

**MINUTES
OF THE REGULAR MEETING OF THE
VETERANS MEMORIAL COMMITTEE
HELD AT CITY HALL
JUNE 17, 2011
7:30 AM**

I. CALL TO ORDER

Chairman Goergen called the meeting to order at 7:30 am

II. ROLL CALL

Answering roll call were Members Benson, Cardarelle, Christiaansen, Goergen, Lefler, Reed, Schwartz

III. MEETING AGENDA APPROVED

Motion by Member Cardarelle and seconded by Member Bender with the exception that Member Lefler give his report under Standing Committee Reports, Fundraising/Treasurer first since he needs to leave early.

Ayes: Benson, Cardarelle, Christiaansen, Lefler, Reed, Schwartz, Goergen

Motion carried.

IV. CONSENT AGENDA ADOPTED

Motion made by Member Cardarelle and seconded by Member Lefler approving the consent agenda as follows:

IV.A. Approval of the Friday, May 20, 2011 Veterans Memorial Committee Meeting Minutes.

Ayes: Benson, Cardarelle, Christiaansen, Lefler, Reed, Schwartz, Goergen

Motion carried.

V. STANDING COMMITTEE REPORTS

V.A. Fundraising/Treasurer –

Member Lefler informed the committee that right now everything is sort of conceptual because it's really hard to raise money until we know what it is we are selling. He noted that he has met with Richard Olson who works with Benilde-St. Margaret's in the fundraising capacity to help get them pointed in the right direction and added that currently there are a number of ideas that are being bounced around. He explained to the committee that it is fairly common place for the organizing committee to put its money where its mouth is in terms of raising money and therefore the committee may have to make pledges individually so that they have some monies pledged especially if they are going to be asking for substantial amounts of money. He commented this way they can say this is what the committee has done so far because it will also show their commitment to the project. He stated that it's something to think about and that nothing is set in stone; they are just laying the ground work and are trying to formulate a plan. He added that once they get the designs they will be able to go forward and hopefully start raising money so that the memorial can be built. Member Benson asked Member Lefler if he had any sense of what it would be in terms of individual contributions from the committee.

Member Lefler replied no and pointed out that it wouldn't necessarily need to be in terms of a personal donation. Member Benson indicated that he thinks it would be a great idea to see what other people who

have gone through this similar situation have done so they can kind of get a sense of what kind of range they used.

Chair Goergen informed the committee that Mr. Keprios and himself also met with Mr. Olson and noted that they think it's also another part of the committee's involvement in the fundraising activities is to try to come up with a list of potential donors such as neighbors, co-workers, etc., who may have substantial money. He noted they are starting to put together who the significant donors may be within the community and added that they are getting a very rough list from Mr. Olson as well as other sources but also thinks they may want to draw on the committee's knowledge of who you know in the committee and help get the list going as part of the committee's involvement besides maybe pledging.

Member Cardarelle stated that he was asked to donate the surveying he did for Eden Prairie's memorial which was approximately \$2,500 and he has done that for Edina too. He noted that Eden Prairie also asked the excavators to donate their services and they were able to come up with \$2,500 to \$5,000 in services to build the memorial so that's an easy approach. He commented that he knows excavators who would be very glad to donate the excavations, in other words it's a dollar amount you are looking for.

Member Lefler informed the committee that based on their meeting there really wasn't any sense that they would need to hire a professional fundraiser. He noted they have already heard from people who are willing to help them and are skilled in this area because it does take a certain set of skills to raise this kind of money. He noted that another thing they need to do is broaden their view of who their potential donors might be. The WWII generation is easy but that there are a lot of survivors of WWII vets who have resources and may want to look at this as an opportunity to memorialize their loved ones activities in the war. He also pointed out that the committee may need more women who can go out and talk to some of these groups and they may want to look at expanding and diversifying their committee.

Mr. Christiaansen asked if they have come up with levels of donations like bronze, silver, gold and set amounts to those levels to which Member Lefler replied they have not. Member Lefler pointed out that in this community with the right approach and the right people, it would not be out of the question for example to do the whole project with six donors. He commented that there are people who if they capture their imagination and get them behind it certainly could have the capacity to provide the gifts necessary to build the memorial. Member Lefler added that the question is how do they capture their imagination and get them behind it.

Member Lefler informed the committee that one piece of advice he was given was somebody may want to donate \$200,000 but they may also have some ideas about what this might look like and if they are going to take their money they may need to bring some flexibility to the process.

Mr. Keprios indicated previously that they had talked about the appropriateness of looking at Member Schwartz list of families who have lost loved ones in the line of duty. He asked Mr. Schwartz if he thought it would be appropriate to contact any of those families. Mr. Schwartz replied he can think of one family that for sure does fit the profile you are talking about. Mr. Keprios added that anything else Member Schwartz learns might be good to pass along to the committee. Member Schwartz commented that he has 30 stories that aren't just names etched in stone which are very emotional and would be very good marketing tools and he would be happy to meet with anyone and share what he has learned. Chair Goergen stated that Mr. Olson suggested that they tell a story beyond Edina does not have a veterans memorial because that is only part of the story the other parts are what Member Schwartz is talking about. He added that they also need to keep in mind that it takes time, it's not just a one shot deal to get people to give this kind of money and they may need to look at making arrangements for financing for people who want to give money over a period of time for tax reasons.

Member Cardarelle again indicated that he can contact some people he knows as far as excavating, electrical, plumbing; a number of people in the construction business that would be the equivalent of money because he thinks that is important too. Member Lefler asked if there are any constraints in terms of bidding to which Mr. Keprios replied he will look into it but that is exactly what they want to be looking at. Member Cardarelle stated that he will make a few phone calls and see what he can raise. Member Benson added that he also knows someone who would be interested in contributing.

Ms. Hedges reiterated from the last committee meeting that the Kiwanis Club donated \$500.00 so that they could go ahead with the artist and again the committee thanked the Kiwanis Club for their donation.

VI. REPORTS/RECOMMENDATIONS

VI.A. SELECT FINALISTS FROM SUBMITTALS TO THE CALL FOR DESIGN SKETCHES

Mr. Keprios informed the committee that he has asked Naomi Griffith, Michael Frey and Diana Hedges from the Art Center to give their views of the submittals as well as a little background of the artists. He noted that he thought this might be helpful for the committee before they start to deliberate in making some choices. He indicated that he would like to be able to narrow it down to three finalists and then have those three finalists in for interviews. He added that anyone from the committee who would like to sit in on the interviews is welcome to do so.

Ms. Hedges asked the committee that when they look at these artists to keep in mind something Bob Kost had said in that they may not want Edina's Veterans Memorial to look like every other one that you see all over the United States but rather a memorial that reflects Edina.

Mr. Keprios reminded the committee that they are trying to narrow it down to a chosen artist; it doesn't necessarily mean that the rendering has to be the exact piece, they can adjust it to what they want and therefore they need to find someone who they think has the skills to do what they think they are looking for. He added that he thinks it's extremely important that they work well with our architect to be sure that it can easily be incorporated into the design.

Ms. Hedges pointed out that she thinks it's important you have something interesting that people are going to want to come back and see and that it has the concept of interest where they will want to bring their friends to look at the memorial because it really is honoring our veterans. Mr. Keprios added that it would also be nice to possibly have something where you discover a little bit more each time you visit. Mr. Keprios indicated that he also thinks it should be aesthetically pleasing from any angle and not just one dimension.

Mr. Kost went through the different scenarios within the memorial where they could place the sculpture. He explained the advantages and disadvantages to each specific place, as well as looked at different ways to think about using the sculpture with the other elements of the memorial so they are able to create the whole effect. He also went through having one entrance versus multiple entrances.

Member Schwartz asked with the Fourth of July parade coming up would it be possible to put up a sign at Utley Park saying something like "Future Site of the Edina Veterans Memorial". Mr. Keprios replied that it's his goal to get through the political process before they start putting up signs saying future site of the memorial. He stated that he thinks it's a great idea just not quite yet.

Ms. Hedges went through the renderings and gave her comments on each of the following artists:

1. Elizabeth Hood Anderson

2. Jeff Barber
3. Tom Brewitz
4. John Currie
5. Robert Eccleston
6. Steven Fairfield
7. James Gabbert
8. Caprice Glaser
9. Steven Hemingway
10. Dean Holzman
11. Larry and Paul Jensen
12. Steve Leeman and Jacqueline Verette
13. Nick Legeros

Mr. Keprios thanked Ms. Hedges and the EPAC for all of their help in putting this together. He noted that the next step is to pick those they would like to interview.

The committee took a vote and decided to interview the following four artists: Jeff Barber, John Currie, Robert Eccleston and Caprice Glaser.

Mr. Keprios commented that it's going to be a little tricky to enter into a contract when they don't have the money to pay anyone right now. He noted that hopefully they will be able to do a little fundraising now so at least once they pick the artist they will have some monies to start soon. He indicated that they will have to word a contract in a way that says they only have so much money so they can only do so much work at a particular time. He stated that he will have the city attorney draft something. Mr. Keprios noted that they may even want to ask the Edina Foundation to front them some money.

Member Reed stated that he would like to be part of the interview process of the artists. Mr. Keprios indicated that he will contact the four finalists and try to set up interviews to take place the first week in August.

Mr. Kost asked the committee to think about what kinds of questions they would like to see asked of the artists. He noted that they may want to keep the interviews to 15 minutes per interview or something like that so they aren't sitting there for two hours with each artist.

Mr. Keprios asked the committee to submit their questions to him and he will distribute them to everyone through e-mail.

Meeting adjourned at 9:19 am.