



BURLINGTON  
**PARKS  
RECREATION  
WATERFRONT**



## MEMO

Date: July 27, 2021  
To: Parks Commission  
From: Cindi Wight, Director  
John Bossange, Parks Foundation Chair  
CC: Dan Cahill, Land Steward  
Subject: Naming of the 311 North Avenue property

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### **Recommendations to the Parks Commission:**

Approve the name of Kieslich Park for the City park at 311 North Avenue.

### **OVERVIEW**

In 2016, the City accepted a gift of \$1,000,000 for the 311 North Avenue property. The gift included the Park's naming as "Cynthia and Robert Hoehl Park" with the cottage called "Kieslich House." Per past director Jesse Bridges, the Parks Commission voted in executive session in support of the name of the Park.

The donor has since determined to use the name Kieslich Park for the whole property. As we have not named the Park publicly, the Parks Foundation and BPRW Director support the change to Kieslich Park. The goal is to announce the name at a September celebration.

### **NAMING POLICY**

In collaboration with the Parks Foundation, the City established a naming policy for City parks. Excerpts from the policy are below, along with the attached full policy.

#### ***Naming for Major Donations***

Minimum gift will be set by the Parks and Recreation Director, in consultation with the Parks Foundation of Burlington, whether financial or in-kind contribution (land or otherwise). To be considered for naming the following must be taken into account:

- Land for the majority of the Park was deeded to the City.
- Contribution of a significant portion of the costs associated with developing the park/recreational facility.
- Provision of an endowment for the continued maintenance and/or programming of the park/recreational facility.
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#### **Procedures & Guidelines**



The naming, renaming, or dedication of Park assets and the amounts of the contributions necessary shall be determined by the Parks Foundation of Burlington in collaboration with the Parks and Recreation Director or his/her designee and the Parks Commission. Financial contributions associated with naming rights or dedications shall be held by the Parks Foundation of Burlington until naming agreement has been reached. Endowment funds will remain with the Parks Foundation and be appropriated annually for maintenance and/or program support.

The following procedures and guidelines have been established to ensure that the naming or renaming of parks and/or recreational facilities is approached in a consistent manner.

### **Requests for naming/renaming of parks and/or recreational facilities**

All requests for the naming or renaming, whether for major gift of citizen request, of a park and/or recreational facility shall be made in writing to the Director of Burlington Parks and Recreation.

Requests should contain the following minimum information:

- The proposed name
- Reasons for the proposed name
- Written documentation indicating community support for the proposed name
- If proposing to rename a park or facility, include justification for changing an established name.
- If proposing to name a park or facility after an outstanding person, include documentation of that person's significance and good reputation in the City's, State's or Nation's history.

### ***Process***

Non-donation based naming decisions will be forwarded by the Director of Parks and Recreation to the Parks Commission for approval. City Council can also extend naming rights for a geographic area, natural historic feature or appropriate outstanding individual.

Major donation based naming decisions will be forwarded by the Parks Foundation of Burlington in collaboration with the Director of Parks and Recreation to Parks Commission.

The City Burlington Parks and Recreation Department will have final approval on all wording of plaques, press releases, and any and all factors and details of the Facilities or program naming.

### **DONATION**

The gift included money for the following:

\$500,000 – land purchase

\$250,000 – accessible, paved path

\$250,000 – restoration of the Stone Cottage

The Foundation currently holds \$459,000 and the City holds \$41,000 for the path and cottage improvements. Per the 2015 development agreement and the 2019 MOU, Cambrian Rise will build the accessible path with a goal of construction in the fall of 2022. BPRW hired an architect for a conceptual plan for the Stone House with a goal of the restoration beginning early winter 2021 contingent on final funding.

### **KIESLICH**

(History provided by Erin Desautel)



Burlington, Vermont in the late 1800s was a city booming with industry. Opportunities were plentiful for a growing number of newly immigrated German-Americans as evidenced by the Kieslich family in and around 1885. From their homeland, they brought a strong work ethic as well as knowledge of the building trades and entrepreneurship. With a need to quickly assimilate, they settled in the Old North End of Burlington allowing for continued connection with family and neighbors that had arrived before them.

In 1914, Kieslich's Market opened at 203 North Avenue and the family moved into the apartment above. At the time, North Avenue extended toward the Winooski River with only farms and fields between. Burlingtonians who lived beyond the store had few choices to purchase goods and Kieslich's Market had much needed meat, eggs, fresh local vegetables, baked goods, and their famous sauerkraut and sausage. As North Avenue expanded, Kieslich's Market thrived for over 68 years and employed three generations. In difficult times, they shared food with hungry neighborhood children and extended credit to families struggling to make ends meet.

In 1915, Kieslich Construction Company began building in and around Burlington and focused their residential homes on Lakeview Terrace as well as other areas in Burlington. Many of the larger factories that provided valuable jobs for workers at that time were built in the Pine Street corridor by Kieslich Construction Company.

Aside from these endeavors, the Kieslich family became a part of the fabric of the community and served in many capacities; City Alderman, School Board, Leaders in Higher-Education, a Kieslich served as one of the first female officers of Burlington Police Department, and the Kieslich's also gave back financially with philanthropic gifts. One such philanthropist, Cynthia Kieslich Hoehl had quietly served the Burlington community throughout her lifetime with organizations such as COTS, The Boys & Girls Club, Lund Family Center, The Stearn Center for Language and Learning and so many more. As a child, a young Cynthia Kieslich spent some time at The St. Joseph's Catholic Orphanage due to her mother's illness.

In naming 'Kieslich Park', Burlington acknowledges the valuable contributions that this family has made to Burlington since they arrived over 135 years ago. The land that has been donated by the Kieslich family is in honor of their mother Cynthia Ann Kieslich Hoehl is meant to be a place of peace and refuge for the community for many years to come.