

Staff Memorandum



To	Mayor A. Nuttall and Members of Council
Subject	Pollinator Week 2025
Date	June 18, 2025
Ward	All
From	S. Wideman, Parks Program Coordinator
Executive Member Approval	M. Banfield, RPP, Executive Director of Development Services
CAO Approval	M. Prowse, Chief Administrative Officer

The purpose of this Memorandum is to provide members of Council information about the upcoming Pollinator Week celebration that will be held between June 16 to June 22, 2025.

In the spring of 2019, City Council adopted the recommendation to apply to become a Bee City (File 19-G-096), and the City was officially designated as Canada's 30th Bee City on June 24, 2019. The mission of Bee City Canada is *"to inspire cities, towns, First Nations, schools, businesses and other organizations to take action to protect pollinators"*. The designation is a commitment by the City to:

1. Create, maintain and/or improve pollinator habitat.
2. Educate our community, employees, and/or customers about the importance of pollinators.
3. Celebrate pollinators during National Pollinator Week or at other times.

Pollinator Week (Figure 1) occurs annually under the coordination of Pollinator Partnership Canada. It serves as a global platform to highlight various pollinator festivities and advocates for the well-being of pollinator habitats and populations. Under the inspiring theme *"Pollinator Cultural Connections,"* this year's event urges us to appreciate the essential role pollinators play in creating and expressing human culture, in all forms. These essential creatures, including bees, butterflies, moths, bats, beetles, and hummingbirds, are the unsung heroes behind the food we enjoy and the beauty that surrounds us.

The City of Barrie will see the return of the Pic-a-Pollinator contest open to all residents to submit their best picture of a pollinator in action, with the winner receiving a prize with their winning photo featured online. On June 19th, Pollinators in the Urban Garden, a free workshop, will guide people on how to support pollinators and how they help grow a thriving food garden. Register for this free workshop that will be held at Lampman Community Garden on the Community Events calendar.

Council members are invited to participate and if there are any questions associated with these community outreach activities, please contact Stephanie Wideman at 705-739-4220 ext. 4938 or by email at stephanie.wideman@barrie.ca

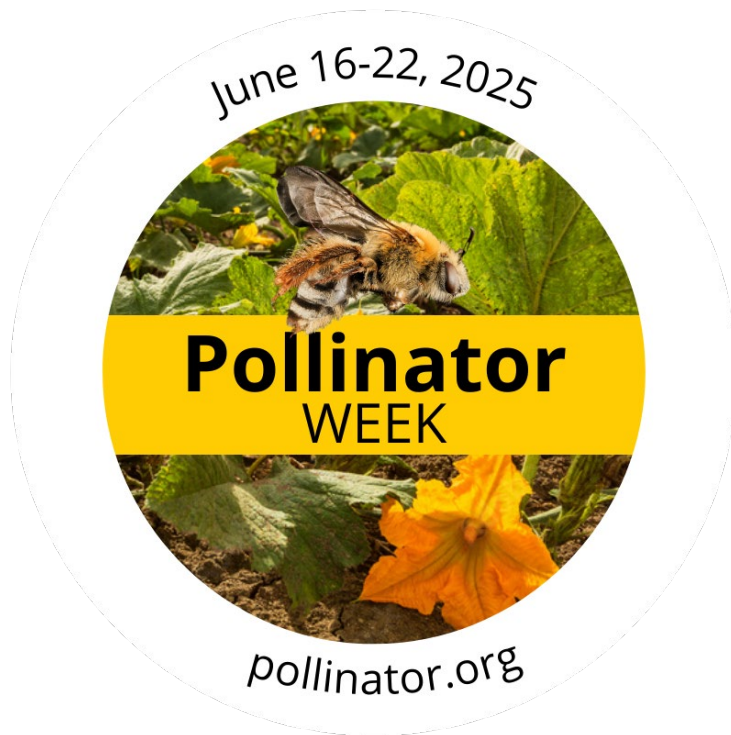


Figure 1- Official Pollinator Week 2025 Graphic

Memo Author:

Stephanie Wideman, Parks Program Coordinator, Development Services

File #:

R04

Pending #:

Not Applicable