

**MINUTES  
OF THE REGULAR MEETING OF THE  
VETERANS MEMORIAL COMMITTEE  
HELD AT CITY HALL  
OCTOBER 19, 2012  
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 Cardarelle, Christiaansen, Kojetin, Lefler, Lonsbury, Reed, Schwartz, Schulstad, and Goergen.

Staff in attendance: Kristen Aarsvold, Edina Park and Recreation Department Supervisor

***III. APPROVAL OF MEETING AGENDA***

**Motion by Member Kojetin and seconded by Member Lonsbury to approve the meeting agenda, as presented.**

Ayes: Cardarelle, Christiaansen, Kojetin, Lefler, Lonsbury, Reed, Schwartz, Schulstad, and Goergen. Motion carried.

***IV. ADOPTION OF CONSENT AGENDA***

**Motion by Member Kojetin and seconded by Member Reed to approve the Consent Agenda as follows:**

**A. Approval of the June 15, 2012 Veterans Memorial Committee Meeting Minutes.**

Ayes: Cardarelle, Christiaansen, Kojetin, Lefler, Lonsbury, Reed, Schwartz, Schulstad, and Goergen. Motion carried.

***V. COMMUNITY COMMENT***

There were no members of the general public present at the meeting.

***VI. STANDING COMMITTEE REPORTS***

**A. FUNDRAISING/TREASURER**

Chairman Goergen advised that the purpose of the meeting today was to bring the group back on track after not meeting for the past few months and discuss fundraising.

1. **Donation balance at Edina Foundation**
2. **Review presentations previously made to potential substantial donors. Follow up communications to those who did not contribute**
3. **Status of contacts by Richard Olson and Denny Schulstad to potential donors. Plan for making presentations to these individuals**
4. **Contacts with other potential donors (not personally known by Schulstad or any member of the Committee)**
5. **Expanding fundraising efforts beyond substantial donors to businesses located/based in Edina**
6. **Expand efforts to Edina community in general**

- 7. Consider utilizing a professional fundraising organization. Costs involved**
- 8. Other fundraising ideas**

Chairman Goergen reviewed the two large pledges that had been received, one from a resident that would like to remain anonymous from the public with a donation of \$100,000 and the Rotary pledge of \$20,000 over the next three years. He advised that since July two more donations totaling \$700 had been received and reviewed the fund balance. He also reviewed donations received from other organizations including the Edina Foundation. He reported that the donation presentation had been given to seven groups.

Member Lonsbury stated that it would be helpful to know the amount needed in cash for the project, as some of the construction companies are willing to donate their time and/or materials. He stated that it may be helpful to show the "in kind" donations, as well as the pledges that have been received, in order to solicit additional donors.

Member Schulstad stated that he has spoken with Krauss Anderson representatives and provided an update, noting that they are waiting for the specifications on the project before they can move forward. He confirmed that they would like to work with the Committee and provide a good price.

Member Kojetin suggested that the bid documents be drafted by the architect so that information will be available for others to review, such as Krauss Anderson.

Kristen Aarsvold introduced herself to the Committee and noted that she has worked on the Veteran's Parade and Dinner for the past several years and will continue to take over the responsibilities of Mr. Keprios in regard to the Committee until the memorial is built.

Member Schwartz noted that the figures needed for the memorial should be listed equally everywhere, including the City website, and confirmed that figure to be \$450,000.

Mrs. Aarsvold confirmed that she could update the figure on the City website.

Chairman Goergen believed that Mr. Keprios was working on a contract document for the architectural services prior to his illness and noted that those items had been placed on hold since that time.

Member Reed questioned if the process with the architect could begin prior to Mr. Keprios returning to work.

Member Christiaansen provided an update on the process with the architect, noting that he believed the contract was ready and just required signatures.

Member Cardarelle expressed frustration that the contract with the architect has not yet been signed and believed that the Committee should move forward with that.

Mrs. Aarsvold stated that Mr. Keprios was unsure as to the length of time that he would be out of the office but noted that he will return to work on Monday and could go ahead with obtaining signatures on the contract.

Member Lonsbury described the next steps, noting that after Mr. Keprios returns to work, the contract could be signed and the bid documents could then be developed that would assist in moving the process forward and obtaining the actual amount of funding that will be needed to fund the project.

Mrs. Aarsvold mentioned that Veteran's Day is coming up soon and questioned the type of marketing that should be done.

Member Lonsbury indicated that the Committee needs to first identify the game plan for fundraising and then decide if marketing should be done in conjunction with Veteran's Day. He noted that the Committee should first ensure that everything is in line and updates could be given prior to going public. He explained that that you would only go to the newspapers if the strategy is to obtain small donations. He stated that if the desire is to focus on large donors prior to year end, you would want to hold off on bringing the matter public.

Chairperson Goergen provided an update on attempts to gain large donations. He advised that of the seven presentations that were completed, only two donations were received. He questioned if the Committee should be contacted once again to follow-up.

Member Schwartz identified a potential donor that could be followed up with.

Member Reed identified two additional potential donors that could be reached out to.

Member Schulstad provided insight on a Veteran's memorial, which was constructed at the University of Minnesota. He explained that this fundraising effort is different and requires a different strategy. He suggested possibly building the memorial in stages, where donors could be asked to contribute funds for specific aspects of the project, such as benches or the eagle. He noted that some donors do not want to contribute unless they know the project will be built.

Chairperson Goergen stated that the City Council is requiring all the funds to be received prior to construction.

Member Lonsbury stated that if the project is intentional and well designed, he believed the City Council would support staging of the construction, noting that the eagle monument could be constructed first, with benches and the plaza to come as additional funding is received.

Chairman Goergen provided an update on the artist for the project, noting that his cost estimate was originally \$40,000 but then was raised to a total of \$83,000. He advised that the artist had already been paid \$20,000 for his beginning work on the project.

Member Schulstad noted that the Committee may already have the funding to construct the monument with the eagle at this time, especially when the "in kind" donations are considered.

Member Lefler stated that the Committee has a donor that is willing to contribute \$100,000. He suggested possibility of the donor holding an open house event at which more potential donors could be solicited.

Chairman Goergen advised of potential fundraising opportunities that Members Schulstad and Olson could continue to reach out to. He stated that the Committee would need to decide whether to simply continue on the level of fundraising that they have been, or whether to reach out to the newspapers to begin obtaining the smaller donations.

Mrs. Aarsvold suggested holding a Veteran's Day lunch.

Member Cardarelle advised that the Edina Rotary is going to hold a lunch on Veteran's Day, which will be attended by five other Rotary clubs. He believed that a presentation could be given at that event.

Chairman Goergen questioned what results that would bring as the Rotary has already pledged a donation of \$20,000. He advised that the group has not received any response from veterans, other than a \$25 donation from a spouse of a veteran.

Member Kojetin stated that the Edina American Legion is dissolving and would possibly provide a donation.

Member Lonsbury stated that it is clear that the Committee does not have a plan for fundraising. He stated that discussion always goes around to possible contacts rather than a focused plan.

Chairman Goergen stated that the plan is to contact potential donors.

Member Lonsbury stated that he would like to see an actual plan and advised that if the only plan is to contact potential donors; that is not a plan.

Chairman Goergen stated that this was the first phase of fundraising, which the Committee is still in. He noted that Member Olson has suggested that a large donor assist in the formation of a Subcommittee, which could assist in obtaining donations.

Member Schulstad provided input on the process for obtaining donations for the University of Minnesota project, confirming that the general public was not brought into that process.

Mrs. Aarsvold believed that this time of year would be a great time to host a dinner, or event, possibly hosted by the large donor to solicit additional donations.

Member Schulstad advised that the Committee only has one large donor and stated that donor would not be comfortable hosting an event of that nature. He stated that if there were two or three champions of this that live in Edina, it would make the process much easier.

Mrs. Aarsvold questioned if the Committee could then host the event.

Chairman Goergen stated that the potential donors on the list would not respond to an event of that nature. He agreed that the Committee needs that champion for fundraising and explained that is why Member Olson suggested possibly changing directions with the public marketing.

Mrs. Aarsvold questioned if it would be the time to send letters to the potential donors to get the ball rolling again.

Member Lefler stated that if nothing happens and there is no decision, efforts will stall.

Member Schulstad stated that it would be beneficial to have the eagle monument built with the funds pledged and then solicit for additional funds.

Member Kojetin agreed.

Member Reed stated that on the other side, people may think the eagle monument is sufficient and then not feel additional pledges are necessary.

Member Lefler left the meeting at 8:41 a.m.

Member Reed stated that he has heard interest in people donating smaller amounts and did not think those opportunities should be missed.

Member Schwartz stated that when he did the survey of veterans living in Edina he assumed that the community was aware of the Edina Veterans project but learned that residents were not aware. He stated that he did not believe that it would hurt the group to publicize the project. He advised that the Committee would not necessarily ask for funds, but simply get the word out about the project.

Mrs. Aarsvold stated that she would assist in meeting with potential donors and believed that in the next month the group could finish up contacts with potential donors.

## **B. MARKETING/COMMUNITY RELATIONS**

- 1. Utilization of brochures prepared by John Lonsbury and Communications Department**
- 2. Provide article on memorial prepared by Marshall Schwartz to Edina publications/newspaper**
- 3. Marketing ideas in conjunction with Veterans Day (November 11, 2012)**
- 4. Other marketing ideas**

Member Schwartz advised of an event he will be speaking at on November 14<sup>th</sup> at the Edina Senior Center to bring awareness to the project. He stated that he also drafted an article to be considered by the Committee for local publication, which discusses the names and stories of those that will be included in the Veterans memorial.

Member Reed proposed that some members of the Committee meet to refocus the fundraising efforts. He also suggested that efforts continue with the architect and determining the “in kind” donations.

Member Kojetin agreed that it would be beneficial to have a clear plan, especially in the case that the Committee needs to go back to the Council.

Chairman Goergen agreed that he could meet with Members Lonsbury and Olson as well as Mrs. Aarsvold and Mr. Keprios to develop a clear plan. He questioned what should occur in conjunction with Veteran’s Day, whether the article should be printed or the mock up memorial should be placed in the park again.

Member Reed stated that the more awareness that is brought, the better. He noted that there would possibly be snow on Veteran’s Day, which could affect the mock up display in the park.

Member Schwartz stated that he has a display, which he could bring to City Hall for display during the election.

Chairman Goergen suggested using a thermometer type fundraising tool, which could be displayed at City Hall to show the fundraising efforts.

Member Schulstad stated that there are answers that would need to be determined in regard to possibly constructing the memorial in stages, whether the Committee would like to do that, whether the donor would support that, and whether the Council would support that.

**Motion by Member Schwartz and seconded by Member Kojetin to approve the construction of the memorial in phases, beginning with the eagle monument.**

Further discussion: Member Lonsbury stated that in his mind a plan would need to first be developed. He noted that a deadline could be set, if the funds are not raised by this date, the group could begin with the phased construction.

Member Reed stated that he believed that it would be defeatist to make that kind of decision at this time.

Chairman Goergen agreed that it is too early to move to that plan of phased construction.

Motion withdrawn by Members Schwartz and Kojetin.

Mrs. Aarsvold questioned the direction for the communications department and whether the Committee would like a short press release regarding the Committee and the memorial.

Member Cardarelle left the meeting at 8:59 a.m.

Member Lonsbury stated that it could be beneficial to have a plan for running articles, such as each month an article would be drafted and printed by the communications

department. He stated that if there is only one article, such as that drafted by Member Schwartz, what would occur after that article runs. He also noted that an article could bring attention as to what the Committee has done. He stated that he would support an article that simply focuses on the veterans and not the memorial, but did not think it would be beneficial to draw unwanted attention. He stated that it would not take much effort to refocus the article drafted by Member Schwartz on simply the veterans.

Mrs. Aarsvold stated that a member of the communications department is willing to sit down with members from the Committee to develop a communications plan and timeline. She confirmed that an article can be drafted for November that would focus on the veterans, not specifically the memorial, and could also refer readers to the website.

Member Schwartz agreed that the communications department could rewrite the article for publication.

Member Lonsbury commented it may be beneficial for Chairperson Goergen to reach out to a specific individual in regard to the actions of the Committee.

#### **C. RESEARCH (KIAs)**

No report.

#### **D. DESIGN/ARCHITECTURE**

No comments made.

Meeting adjourned at 9:10 a.m.