MEMORIAL/DEDICATION PROPOSAL/APPLICATION
(Approved 12/18/19)

This form is used to capture information regarding proposals to memorialize or dedicate facilities, parks, equipment or programs in the name of individual(s), organizations or groups. The form should be filled out as completely as possible and returned to the Kirkwood Parks and Recreation Department, 111 S. Geyer Road, Kirkwood, MO 63122. For assistance in completing the form, please call the Parks and Recreation Department office at 314-822-5855.

Kirkwood Park facilities are generally named for a geographic area or a natural historic feature, but, as appropriate facilities may be named to reflect significant historic, material or financial contributions to the City or persons of historic or outstanding civic service. When request for such honors are considered, the following criteria are considered in the review of memorial and dedication requests. Meeting any or all of these criteria does not guarantee the request will be approved, and additional information beyond this application may be necessary.

Honoree Criteria

- Has the individual, group or organization lived, worked or functioned in Kirkwood for a minimum of 10 years at some time?
- If a memorial request is being made for an individual(s), is the person(s) in whose name the request being made been deceased for at least twelve months?
- Has the nominee provided service to the Kirkwood Parks and Recreation Department?
- Has the nominee served on a Board, Commission or Committee associated with the City of Kirkwood?
- Has the nominee served as an elected official on the Kirkwood City Council?
- Has the nominee served as an elected official representing the Kirkwood area?
- Has the nominee made significant or substantial contributions to other Kirkwood organizations, associations or groups outside of city government related functions?
- Is there written support from at least five groups or persons who are not relatives of the individuals proposed or members of the group or organization proposed? Written support should include information on why the nominee should be considered, the nominee's significance to Kirkwood, the nominee's outstanding contributions, accomplishments, achievements or honors, the nominee's outstanding community involvement

Development Criteria

- Will a donation equal to 50% or more of the cost of development of a new memorial, facility or structure, piece of equipment or program be donated by the nominee, or; individuals, organization or groups nominating that individual?
- Will the nominator(s) pay for the cost of memorial or dedication development for an existing facility, equipment or program?
- Will the nominator(s) contribute to long term maintenance of the memorial?

Name of Person Completing This Form David White

Organization (if Applicable) Clifford W. Gaylord Foundation

Mailing Address 1894 Charmwood Court Kirkwood, MO 63122

Daytime Phone _____ Evening Phone _____

E-Mail Address _____ Date Submitted August 12, 2025

Name of Individual(s), Organization or Group to be Honored:

Daniel A. Graham

Describe briefly why the person(s) organization or group is deserving of this nomination:

A lifelong Kirkwood resident and businessman, Dan Graham was dedicated to his hometown and worked to enhance his community in his varied roles. As a Greentree Chairman, Food booth chair for over 20+ years and as a park board member. In addition, Dan was involved in many aspects of life in Kirkwood. His support of his alma mater, the school district as well as his role as chair of the Gaylord Foundation allowed him to give back to his community.

Please describe in detail how you propose to memorialize the individual(s), organization or group. Include details on what facility, park, equipment or program will be affected. If dedicating an existing facility piece of equipment or program, include proposed language, if appropriate, that would be presented to recognize the memorial effort. Attach additional sheets if necessary:

We are asking that the gazebo located at the intersection of the two main walkways donated by the Campbells be named after Dan Graham. For many years the Greentree Committee used a pop-up tent for their "office" and the information booth during the festival. Throughout those many years Dan would lightheartedly say "When I die and someone wants to memorialize me,I would like a gazebo to be built in my honor to house the Greentree Committee."

We are asking to have a plaque or some mutually agreeable signage that would be appropriate for the location and in keeping with other park signage. The language would be simple and also agreeable to the park board and the Foundation and Family.

Will the nominator(s) be making a financial contribution to the development of a new facility, piece of equipment or program? If so, state the level of contribution to be made.

The Clifford W Gaylord Foundation will absorb all costs neccessary for the creation, production and installation of the singage.

Will the nominator(s) be willing to assist with the long term maintenance of the facility, equipment or program to be memorialized? If so, state the level of commitment to be achieved.

The Foundation would be responsible for any repairs or damages to the memorial signage and would entertain requests for other repairs related to the gazebo

Did the individual(s), group or organization to be honored live, work or function in the City of Kirkwood? If so, please state approximate length of time, dates, etc.

Dan lived and worked his entire life in Kirkwood, except for college at Mizzou. After college he came back to Kirkwood to work with his father at Graham Realty. He opened Grahams Grill in 1996 and was joined in the business by his son Devin, who also became a Greentree Festival Chair!

If the memorial or dedication is for an individual or individuals are they deceased? If so, state date of death. Approximations are acceptable if date of death is more than one year in the past.

Dan passed away May 31, 2025

Has the individual(s), group or organization contributed to the function of the Kirkwood Parks and Recreation Department? If so, describe that contribution and include approximate dates of service. Attach additional sheets if necessary.

Dan's contributions to the Kirkwood Parks and Recreation Department began in 1991 when the Mayor and City Council appointed him as the 2nd Vice Chair of the Greentree Festival. In that role his responsibility was the food and information booths. In accordance with procedure, Dan assumed the chairmanship of the festival in 1993. He remained chair of food and info booths as well as overall Festival chair. He remained food booth chair (or as he called it "The Sheriff of Food Booth Row") until 2020!!!

Has the individual(s) served on a Board, Commission or Committee appointed by the Kirkwood City Council? If so, describe that service. Include detail on length of service if known. Attach additional sheets if necessary.

Dan served two full terms on the Kirkwood Park Board from 1994 until 2000. He served as Vice President. He was also helpful with the campaing and passage of the half-cent sales tax for parks

Has the nominee served as an elected official in any capacity in service to the Kirkwood area, including Kirkwood City Council? If so, state office held and dates of service. Attach additional sheets if necessary.

NO, however he was very active in the Missouri Realtors Association.

Has the nominee made any substantial or significant contributions for betterment of Kirkwood through involvement with other Kirkwood area organizations? If so, describe that involvement, including organizations served, how service was accomplished, and dates or length of service if known. Attach additional sheets if required.

Dan was a longtime trustee of the Clifford W. Gaylord Foundation and upon the untimely death of Foundation Chair and former Mayor Herb Jones, Dan assumed the chairmanship

Under his chairmanship the Foundation realigned their funding priorities as follows:

1. Grants will be to organizations on the Missouri side of the St. Louis Metro Area

2. An effort will be made to fund Kirkwood area non-profits as a higher priority

3. Seek to fund small effective and efficient local small non-profits

This realignment of funding priorities of the Gaylord Foundation under his leadership resulted in over $500,000 being donated to Kirkwood area non profits in the last 5 years!!!

Support from others in the community is important. Letters of support from non-relatives, persons not directly associated from groups or organizations being proposed are important. Attach all letters of support to this application.

List any other information you would like to have considered in support of this nomination:

Gmail

Dan's memorial letter

1 message

Judy Moskoff Sat, Aug 8, 2026 at 3:54 PM
To: David White

To whom it may concern:

This letter is in support of a memorial for Dan Graham.

Getting to know Dan and the extended Graham family was a highlight of living in Kirkwood. Our children attended Robinson Elementary together and we served on parent boards throughout Nipher and KHS. Dan didn't just give his financial backing, he backed it up with his time and attention. He was the first to help a child in need.

Over the years I was privileged to observe his quiet leadership through his businesses, his volunteer efforts, and his service to the people of Kirkwood. Never heard anyone speak poorly of Dan, but instead it was usually a story that would have us all laughing.

He loved a good party and as Chairman of the Greentree Festival he was able to pass that spirit on to all the volunteers and visitors.

Serving for almost 20 years together on the Clifford Gaylord Foundation Dan proved to show his concern for those struggling. His follow-up with food banks and programs in Kirkwood was impressive.

It seems Dan was the perfect example of what Kirkwood as a community stands for, strong, humble and caring. It would be wonderful to see him honored and remembered through a memorial.

Sincerely,
Judy Moskoff
Chairman
Clifford William Gaylord Foundation

Sent from my iPhone

Linda Ross
632 North Geyer Road
Kirkwood, MO 63122

Dear Kyle,

I am writing today regarding a special request to honor the memory of a long-time member and former Chairman of the Greentree Festival and for years, the Committee chairman of the Greentree Festival food and entertainment booths, Mr. Danny Graham.

Danny devoted many years to the Green Tree Festival and to the Kirkwood Community. As a chairman of the Food and Entertainment Booths he played an important role in helping make the festival the beloved community tradition it is today. His leadership, commitment, and willingness to give his time helped create memorable experiences for countless festival attendees.

Following his passing, a group of friends, fellow volunteers, and community members would like to find a meaningful way to honor his contributions and keep his memory connected to the festival and the community he served.

We would like to respectfully request consideration of naming the Greentree gazebo in his honor. We believe the Greentree Gazebo would be a fitting tribute, not only because of its connection to the festival and Kirkwood parks but because it would provide a lasting place where people could gather, enjoy the park, and remember someone who gave so much of his time and energy to making Kirkwood a special place.

We hope you will give this request thoughtful consideration. Honoring Danny Graham in this way would mean a great deal to those who knew and worked alongside him, and it would also allow his legacy of service to remain a part of the Greentree Festival in Kirkwood for years to come.
Thank you for your time and consideration.
Sincerely,

Linda Ross, Parade Chairman
Kirkwood Greentree Festival Committee (as well as a few other things)

Gmail

Dan Graham

1 message

David White Tue, Aug 11, 2026 at 4:01 PM
Bcc: David White

I first met in 1991 Dan Graham at a lunch meeting arranged by then Council Member Mike Gibbons. Dan was considering accepting appointment to the Greentree Festival Commitee. At the luncheon it was my role as Director of Parks and Recreation to outline the duties of the Greentree chair. The appointment is a 3 year commitment which allows the appointee a full and thorough knowledge of the inner workings of of this Kirkwood tradition.Dan was at first hesitant and was a tough sell. But sold it we did! That began a 35 year friendship and a working relationship as well.

Dan's sense of humor and "fun grumpiness" helped get me through the 12 festivals I worked on with him. Setting up the food booths can be a very tense time and pretty much every vendor at one time or another thinks they have been shortened on space or were unhapppy about their assigned area for some reason. Dan was the one who had the unenviable task of dealing with the vendors. His knowledge of the restaurant and food business became a great help to many of the vendors. To do this for over 20 years was an amazing commitment of time and effort. The end result is a food and info booth process and procedures that makes this major part of the festival one of the highlights!! Dan got the whole family involved in Greentree. It was his wife, Pam, as Entertainment Chair, who introduced the tradition of opening the festival with the Motown Revue!! A tradition born in the early 90's and still going today!! Dan's son Devin also became heavily involved Greentree ending up as Festoval Chair in 2008!

I was also privileged to work with Dan during his full six-year tenure on the Park Board. Dan was a great board member. This was during the planning and development of the aquatic center and the ice rink. This was also the time when the 1/2 cent sales tax for parks was being put before the voters. Dan was very helpful with it's passage, donating both time and money.

The loss of Dan Graham to the city of Kirkwood is underappreciated. Whether it was at Greentree, the chili bowl, or his restaurant, Dan made an impact on Kirkwood and I am glad our paths crossed for over 35 years!

Dave White
Director of Parks Recreation 1985-2003

Roy W. Brown
401 Parkwoods Ave.
Kirkwood, MO 63122

August 13, 2026

Mr. Kyle Henke
Director of Parks & Recreation
111 S. Geyer Road
Kirkwood, MO 63122

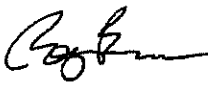
Dear Kyle,

I'm writing you concerning my support for a memorial for Dan Graham in Kirkwood Park. As a long-term Kirkwood resident, I previously served on the Kirkwood Park Board in the 1990's as a member and Board President. During my tenure of six years serving two full terms, we built the Kirkwood Aquatics Center and passed the Kirkwood 0.5% Stormwater/Park Sales Tax. My time on the Park Board overlapped with Dan's and I continued to work with him in his long-term leadership role on the Greentree Committee.

I strongly support a memorial for Dan Graham, who was a lifelong resident of Kirkwood. After graduating from Kirkwood High School and the University of Missouri he became a successful businessman in Kirkwood and an ardent supporter of the Greentree Festival. Dan devoted more than twenty years to the Greentree Festival spending countless hours in the Park. I can think of no better way to honor his service to Kirkwood and the Greentree Festival than to have a Memorial in the Park.

Thank you for your consideration.

Sincerely,



Roy W. Brown

Criteria for Naming Memorials in the Kirkwood Parks System

1) **Has the individual, group or organization lived or operated in Kirkwood for a minimum of 10 years? (0 – 5 pts)**

< 5 Yrs. = 0, > 10 yrs. = 5 pts.

2) **If a memorial request is being made, is the person in whose name the request is being made been deceased for at least twelve months? (0 – 5 pts.)**

Deceased < 12 months = 0 Deceased > 12 months = 5

3) **Is there written support from at least five groups or individuals who are not relatives of the individual(s) proposed or members of the group or organization making the proposal? Written support should include information on why the nominee should be considered. Include the nominee's significance to Kirkwood, the nominee's outstanding contributions or accomplishments to the community, churches, schools, organizations, etc., or other achievements or honors. (0 – 20 pts)**

less than five letters of support = 0 pts. Five or more letters of support = 5 pts.

Do the letters of support demonstrate a large contribution to the majority of Kirkwood residents? (1 - 15 pts)

4) **Will the nominator(s) pay for the cost of the memorial or dedication development for an existing facility, equipment or program? (0 – 10 pts)**

Consider the appropriateness to memorialize or dedicate the proposed object or program. Has the object or program or similar already been memorialized or dedicated? Will the memorialization or dedication interfere with use?

Appropriate (0 - 10 pts.) Already a memorial (0 – 5 pts.) interferes with use (0 pts.)

5) **Will the nominator(s) pay for long-term future maintenance of the memorial or program? (0 – 10 pts)**

Consider how strong is the commitment. Is there a commitment to maintenance of the memorial, dedication or program? Is the commitment adequate to maintain the memorial or program appropriately? Does the nominator (s) have adequate resources to support the commitment?

Strong commitment (1 – 10 pts) no commitment (0 pts.)

6) Will a donation equal to 50% or more of the cost of development of a memorial, facility, structure or program be donated by the nominee, individual(s), organization or group(s) nominating that individual? (0 – 10 pts.)

Consider whether the proposed memorial object or program meets a need either identified in the Master Plan or by the Board or staff. Does the donation proposed appear to be adequate to support the development proposed? Will there be any restrictions on the use of the memorial or dedicated object?

7) Has the nominee provided service to the Kirkwood Parks and Recreation Department? (0 – 5 pts.)

Consider whether or not the nominee's service benefited a large and diverse population of the community. Is the service unique in its application? Is the service historical or ground-breaking in nature? How long did the service last?

8) Has the nominee served on a board, commission or committee associated with the City of Kirkwood? (0 – 10 pts.)

Consider the length of service, was the service over multiple boards, commissions or committees. Did participation on the board, commission or committee require a great deal of time or effort? Was the nominee an officer of a board/commission? Did the participation of the nominee contribute significantly to Kirkwood and its residents?

9) Has the nominee served as an elected official representing the Kirkwood area, including Kirkwood City Council? (0 – 10 pts)

Consider what office, length of service, and how the service benefited Kirkwood or its residents.

10) Has the nominee made significant or substantial contributions to other Kirkwood organizations, churches, schools, associations or groups outside of city government related functions? (0 - 15 pts.)

Consider what specific contributions were made. Did the contribution affect a wide/diverse spectrum of Kirkwood residents or those living outside Kirkwood? Did the nominee's contribution require considerable time, effort or finances and was it sustained?

Nominee's Total Point Score: _____