

**VETERANS MEMORIAL COMMITTEE MEETING  
MINUTES FROM SEPTEMBER 17, 2010**

The following are Minutes from the second meeting of the Veterans Memorial Committee held in the Mayor's Conference Room at City Hall on Friday, September 17, 2010 at 7:30 am

**Volunteers in attendance:**

Chairman Mike Goergen, Frank Cardarelle, Jason Christiaansen, Bob Kojetin, John Lonsbury, Marshall Schwartz, Barbara Bender, Bob Benson

**Volunteers unable to attend:**

Justin Kieffer, Herbert Lefler, Robert Reed

**Staff in attendance:**

John Keprios, Edina Park and Recreation Department Director  
Janet Canton, Edina Park and Recreation Office Coordinator

**I. APPROVAL OF THE AUGUST 20, 2010 MINUTES**

Mike Goergen made a change to the Minutes on page 6; it should state "the Committee" and not "the Park Board". Bob Kojetin MOVED TO APPROVE THE AUGUST 20, 2010 VETERANS MEMORIAL COMMITTEE MINUTES. Bob Benson SECONDED THE MOTION. MINUTES APPROVED.

**II. ELEMENTS OF MEMORIAL**

A. Flag Poles – Mr. Goergen stated that it is staff's recommendation to have three flag poles with lights and that the type of flags will be determined at a later date. Mr. Christiaansen asked about the flag pole that is currently there and stated that he doesn't know how that would fit into what they are proposing or perhaps maybe it could become a temporary flag pole. He noted that it's something to consider how that fits into the scheme of the new design. Mr. Goergen indicated that he thinks they can address that at a later time. Mr. Keprios stated that's a really good point and something they will need to look at. He's not sure what the answer is; maybe they could try to relocate it or possibly the base wouldn't go but the plaque could become a centerpiece. Mr. Keprios also indicated that there are flags directly across the street at Wooddale Park and one in the corner at Utley Park.

Frank Cardarelle MOVED THAT THERE BE THREE FLAG POLES WITH LIGHTS WITH THE AMERICAN FLAG IN THE MIDDLE AND THE OTHER TWO WOULD BE REVOLVING. John Lonsbury SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

B. Statue(s) – Mr. Goergen indicated that staff recommends one focal point statute and it will be discussed at a future meeting. Mr. Cardarelle commented that he thinks the artist should show the committee a concept and then the committee can take a vote.

Mr. Lonsbury stated that he thinks they need to give the direction to the artist and architect that when they are working on their scheme or concept that they want three flag poles with lights and one art piece focal point. He commented that the committee should state what the concept should be. Mr. Goergen stated that they will be visiting this issue at lot more in the future.

John Lonsbury MOVED THAT THERE BE ONE FOCAL POINT. Bob Benson SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

- C. Granite Tablet: Numerous General Comments Honoring Service - Mr. Goergen indicated that it's up to the committee to approve whether or not there will be at least two granite tablets; one for KIA and the other with generic statements.

John Lonsbury MOVED THAT THE PLAN SHOULD INCLUDE A PERMANENT MARKER MEMORIAL THANKING MEN AND WOMEN FOR THEIR GENERAL SERVICE ( He commented that it should be "PERMANENT" as opposed to "GRANITE" so that the architect can proposed what would be most appropriate). Barb Bender SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

- D. Military Branch Emblems & Motto of Service – Mr. Goergen indicated that he thinks the committee needs to decide whether or not they want military emblems somewhere on the memorial. Mr. Cardarelle stated that he thinks it should be left up to the artist.

John Lonsbury MOVED THAT THE EMBLEMS, AND POSSIBLY THE MOTTOS, OF THE FIVE BRANCHES OF THE MILITARY BE REPRESENTATIVE IN PERMANENT FASHION. Frank Cardarelle SECONDED THE MOTION.

Mr. Schwartz brought up the issue of whether or not to include the Merchant Marines in the memorial. He reminded the committee that Eden Prairie had a lot of political problems because initially they didn't include them. Mr. Goergen replied that he thought they discussed this at their last meeting and decided that they would look at those on a case by case basis. Mr. Keprios suggested that possibly this is something that the Historical Society could include in their exhibit to educate people about the Merchant Marines if they end up deciding that is what they are going to do.

MOTION CARRIED UNANIMOUSLY.

- E. Quotes Regarding Veteran Service – Mr. Goergen stated that staff is recommending that there be three or four maximum free-standing quotes having to do with military service. Ms. Bender indicated that she would like to see what the artist and architect have to say about how that could be brought in. She commented that sometimes it seems quotes are just thrown in and therefore feels unless they can really be integrated into the design and central to the memorial she doesn't think they add much. Mr. Goergen and Mr. Kojetin both stated they felt Eden Prairie's memorial was over quoted.

John Lonsbury MOVED TO INCORPORATE NO MORE THAN FOUR QUOTATIONS IN THE MEMORIAL TO BE DETERMINED THROUGH THE ARCHITECT AND THE ARTIST AT A LATER TIME. Bob Benson SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

- F. Benches – Mr. Goergen indicated that staff recommends enough benches to accommodate seating for 12 people. Mr. Cardarelle stated that he thinks they should leave that for the architect and they can put them where they want whether it be for 10, 12, 15, etc. Mr. Keprios replied he just picked a number for a discussion point. Mr. Lonsbury asked is the idea to have benches or is the idea to have seating to which it was noted to have “seating”.

John Lonsbury MOVED TO PROVIDE PERMANENT SEATING FOR SMALL NUMBERS OF PEOPLE FOR QUIET REFLECTION. Bob Benson SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

- G. Hard Surface Area for Ceremonies – Mr. Keprios informed the committee that he may have overestimated that they need enough hard surface area for 150 people. He noted that it would be nice to have enough unobstructed space for 150 people. He indicated that he thinks there should be enough handicapped accessible hard space for a small gathering. Mr. Goergen stated that he has been to two memorial services at Eden Prairie and they used the hard surface space as the podium with the honored guests and speakers and there were approximately 250 people in attendance who sat in chairs on the grass.

Barb Bender MOVED THAT THE ARCHITECT AND/OR ARTIST DESIGN AN AREA THAT WOULD ACCOMMODATE 150 PEOPLE AND THAT’S PARTLY ON HARD SPACE.

Mr. Schwartz informed the committee that after talking to a vet friend of his it was explained to him that if you used the memorial as the podium that if you are looking down on it psychologically you are hunkering down in a fox hole. However, if you rise toward heaven you go up and noted that all of the really great memorials go up and aren’t flat. Mr. Lonsbury noted that they are discussing three thoughts; the elevated from the surrounding topography, the idea that there should be an accommodation for people for ceremonies and third there should be some hard space for ceremonial events.

John Lonsbury MOVED THAT THE MEMORIAL BE ELEVATED SLIGHTLY FROM THE SURROUNDING TOPOGRAPHY, THAT THERE BE A PERMANENT HARD SURFACE TO ALLOW FOR CEREMONIES AND THAT THE MEMORIAL AND ITS GENERAL SURROUNDING BE IN CLOSE PROXIMITY TO THE MEMORIAL AND BE SUFFICIENT TO HAVE SEATING FOR UP TO 150 PEOPLE. Barb Bender SECONDED THE MOTION.

Ms. Bender indicated that she needed to leave the meeting but wanted to express her opinions on agenda items H, I, J & K. For item H she agrees no bricks. For Item I she

agrees no logos. In regard to Item J she would agree no donations box but perhaps they could put one at the library or another public area. For item K she agrees to commemorate Edina residents who were KIA she would just recommend that they designate a design that allows for growth.

Mr. Lonsbury asked the committee if they could group H, I & J and table them because Ms. Bender, the fundraising co-chair, needs to leave and these three agenda items are part of fundraising. He indicated that he does agree no to the bricks, no to the logos and no to the donation box. Mr. Lonsbury stated that if a motion is needed today on what needs to be given to the architects or whatever he would make that motion. Mr. Goergen commented that he thinks they can table those three items.

John Lonsbury MOVED THAT THEY TABLE THOSE THREE ITEMS. Bob Benson SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

- H. Granite Tablet: Names of all Edina Residents KIA – Mr. Goergen asked for a motion to include in the memorial some type of tablet honoring those Edina residents who were killed in action. Marshall Schwartz MOVED Bob Kojetin SECONDED THE MOTION.

**In favor:** Mike Goergen, Frank Cardarelle, Jason Christiaansen, bob Kojetin, Marshall Schwartz, bob Benson

**Against:** John Lonsbury  
MOTION CARRIED.

- I. Sustainability - Mr. Christiaansen stated that he would like to add one thing to the elements and that is to include the idea of sustainability. He noted this could be a direction for the architects whether it involves things such as being green or using efficient lighting for the flags, etc. He commented that it doesn't necessarily need to be a lot but he thinks that could also help with fundraising because some people are very in favor of that. He added that might be something to give direction to the architects as far as sustainable elements in the design.

Mr. Benson indicated that when Mr. Schwartz and he went to the memorials in St. Paul some of them looked kind of ratty from a sustainability standpoint because they really are not that old so to him sustainability is a really important element. Mr. Christiaansen replied that he means sustainability in "green" design. Mr. Keprios added that "environmentally friendly" is another way to put it such as energy efficient lighting, using sustainable materials, trying not to destroy any more trees than you have to, etc. Mr. Christiaansen added using recycled and reused material or even reusing that flag pole. He noted that kind of thing would be representative of sort of contemporary or modern thinking and design. He noted that he would like to be proactive in mentioning this to the architect. Mr. Lonsbury commented permeable surfaces and all the rest of it. If that's a motion he will SECOND IT. Mr. Goergen asked what are they calling it which Mr. Christiaansen replied "sustainable elements".

Mr. Kojetin pointed out that what he thought was very impressive and complimented the memorial at Eden Prairie was the flowers and feels if they don't have a lot of flowers it will look flat. Mr. Goergen noted that he agrees it did finish their memorial. Mr. Kojetin commented that this is something that could be taken over by the Garden Council and other volunteers. Mr. Cardarelle pointed out that they will need to have complete irrigation for the flower beds in order to keep them really nice. Mr. Goergen asked if that would be an element that the architect would concern himself with. Mr. Lonsbury replied that when they are selecting an architectural firm they will want to make sure they have landscape architects or are at least associated or partnered with a landscape firm.

Mr. Benson commented that he hears Mr. Christiaansen point about sustainability but he also thinks along with that there needs to be durability. He noted that they can put a lot of green things in there that are very appropriate today but will they withstand our climate over a period of many years. Mr. Christiaansen replied that's actually included by not having to replace it, it would be considered a green element. Mr. Goergen asked if that would be included in the element of sustainability. Mr. Christiaansen replied he thinks permanence is understood with the idea of a memorial.

Mr. Benson indicated that when he was in St. Paul some of the memorials did not look very good and to him it really diminishes the whole impact. Mr. Keprios asked what materials didn't look good to which Mr. Benson replied he would have to research that. Mr. Schwartz added that it just didn't have the dignity that Eden Prairie does. Mr. Goergen asked if it was part of the construction or part of the maintenance to which Mr. Benson replied that it might be a combination of the materials and craftsmanship that went into it.

Mr. Kojetin indicated that since they are talking about the elements they will also need the architect to talk to the Minnehaha Watershed District because they will be involved in this to some degree. He noted that it is their jurisdiction along the creek.

Mr. Schwartz commented that if they are talking about sustainability and giving instructions to the architect they need to keep in mind what General Schulstad said that any public monument can be defaced and vandalized. Therefore, he would strongly recommend that they use granite and that they specify to use the granite with the shiny surface and not the rough surface. He noted if someone does come with a can of spray paint, the shiny surface granite will be a lot easier to clean.

Mr. Lonsbury indicated that they've kind of veered off of sustainability in terms of what it really means. He noted that sustainability is not durability or maintenance or even the landscape ideas that were brought up. He stated that means a very specific item. Mr. Christiaansen noted that it means environmental sensitivity rather than durability. Mr. Lonsbury added that design and materials is sustainability and that does mean something to the architect. Mr. Goergen asked if the motion includes durability as part of it. Mr. Christiaansen replied that should be mentioned separately as far as

durability of the material. Mr. Lonsbury stated that durability, maintenance and all of that is a separate deal.

Mr. Goergen asked all those in favor the sustainability motion. MOTION CARRIED UNANIMOUSLY

John Lonsbury MOVED THAT PART OF THE DESIGN WOULD INCLUDE LANDSCAPE DESIGN THAT WOULD INCLUDE FLOWERS AND THOSE TYPES OF ELEMENTS. Bob Benson SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

Bob Benson MOVED THAT DURABILITY FACTORS BE CONSIDERED IN SELECTING THE MEMORIAL'S CONSTRUCTION MATERIALS AND CONSIDERING MAINTENANCE OF THE MEMORIAL. John Lonsbury SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

Mr. Keprios informed the committee that on Tuesday he brought before the Park Board the \$30,000 recommendation in the Capital Improvement Plan for the memorial. He also informed the Park Board that it is the committee's intent to put the memorial at Utley Park and noted that the Park Board did approve those recommendations. He stated that one comment that was brought up, however, is what conditions are the restrooms in and that maybe they will need to be renovated. Mr. Keprios indicated that is not something he is going to put on the shoulders of the committee but felt it was a good comment on their part.

Mr. Goergen informed the committee that they also discussed the fact that there needs to be some kind of community input. Mr. Schwartz indicated that he has been going to churches to look for information on the KIA and the response he has received has been wonderful. He noted that it occurred to him that there might be room for a standing committee down the road that would be for community participation. He indicated that he is active with the boy scouts and he knows there are community projects and also Eagle Scout projects where they could be involved such as cleaning up the park. Mr. Schwartz stated that if the response he has received from the churches is indicative then they have a real good level of support. He commented that he thinks it would be worthwhile to gather those people and have a community meeting and tell them what it is they are doing. He added that they should at least have articles in the Sun Current. Mr. Keprios replied those are some great comments, but those are more staff issues and they can do that in their adopt-a-park program. He noted that they also have a great relationship with the Edina Garden Council and really liked Mr. Kojetin's idea. Mr. Keprios stated that he receives calls from Eagle Scouts every month asking about projects, but they need to remember they are limited in what they can do, they cannot operate certain power tools, etc., but he certainly can take a look at it.

Mr. Keprios indicated that he is still not sure how they are going to go about getting public input. He's not sure if they should have an open house, give a presentation and let them be part of the planning process. The other way is this committee does all of

the planning and will ask the residents to respond whether they like it or not and that would be more of a public hearing.

### **III. EDINA COMMUNITY FOUNDATION DESIGNATED FUND AGREEMENT**

Mr. Keprios informed the committee that he wants to make sure everyone understands the fiscal partnership they have with the Edina Community Foundation. He asked them to particularly pay close attention to the following: "Contributions shall be recognized by a permanent plaque at the site that states substantially the following: *"This Veteran's Memorial is a gift to the City of Edina by the Edina Community Foundation made possible by contributions from the general public"*. Mr. Keprios stated that he doesn't have an issue with it but asked the committee if they would like to propose different language. Mr. Lonsbury asked if the Edina Foundation gets a percentage of the money they raise or only the interest that accrues on the account. Mr. Keprios replied there will be a small charge to cover whatever expenses they are going to incur from mailings and real true out-of-pocket expenses. He added there is so little earned by interest that he doesn't think that is going to cover it. Mr. Lonsbury asked what mailings they will be doing to which Mr. Keprios replied primarily thank you letters miscellaneous correspondence.

Mr. Lonsbury stated that he does have an idea for different wording if this is negotiable with the Edina Foundation, "THIS VETERAN'S MEMORIAL IS A GIFT TO THE CITY OF EDINA BY ITS CITIZENS MADE POSSIBLE THROUGH THE ASSISTANCE OF THE EDINA COMMUNITY FOUNDATION." The committee all agreed they liked it.

Mr. Goergen asked in regards to the agreement do we have to clarify what services they provide. Mr. Keprios replied that is a good question and he will ask the Foundation. He indicated that they will also need to change the names on the agreement to the Mayor, City Manager and the Edina Foundation; not the Park Director.

Mr. Goergen commented that he doesn't know if it makes much difference to this agreement but Bob Reed questions the wording of "Edina residents who died while serving in the United States Armed Forces during wartime". He noted that Mr. Reed brought up the point of what's considered legitimate death meaning combat versus an auto accident when the war was being fought in Europe. Mr. Schwartz pointed out that they already have one situation just like that. Mr. Goergen stated that they will address those at a later date. Mr. Keprios commented that he doesn't have any issue with changing the language. It should read how the committee wants it to read. The current language in the agreement is "...unincorporated association committed to honoring all Edina veterans and especially Edina residents who died while serving in the United States armed forces during wartime." Mr. Schwartz stated that he would like "died for their country in service of their country." Mr. Goergen replied that covers it if they want to include airplane accidents, traffic accidents, etc.

Mr. Kojetin stated that he would like to see what the final wording is after negotiating with the Edina Foundation before the committee approves it. Mr. Keprios indicated that

he will have the revised language at the October meeting for the committee to vote on at that time.

#### **IV. STANDING COMMITTEE REPORTS**

- A. Fundraising/Treasurer – Mr. Goergen informed the committee that Ms. Bender, Mr. Kojetin, Mr. Keprios and he recently met to formulate a basis of a fundraising plan. Once it is formalized a little bit more they will present their plan to the committee.
- B. Research (KIA) – Mr. Schwartz informed the committee that right now they have identified 14, possibly 16, KIA from WWII through the Vietnam War. He noted that Mr. Benson will be contacting the Minnesota Department of Veterans Affairs to see what they may be able to find.
- C. Marketing/Community Relations – Mr. Lonsbury informed the committee that the marketing and relations committee functions in support of fundraising and the approval process. He noted that he thinks it's important to understand that marketing isn't going to go out there and be proactive; it is going to be in support of and work closely with fundraising and also the approval process. Mr. Lonsbury stated that he anticipates heavy reliance on the city's Communications Department to actually develop the materials and things like that.

Mr. Lonsbury pointed out that this committee has three main objectives: to generate awareness of the memorial, to educate citizens and donors on benefits of the memorial and to support the request for donations. He indicated that there are three different audiences that they are going to be addressing. He noted those are the "Key Donors", they will be preparing materials and presentations to ask for key donor support. The second audience they will call "Targeted Segments" which include neighbors, service organizations, veteran groups, etc., and again can support the approval and/or fundraising effort. The third group is what they will call the "General Population" and that would be more the articles and publicity and basically just keeping the general population informed. He indicated that this is just the committee's idea of how they are thinking and trying to structure the marketing and community relations.

Mr. Schwartz asked the committee that if while they are talking to people and someone says they know of someone who was KIA try to get some basic details like name, which war, etc. He noted to just give that information then to Mr. Benson or himself. Mr. Lonsbury commented that they can certainly include that in their materials and presentations, that if people know of anyone to let them know.

MEETING ADJOURNED