



**KEEP
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Meeting Minutes

April 2025 – 5 P.M.

Upstairs Conference Room, 220 W. South Avenue, Woodland Park, CO

1. Call to Order and Roll Call:

The meeting was called to order at 4:31 P.M. Voting members attending included Sarah Horwood, Claudia Miller, Leah Watters, Kassidi Gilgenast, Sheilah Jimenez, City Staff Liaison Kristen Higginbotham and City Council Liaison Carol Harvey. Not in attendance: Lisa Parnell. Kristen still has not received formal resignation letter from Lisa.

2. Approval of Minutes — April 2025

The April 2025 minutes were approved. Kristen will determine why the minutes are not appearing on the website.

3. Public Comment on Items not on the agenda: Joe Fury, resident of Tamarack neighborhood, raised concerns about ongoing beautification issues: Unsightly plywood sign at Tamarack Parkway entrance (removed recently), a dead tree along Hwy 67, Centennial Trail - broken fencing from snow damage years ago (recently fixed) and general trash accumulation. Joe was encouraged to report future issues via the city website or contact Nicole, the Public Works Admin Assistant. He was invited to join the committee's efforts. Kristen to follow up with Public Works (Rob Peltz) and Planning to determine property ownership and responsibility for cleanup and repairs.

4. Sub-committee Reports and Ongoing Projects

A. Engagement Content & Printed Materials:

The committee deferred the discussion on engagement content and printed materials. Future topics will include updates to the website and Facebook posts.

B. Community Outreach:

- **City Sponsored Events:** Committee members noted potential for supporting city sponsored events like the Fourth of July, Winter Day in the Park, and the Holiday Parade by organizing pre- or post-event cleanups or promotional booths. They discussed three categories of events: 1) Projects the committee organizes directly (e.g., cleanups), 2) Events the committee supports through action (e.g., parade cleanups), and 3) Events the committee uses for outreach (e.g., Farmers Market, HallowPallooza).
- The idea was raised to participate in the Christmas Parade by carrying a banner at the front, then assisting with clean-up at the end of the route. The Fourth of July was also highlighted as a high-impact cleanup opportunity due to the large crowds in Memorial Park. These projects align with KWPB's mission of waste reduction, beautification, and community engagement. Members expressed support for expanding visibility and impact through more consistent presence at public events.



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- Education Outreach: The committee discussed launching a school-focused beautification initiative in fall 2025, involving elementary and middle school students in city improvement projects. Each school would select and complete a project (e.g., cleanup or painting), followed by a community celebration in spring 2026. Claudia volunteered to serve as school liaison, with outreach planned for July to align with school-year planning. High school students active in environmental programs may also be engaged. Finalize project framework and logistics for school involvement after the June cleanup. Target fall 2025 for project rollout and spring 2026 for celebration event.

C. Adopt a Garden:

The discussion focused on coordinating the upcoming Adopt-a-Garden season and integrating it with the new Community Garden initiative. Key topics included flower delivery timing, gardener support, site status, and confirming continued participation from previous adopters. Use 2025 season as a prototype year to evaluate plant viability, gardener support, and adopter engagement for 2026 planning

- Program Consolidation: City Manager Aaron Vassolotti plans to merge the Adopt-a-Garden and Community Garden programs under one umbrella. A Public Works staff member will be assigned to oversee the consolidated effort.
- Master Gardener Involvement: The city is working with Community Partnership's Master Gardener to advise on future planting choices and potentially assist adopters on planting day. It's unclear if this support will be volunteer-based or funded
- Planting Plans & Timing: Flowers for adopted gardens have already been ordered and are expected to arrive the third week of June, the same week as the city-wide cleanup. The current flower selection may not be ideal for the local climate, and future orders will be informed by a Master Gardener's recommendations.
- Site Assessment & Contacts: Sheilah completed a site survey to evaluate the current state of adopted garden plots. A list is needed to contact business owners and other adopters to confirm whether they are still maintaining their sites. Updated agreements or waivers for garden adopters are still under legal review. The committee agreed not to confirm participants until the review is completed.

D. Beautification Projects:

- Another beautification idea is to paint the electric boxes throughout the city limits. The designs will be nature focused. Sheilah contacted CORE about the electrical boxes and is awaiting a response. **No updates.**
- The committee discussed the possibility of having a welcome sign for Woodland Park coming from the golf course or redoing the existing welcome sign by painting it. Kristen will follow up on what the city could contribute for the sign and determine whether the colors for the sign from Divide can be changed. **No updates.**

E. Beautification Awards:

Leah shared finalized criteria for the Beautification Awards, emphasizing that projects must be public facing to qualify. She recommended rolling nominations throughout the year, with award selection in



January and presentation at a City Council meeting in February. The criteria are broad to encourage creativity but focused on community impact.

- Rolling Nominations Adopted: The committee agreed to accept nominations year-round, encouraging continuous community engagement. Awards will be selected during the January meeting and presented at a City Council meeting in February each year. This timeline allows promotion of the award program in November and avoids conflicts with holiday meeting cancellations.
- Award Criteria Finalized: The award must recognize public-facing beautification efforts. This aligns with the DDA's microgrant program criteria. The committee prefers general criteria that encourage creativity, but awards will be judged on visibility and public impact.
- Program Management: Leah shared a summary of criteria stored in the shared Google Drive. Kassidi confirmed this process will be included in the committee's annual work schedule moving forward.

F. City Clean Ups

Discussion focused on improving group registration and waiver collection, refining day-of logistics, and enhancing promotion through social media and the Farmers Market.

- Cleanup Date & Promotion: The event is scheduled for June 21, 2025. Registration will open April 29. The committee plans to promote the cleanup at the Farmers Market on June 13 and potentially again on June 20 (the day before the event).
- Registration & Waivers: Online registration will remain in use, with improvements to how group sign-ups and waivers are handled. Group leaders will receive PDF forms to manage participants and collect signatures. Improve on-site check-in by setting up separate areas for groups vs individuals.
- Supplies & Equipment: Sarah is responsible for inventorying storage, including grabbers and other cleanup materials. Some equipment is broken or too small; replacements may be needed. The committee discussed updating storage containers and possibly acquiring carts to move supplies more easily.
- Volunteer Recruitment & Sponsorship: Leah will solicit food donations from local businesses (e.g., Roy's BBQ, AJ's, Joanie's). Offer public acknowledgment and potential "exclusive sponsor" status. Kristen is updating a media kit for sponsors and coordinating with past supporters like Apex and Waste Management for supply donations (e.g., trash bins).
- Mapping and Planning: Committee members will map out cleanup zones and identify areas most in need. Facilities and grounds staff will also be consulted to guide efforts based on their daily routes and insight.
- Future Planning: Cleanup will remain a standing item on the May agenda. A special planning meeting was considered but deemed unnecessary at this time. Fall date discussed for October 4 to coincide with Creek Week.



5. **Other Committee Business:**

- **KAB Affiliation:** Kassidi and Sarah met with Nick Wilson, who is forming a "Keep Colorado Beautiful" affiliate. WP and Colorado Springs are the most active chapters. The Springs group (run by Dee) has a large operation and could be a model for WP.
- **Officer roles confirmed:** Kassidi (Chair), Leah (Vice Chair), Sheilah (Secretary). Kassidi is updating the shared Google Drive, committee binders, and communication materials. She and Leah will collaborate on marketing.
- Kristen and Claudia will miss the next meeting (May 8, 2025).

6. **Chairman Report:**

Chair Kassidi Gilgenast reported on efforts to form a statewide "Keep Colorado Beautiful" affiliate and suggested connecting with Colorado Springs for potential collaboration on cleanup efforts. Officer roles were confirmed: Kassidi as Chair, Leah as Vice Chair, and Sheilah as Secretary, with Leah also assisting with marketing and communications. A treasurer is not needed at this time.

Kassidi reported that she cleaned out the committee's email inbox, identified missed inquiries, and committed to checking it regularly. She ensured all members have access to the shared Google Drive, began standardizing documents, and is assembling updated binders for the committee. Kassidi is also developing an annual calendar to track key events and planning cycles.

7. **City Liaison Report:**

Student Volunteer Cleanup Event: City Liaison Kristen Higginbotham reported that a student volunteer cleanup event took place earlier that day and was a success. The cleanup was part of the city's partnership with local schools and aligned with broader beautification efforts. About 50 middle-school students participated. Clean up was focused on Memorial and Meadowood Parks, and a portion of Centennial Trail.

KWPB logo: Kristen reported that the KWPB logo needs to be trademarked. While it's legally possible to proceed without it, city attorneys strongly advised against doing so. Kristen will research the cost and process of trademarking the logo. The city will need to review any retailer consignment contracts before merchandise can be sold. Kristen plans to start with Your Lab, which already has a consignment agreement template. The merchandise will likely use non-branded items featuring only KWPB's own designs, minimizing the risk of copyright or design infringement. Kristen is also working with the city to determine whether the city should develop a template agreement for merchandise sales to streamline retailer partnerships

8. **Council Liaison Report:**

Council Liaison Carol Harvey reported that community gardens will move forward this year, managed by Parks and Recreation in partnership with Community Partnership. Raised garden beds will be installed near the city building and at the neighboring church, with support from a Master Gardener and drip irrigation provided. City Manager Aaron Vassolotti plans to consolidate the community and Adopt-a-Garden programs under one structure, with Public Works taking the lead. While flowers for this year have already been ordered, efforts are underway to improve future plant selection. Carol will gather more information on the application process and share updates before the next meeting.



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- 9. Adjournment:** The meeting adjourned at 6:15 P.M. The next meeting is scheduled for May 8, 2025, at 5:00 P.M.



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Action Items

Community/Education Outreach

- *Claudia*: Serve as liaison to local elementary, middle, and high schools; begin outreach by July.
- *Kassidi*: Follow up with high school environmental student leader to connect with coaches/sponsors for potential involvement.

Adopt a Garden

- *Aaron Vassolotti*: Merge Adopt-a-Garden and Community Garden programs under a single initiative and assign a Public Works lead.
- *Kristen Higginbotham*: Coordinate logistics for flower delivery scheduled for the third week of June and communicate planting schedule to adopters.
- *Aaron Vassolotti*: Coordinate with Community Partnership's Master Gardener to provide planting recommendations and explore their involvement on planting day.
- *Sheilah*: Contact prior garden adopters and business owners to confirm ongoing participation and identify garden plots in need of reassignment. Finalize mapping of adopted plots and update records to reflect current responsibilities and vacancies.
- *City Staff*: Complete legal review of updated adopter agreements/waivers before confirming this year's participants.

Past Items:

- *Rob* will reach out to the community gardener to discuss further collaboration.
- *Rob* will follow up with Steve on bed preparations and provide Sheilah with a list of flowers for planning.
- *Kassidi* will contact Teller County Mountain Garden and Brian Kochis for collaboration.
- *TBD*- Schedule coordination meetings one week prior to planting.
- *Kristen* will explore collaboration with utility staff to use compost water for gardens.
- *Committee*: future discussions on Claudia's proposed "serenity gardens" in Lyons Park will be scheduled.
- *Committee*: Promotion for volunteer planters will be undertaken

Beautification Projects

- *Sheilah* will follow up with CORE Deborah Rodus regarding concerns about painting electrical boxes with nature-focused designs.
- *Leah and Terry* will assess the condition of existing signage, and the committee will update all signage.
- *Kristen* will determine whether the city can contribute to repainting or replacing Woodland Park's welcome sign, including potential color changes.

Beautification Awards

- *Leah*: Finalize and maintain award criteria, emphasizing public-facing improvements and community impact.
- *Kassidi*: Ensure nomination and selection timelines are included in the annual calendar and committee planning documents.



City Cleanups

Registration & Waivers

- *Kristen*: Open online registration by **April 29**.
- *Kassidi*: Locate/update 2024 PDF waiver for group leaders to distribute and collect.
- *Kristen*: Improve communication with group leaders about participant waiver process.

Promotion & Outreach:

- *Kristen*: Finalize and release press release and social media posts. Press release to go out 4/28/25
- *Kristen*: Contact Farmers Market organizer to secure booth for June 13 and/or 20.
- *Leah*: Solicit food donations from local businesses (Roy's BBQ, AJ's, Joanie's, etc.).
- *Kristen & Kassidi*: Prepare sponsor media kit and coordinate with Apex/Terry.

Supplies & Equipment:

- *Sarah/Kristen*: Inventory stored supplies (vests, trash grabbers, bags, etc.) and report needs. Assess broken/inadequate equipment and determine what to replace. Explore possible transport carts for supplies.

Clean-Up Zones Planning:

- *Committee*: Identify and map clean-up areas, focusing on underserved or high-need zones.
- *Kristen*: Coordinate with city staff (e.g., Rob Peltz) to confirm priority areas.

Other Committee Business

- *Kassidi*: *Monitor the committee email inbox regularly to ensure timely responses and prevent missed communications.*
- *Kassidi*: Ensure all committee members have Google Drive access to shared files and documents and standardize formatting across committee documents for consistency.
- *Kassidi*: Build and maintain a committee calendar outlining key events, deadlines, and planning timelines.