funding and a contract for the "Butterfly Garden" for the HOA's Blue Heron Park. This project would be supported by the services of the "Pollinator Protection Fund" headed by Laura and Michael Ford. This includes selection of plants and installation. Ongoing maintenance would be produced by the HOA landscape maintenance contractor. The Pollinator Protection Fund (PPF) is a 501(c)(3) nonprofit organization with a focus on conservation and education/awareness in communities in southern California.

The Park Committee feels the timing of the project for spring is an important consideration and funding should come from available funds in the HOA budget. They are also willing to conduct a fund-raising program to pay 50% of the cost of phase I of the project to show HOA members' support.

The Proposed Pollinator Project proposal potentially covers three areas of the HOA community park:

AREA 1 The **WEST AREA** which runs from the west sidewalk (SW corner) to a point that is 77 feet along the back wall. There are also two "carve out areas" past the Free Library and across from the children's play equipment.

AREA 2 The **MONUMENT AREA** runs from the east sidewalk (NE corner) near the 'Blue Heron Park' sign. There are also two carve out areas.

AREA 3 The **'SOUTH-EAST AREA'** runs from the east sidewalk (SE corner) to a point that is 24 feet along the back wall. There is a proposed third slope area on the South-east area that is not proposed at this time.

Ongoing Maintenance Consideration

1. The vast majority of the plants selected for this project would be California Native and with the correct maintenance and watering, they are expected to last numerous years.
2. Water of the slope would be modified to meet the reduced needs of the new ground cover and plants.



3. There is no expected “incremental” increase in the costs for watering or regular landscape contractor maintenance for the proposed Butterfly garden areas.
4. There is an expected cost of \$1,000 to \$1,280 annually for potential plant replacement for those plants which require periodic replacement and supplementing for Areas 1 and 2.
5. Butterfly Garden project Area 3 is not recommended for funding at this time. It would be considered after evaluation of the phase one project and part of the HOA’s annual landscape improvements funding consideration.

Project Costs

One of the concerns discussed by the Board of Directors at the December and January meetings was whether this project should be funded due to expected future cost increases for regular landscape and tree maintenance and continuing need for slope landscape improvements. The Board concluded they would consider funding approximately 50% of the proposed Butterfly Garden landscape improvement project from existing funds if the Park Committee could raise donations of \$14,000.

Phase I - Includes Areas 1 and 2

Area 1- Southwest corner plus two carve out areas	\$16,500
Area 2 - Blue Heron Park Monument	\$ 4,800
Educational Sign (placement at the monument)	<u>\$ 2,500</u>
Total Gross Project Cost	\$23,800
Less:	
Donations Goal	(\$14,000)
HOA current budget for park slope improvement	<u>(\$3,000)</u>
HOA costs	\$6,800*

*To be funded from HOA existing landscape improvement budget not expected to be utilized this year.

Park Committee Recommendation

The Park Committee believes the Pollinator Project is a worthwhile neighborhood beautification project and the plants selected will support butterfly pollination, and the new landscaping will provide a children educational endeavor on the life cycle of butterflies.

Other justification to support approval of the Pollinator Project are:

- The Pollinator Project Foundation’s price quote has been discounted to support this effort.
- The cost of the plants and ground cover are likely to be higher in the future.
- The current season and weather are favorable now to start the planting of these plants and ground cover.





Pledges for the Funding of this Project

The Park Committee reports that initial donor support has been excellent, and they have pledges in the first week of \$9K towards the \$14K goal. As an incentive for early donors to sign up, the Committee has allocated a **maximum** of 10 spots on the educational signage plaque for family or business name donor recognition. Pledge commitments are being requested by February 5 so the Park Committee can report results at the next HOA General meeting and have the Board consider approving the proposed contract with Pollinator Protection Fund.

Attached is a pledge form. If you are interested in contributing to the project, you can return a pledge form to Tom Roche at tom@eastbluff.net. Pledges are contingent upon the Eastbluff Homeowners' Community Association Board of Directors approving the butterfly garden project for Blue Heron Park. Donations are tax-deductible donations because funds will go to the Pollinator Protection Fund, a 501(c)(3) organization. More information on this nonprofit organization is available at <https://www.protectmonarchs.com>.

Additional details on the project scope, design and costs are available on the HOA's website at: <https://www.Eastbluff.net>.

Thank you.



Blue Heron Park Wants Butterflies!

www.protectmonarchs.com



pollinatorprotectionfund@gmail.com



Eastbluff has the opportunity to help the environment and provide a beautiful educational opportunity for our children, but we need your help! The plantings on the slope in Blue Heron Park need replacement. Pollinators such as butterflies and hummingbirds are struggling to survive in our increasingly urban world with its plastic grass and concrete. We have the opportunity to replace the aging plants in Blue Heron Park with flowering plants which provide food and a safe haven for butterflies. The Pollinator Protection Fund, a 501(c)(3) conservation and education organization dedicated to the creation, conservation, and rehabilitation of habitat for Monarch butterflies, has provided the Eastbluff HOA Board a beautiful design for part of the slope in Blue Heron Park and around the monument sign. Predominantly native plants will be used so we will be saving water and restoring the area to a more natural look. The Eastbluff HOA Board has agreed to fund half the cost, but help is needed to raise the remaining \$10,000. Will you pledge a donation to the Pollinator Project to help fund the garden?

I WILL HELP THE WORLD AND EASTBLUFF BY PLEDGING TO SUPPORT THE CREATION OF THE BUTTERFLY GARDEN IN BLUE HERON PARK!

Name: _____

Address: _____

Email: _____ Telephone: _____

I pledge to contribute to The Pollinator Protection Fund for the creation of a butterfly garden in Eastbluff at Blue Heron Park:

\$100 _____ \$250 _____ \$500 _____ Other \$ _____

PLEASE Return this form by February 1, 2023, by e-mail to Tom@eastbluff.net

or by mail to: PO Box 9636, Newport Beach CA 92658

This pledge is contingent upon the Eastbluff Board of Directors approving the butterfly garden for Blue Heron Park. I authorize the Pollinator Protection Fund or the Park Committee of the Eastbluff HOA to contact me to advise when the donation should be made. The tax-deductible donations will be made to The Pollinator Protection Fund, a 501(c)(3) organization, online at <https://www.protectmonarchs.com>.