



## Memorandum

**DATE:** August 20, 2012  
**TO:** Mark Perkins, City Administrator  
**FROM:** Sharon Stott, Public Information Officer & Management Analyst  
**RE:** St. Louis Audubon Society - Bring Conservation Home Program

Mitch Leachman, Executive Director of the St. Louis Audubon Society, presented to the Horticulture, Environment and Beautification Committee in July. The topic of Mr. Leachman's presentation was Audubon's Bring Conservation Home program for the purpose of seeking the City's endorsement or "sponsorship" of the program.

Below are some highlights about the Bring Conservation Home Program presentation:

- The Bring Conservation Home certification program encourages the restoration of native plant and animal habitat on urban properties by encouraging sustainable plantings, removal of invasive plant species and promotion of healthy habitat for birds, pollinators and native wildlife (*not deer*)
- Bring Conservation Home program is a voluntary, property owner paid-for certification program for small, private landowners in the greater St. Louis area
- The cost to homeowner's interested in participating in the program is \$50 non-members; \$25 members (sponsoring organizations). The program offers:
  - an on-site landscape assessment by trained Audubon habitat technicians to assess property landscape
  - a written assessment of property with recommendation on ways to improve habitat value a follow-up visit to verify compliance with initial habitat recommendations
  - a small (purchasable) yard sign highlighting the level of certification awarded once approved

The HEB Committee discussed and voted in support of the Bring Conservation Home Program for Creve Coeur residents at their meeting held on August 1, 2012.

The HEB recommends the City "sponsor" the program because it is consistent with the HEB Committee's assigned duties and responsibilities such as improving green space through sponsorship and education programs; promotion of sustainable/native landscapes; and discouraging use of invasive plants.

If approved, sponsorship of Bring Conservation Home program by the City of Creve Coeur would include publicizing the program to Creve Coeur residents through the resident newsletter (as space allows); and on the HEB Committee's page located in the city's website. In addition, the city would give permission to the St. Louis Audubon Society to use the City's logo in their Bring Conservation Home publications and in their presentations where they show the supporting organizations and communities. (For example, the Missouri Botanical Garden is a supporter.)

The cost to the City of Creve Coeur for sponsorship is nothing other than promotion. All Creve Coeur residents voluntarily participating in the program will receive the service for \$25 (normally costs \$50 for non-member).

Please let me know if the HEB Committee has your approval to move forward with sponsoring Bring Conservation Home or if you need any further information about this beneficial program.

Attachment: Bring Nature Home Presentation 07\_09\_12