



Parks and Recreation Commission Meeting Minutes

Rebecca Dunn, Chair
Cat Evans, Vice Chair
Robert Coltin
Scott Dowis
Craig Kinnunen
Melissa Lindsay

Wednesday, May 20, 2026

5:00 PM

Central Service Center
1400 Caprice Drive
Castle Rock, CO 80109

Note: This meeting is open to the public. Three or more Council members may also attend this meeting, during which the items listed herein will be discussed. If you are unable to access any portion of these materials due to a disability as defined under Colorado House Bill 21-1110, please call us at 303-663-4440, email the Town's accessibility team at accessibility@CRgov.com or submit an accommodation request form at CRgov.com/A11yRequest.

TIMES SHOWN ARE APPROXIMATE AND MAY BE ADJUSTED DUE TO CHANGES TO THE AGENDA.

CALL TO ORDER

Chair Rebecca Dunn called the meeting to order at 5 p.m. Staff in attendance included Jennifer Martin, Brian Peterson, Mike Kilman, Jeff Smullen, Jeff Brauer and Erika Alsobrook. Councilmember Tim Dietz was also present.

Present 4 - Chair Rebecca Dunn, Commissioner Robert Coltin, Commissioner Cat Evans, and Commissioner Craig Kinnunen

Not Present 2 - Commissioner Scott Dowis, and Commissioner Melissa Lindsay

ADDITIONS/DELETIONS/MODIFICATIONS TO THE AGENDA

There were no additions, deletions or modifications to the agenda.

PUBLIC COMMENT

DURING THIS TIME, MEMBERS OF THE PUBLIC ARE INVITED TO ADDRESS THE COMMISSION AND STAFF ON ITEMS THAT ARE NOT ON THE AGENDA. COMMENTS SHOULD BE LIMITED TO NO MORE THAN FOUR (4) MINUTES.

During public comment Jon Lontai addressed the Commission regarding trail planning, mountain biking and future demand on trail infrastructure. He clarified that his comments were intended as concerns and ideas, not criticisms or demands.

Mr. Lontai expressed concern that upcoming developments near the Miller Activity Complex and Philip S. Miller Park, including the Brickyard and Miller's Landing, will bring additional residents, visitors, lodging, restaurants and amenities near existing recreation infrastructure. He noted that the developments are expected to add approximately 1,500 condos, apartments and hotel units, and stated that new residents and visitors may increase use of nearby trails for walking, dog walking, trail running and biking.

He encouraged the Town to plan proactively for increased trail use and referenced regional conversations about trail access and user management. He suggested that Castle Rock explore additional partnerships, grants and resource-sharing opportunities to expand trail planning and construction capacity. He specifically mentioned regional trail advocacy organizations, including the Colorado Mountain Bike Association and Medicine Wheel Trail Advocates, as examples of organizations with experience, equipment, software and volunteer or technical resources.

Mr. Lontai also referenced best practices from other Front Range trail projects, noting that many involve multiple partner entities, including municipalities, nonprofits and community organizations. He provided a handout that included a case study related to Virginia Canyon Mountain Park, information about economic benefits associated with trails, and references to Town goals related to economic development and diversification of tax revenue.

He commended the Parks and Recreation Department's ability to maintain trails in-house, citing the singletrack trails near Red Hawk and Quarry Mesa as examples of the department's capability. He stated that partnerships could help the Town increase trail capacity while making effective use of existing Parks and Recreation expertise and resources.

Mr. Lontai concluded by offering to collaborate with the Commission and staff, including assistance with brainstorming, identifying grants and supporting potential partnership opportunities.

The Commission thanked him for his comments and the time he spent preparing his materials.

MINUTES OF THE REGULAR MEETING

[PRC 2026-014](#)

Approval of the Minutes

The Commission considered approval of the April 15, 2026 regular meeting minutes. Commissioner Bob Coltin made the motion to approve the April 15, 2026 meeting minutes. The motion was seconded by Commissioner Craig Kinnunen and unanimously approved.

"I move the approve the minutes of the April 15, 2026 Parks and Recreation Commission meeting."

Yes: 4 - Chair Dunn, Commissioner Coltin, Commissioner Evans, and Commissioner Kinnunen

Not Present: 2 - Commissioner Dowis, and Commissioner Lindsay

AGENDA ITEMS

[PRC 2026-015](#)

Community Events Strategic Plan Update

Events Senior Supervisor Erika Alsobrook presented a strategic plan update for the Community Events Division, highlighting recent performance, 2025 accomplishments, and 2026 priorities aligned with the Parks and Recreation Department's strategic plan and budget goals. Alsobrook introduced the Special Programs and Events team, noting the division has grown to approximately 45 employees to meet increasing community demand and support expanded programming throughout Castle Rock.

Alsobrook reviewed the division's primary responsibilities, including Town events, special event permits, and facility rentals. Special event permits cover events hosted by outside organizations in Town spaces, including nonprofit, downtown, chamber, and community partner events. Facility rentals include meetings, holiday parties, weddings, celebrations of life, and graduations at facilities such as the Millhouse and Cantril School, with additional rental opportunities anticipated as new facilities become available.

Alsobrook highlighted several 2025 accomplishments, including record attendance for the summer concert series, updated Millhouse rental parameters to support cost recovery, and approximately \$46,000 in sponsorship revenue. She identified CORE Electric and Black Hills Energy as two of the division's largest sponsors.

For 2026, the division will focus on activating new spaces, improving operational efficiency, enhancing guest experiences, supporting staff retention, and preparing for the Town's 250-150 celebration commemorating the United States' 250th anniversary and Colorado's 150th anniversary of statehood.

Alsobrook outlined three priority goals. The first is implementing a Millhouse action plan focused on increasing public awareness and rental activity. She noted the division has already surpassed its 3% growth target for the year. The second goal is improving operational efficiency through expanded use of guest feedback and Net Promoter Score (NPS) data. The third is strengthening staff retention through training, communication, policies, procedures, and employee recognition.

Alsobrook explained that NPS measures how likely guests are to recommend an event or experience to others. She said the summer concert series continues to score in the "great" to "excellent" range and that the division is expanding post-event and on-site surveys to additional programs and events to better measure satisfaction and inform improvements.

Alsobrook then reviewed plans for the Town's 250-150 celebration, which will run from June through August. Programming includes Flag Day on June 14, a Fourth of July celebration on Perry Street and in Festival Park, and Colorado Day festivities. Colorado Day will feature a free public festival from 10 a.m. to 2 p.m. Aug. 1 at Philip S. Miller Park, with live music, contests, a beard contest, cornhole tournament, family fun run, silent disco, root beer floats, and other activities. The venue will then transition to a paid concert featuring Fitz and the Tantrums. Alsobrook noted ticket sales were trending toward a sellout.

Commissioners asked about staffing and seasonal employee retention. Alsobrook estimated that approximately 98% of seasonal event staff return each year, with most departures occurring because employees are not in Colorado during the summer. She said recruitment efforts emphasize clear expectations regarding

schedules, long hours, outdoor work, and the enjoyable aspects of the job. Many new hires are referred by current employees.

Commissioners asked how the division collects feedback at free events where attendees are not tracked through ticketing systems. Alsobrook explained that staff use A-frame signs with QR codes inviting attendees to complete surveys. Although response rates are lower than for ticketed events, she said the feedback remains valuable.

Commissioners also discussed marketing, ticket pricing, and audience engagement for concerts. Alsobrook said staff use A/B testing to evaluate pricing, artist selection, audience response, and marketing strategies. The division also analyzes data to understand preferences among Castle Rock residents and regional audiences, including visitors from Lone Tree, Parker, Centennial, and northern Colorado Springs. She highlighted partnerships with Bonnevill and iHeartMedia, along with the use of streaming audio, streaming video, and geotargeted advertising.

In response to questions about other community events, Alsobrook confirmed that events such as Tunes for Trails, the Ducky Derby, and farmers market-related activities are coordinated through the division at varying levels. She explained that Town-produced events are managed from concept through post-event evaluation, while external events are coordinated through the permit process, including insurance, site plans, timelines, emergency action plans, liquor licensing when applicable, and public safety coordination.

Commissioners discussed concert venue operations, artist recruitment, and market competition. Alsobrook said Castle Rock's venue offers a strong atmosphere, intimate setting, low barriers to entry, and a unique guest experience. She identified competition from larger venues and promoters, including Red Rocks, Fiddler's Green, Ford Amphitheater, and AEG-affiliated venues, as a significant challenge because of their larger budgets and industry influence.

Commissioners also discussed the long-term sustainability of Town events and facilities, including how successful community programming can continue beyond reliance on sales tax revenue. Discussion focused on maintaining momentum, planning for leadership transitions, and preserving events and amenities that attract residents and visitors.

Commissioners asked whether the Town coordinates with neighboring communities to book artists for multiple local performances. Alsobrook said the strategy is used for smaller-scale events, including Tunes for Trails, First Fridays, Fourth of July celebrations, and other programs. She explained that the division works with a booking agent to identify and coordinate performers and noted that some artists also perform in nearby communities such as Parker and Colorado Springs. Alsobrook noted that paid concerts require additional consideration because nearby public performances can directly compete with Castle Rock ticket sales. She cited an example involving Cheap Trick, which received an offer to perform at Ford Amphitheater with ZZ Top, creating potential competition for Castle Rock's show. Staff evaluate factors such as distance, timing, and the likelihood of another performance affecting local ticket sales. Private or invitation-only events are generally less concerning because they are not publicly

marketed.

Commissioners and staff discussed the challenge of selecting music that appeals to a diverse community. Alsobrook noted that Castle Rock residents have a wide range of musical interests, requiring a balanced concert lineup. She added that both free and paid concerts provide valuable opportunities for families and community members to enjoy outdoor entertainment.

Commissioners asked about congestion and parking during concerts. Alsobrook explained that roadside parking is utilized and that the Town partners with contractors to manage traffic and maintain safety. She also noted that Parks staff helped construct a trail connection from off-site parking areas to the venue to improve pedestrian safety, while Public Works provides event-day signage to direct attendees.

Councilmember Tim Dietz expressed interest in exploring long-term opportunities to expand the concert venue through seating and lawn improvements, increased capacity, and the ability to attract higher-profile artists while maintaining affordability. He noted that the venue contributes to local commerce and suggested evaluating expansion opportunities by 2028. Commissioners also expressed appreciation for the affordability and quality of Castle Rock concerts compared with larger regional venues.

Alsobrook thanked the Commission and concluded the presentation.

PARKS AND RECREATION DEPARTMENT COMMENTS

Park Planning and Construction Manager Brian Peterson reported that the Sports Center project is moving along well. He noted that the project experienced a brief weather-related delay the previous week after the Fire Department shut down work due to access concerns, but work has resumed.

Assistant Director Jeff Smullen provided an update on Paintbrush Pond, located between The Grange and Paintbrush Park in The Meadows. He explained that Castle Rock Water is preparing to begin a renovation project following concerns identified by the State Engineer's Office regarding dam certification and scour issues. Smullen said the project will include reconstruction of the dam and spillway, along with habitat improvements to enhance fishing opportunities. Planned improvements include upgraded trails around the pond, a fishing platform, deeper pond areas, and continued fish stocking in partnership with Colorado Parks and Wildlife. He noted that the pond originally functioned as a stock pond in the 1960s but now retains water for longer periods because of upstream development and infrastructure improvements.

The project is expected to take approximately 400 days and will occur in two phases. The first phase will focus on reconstructing the pond and dam, while the second phase will include downstream improvements near Painthorse Drive. Smullen noted that draining the pond may create temporary odor impacts in the surrounding area. Staff also discussed fish relocation efforts at Paintbrush Pond. Smullen said koi and other fish have been relocated to

ponds at Red Hawk Ridge Golf Course. More than 700 fish, including koi, bass, catfish, and bluegill, were moved, although some fish likely remain in the pond.

In response to a question about the Millhouse pond, Smullen said koi continue to thrive and reproduce there, with fish of various ages and sizes present. He noted that the original koi were donated by a member of the Public Art Commission during construction of the pond.

Smullen then provided an update on the Lost Canyon Ranch Open Space project, sharing photos of trail construction, rock step installation, and paving work along the road to the Creekside area. He reviewed the trail map and noted that trails highlighted in yellow were complete or nearly complete. The Bootlegger's Loop trail was largely finished, although additional work remains at several creek crossings.

Smullen said not all trails may be open when Lost Canyon Ranch opens to the public. Staff are planning a special event at the site on July 8, followed by a soft opening on July 11. He noted that the soft opening will not be heavily promoted to avoid overwhelming the property immediately after opening. Parking areas are complete, and the contractor has shifted work to the entryway to widen and improve the gate and entrance. Additional improvements are also planned along Lost Canyon Road. Smullen said the project remains on schedule and is approximately six to seven weeks from opening.

Recreation Manager Mike Kilman provided an update on the Recreation Department's new social media initiative, "Follow the Fun." He reported that the department launched a dedicated Facebook page on Monday, separate from the Town's main Facebook account. The new page allows Parks and Recreation staff to share department-specific content without competing with other Town communications. Kilman credited Lisa and the Communications team for supporting the launch and helping expand outreach efforts, including event promotion and ticket sales. He reported that the page reached its initial 90-day growth goal within two days of launch and had already gained approximately 686 followers. Staff have set a goal of reaching 1,000 followers by January. While typical industry growth averages 2% to 5% per month, Kilman said the page is experiencing strong early engagement because of the busy summer season and the volume of Parks and Recreation programming currently underway.

COMMISSION COMMENTS

Staff and commissioners recognized Commissioners Melissa Lindsay and Robert Coltin for their service on the Parks and Recreation Commission. Staff thanked both commissioners for their time, energy, commitment, thoughtful perspectives, engagement in important discussions, support, inspiration and initiative. Staff noted that their service helped the department

and Commission better serve the community.

Commissioner Coltin thanked the Commission and staff for the opportunity to serve. He stated that his travel schedule made it difficult to continue serving because meetings now require in-person attendance. He said he appreciated the opportunity to serve during the past year and complimented Parks and Recreation staff, noting that the department is first class across the board. He also referenced positive comments from the CAPRA accreditation review and said those comments were not surprising based on his experience with the department. Coltin stated that he would continue to use the trails and monitor progress on the Sports Center, adding that he hoped to be among the first people to use the facility.

Commissioners and staff thanked Coltin for his service and encouraged him to reapply in the future if his schedule allows. Commissioners also expressed appreciation for the energy and perspective he brought to the Commission.

Vice Chair Cat Evans shared comments regarding a recent fundraising event hosted by the Denver Theater Ensemble, which is now working with the Tri-Arts Project. The event was described as a murder mystery-themed event, Gatsby's Gala. The commissioner stated that attendees expressed excitement about the Sports Center project but also asked questions about whether the Town could invest more in formal performing arts venues or spaces. The commissioner noted that Cantril School is being converted for arts-related uses and includes a small theater space, but said there appears to be continued community interest in additional performing arts opportunities. The commissioner encouraged staff and the Commission to consider creative ways to include more performing arts opportunities in Town planning and special events, even if a formal Castle Rock performing arts center is not currently part of the master plan.

ADJOURN

Chair Rebecca Dunn adjourned the meeting.