

**MINUTES
OF THE REGULAR MEETING OF THE
VETERANS MEMORIAL COMMITTEE
HELD AT CITY HALL
DECEMBER 20, 2013
7:30 AM**

I. CALL TO ORDER

Chairman Olson called the meeting to order at 7:30 a.m.

II. ROLL CALL

Answering roll call were Members Benson, Christiaansen, Elliott, Kojetin, Olson, Reed, and Schwartz.

Staff in attendance: Kristin Aarsvold, Edina Park and Recreation Department.

Others in attendance: Denny Schulstad.

III. APPROVAL OF MEETING AGENDA

The agenda was approved as presented.

IV. ADOPTION OF CONSENT AGENDA

A. Approval of the November 22, 2013 Veterans Memorial Committee Meeting Minutes.

Motion by Member Schwartz and seconded by Member Benson to approve the meeting minutes from the November 22, 2013 meeting as presented.

Ayes: Benson, Christiaansen, Elliott, Kojetin, Olson, Reed, and Schwartz. Motion carried.

Member Schwartz stated that he had an opportunity to speak with Representative Erhardt and will continue to push the item at the legislative level.

V. COMMUNITY COMMENT

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

VI. STATUS OF ELLIOTT DESIGN CONTRACT

Chairman Olson reported that Member Elliott has secured his necessary insurance and the documents are almost ready for execution.

Member Elliott believed that the item is moving ahead on track.

VIII. SUB-COMMITTEE UPDATES

A. FUNDRAISING

Chairman Olson provided an update on his fundraising activities.

B. DESIGN OF MEMORIAL

Chairman Olson

i. Review of Past Committee Decisions

Mrs. Aarsvold noted that a member of City staff had put together a list of past decisions made by the Committee.

ii. Proposed Timeline

Mrs. Aarsvold noted that a draft timeline was also composed by the staff person to coincide with the estimation of time that would be needed for approval by the necessary groups.

Member Elliott confirmed that he and Member Christiaansen can work out the details within the timeline.

C. MARKETING

Chairperson Olson stated that if there are marketing pieces, they can be put into the website.

IX. NEXT STEPS

Chairman Olson confirmed that the sculptor is scheduled to attend the January Committee meeting to make a presentation.

Member Reed questioned if the Committee would be able to provide a check to secure the sculptor at that time, should that be the decision.

Member Christiaansen provided input and questions that should be followed up on with the sculptor. He wanted to ensure that there would be sufficient time to make the decision so that things are not rushed into as was the case in the past situation. He believed that perhaps there should be time to discuss the presentation after it is made before the sculptor is secured.

Member Reed noted that the presentation could occur in the beginning of the meeting, which would give the Committee time to discuss the issue during the second half of the meeting.

Member Benson confirmed that the contract and all necessary information from the sculptor could be made available prior to, or at, the January meeting.

Member Schwartz confirmed that the timeline for the eagle would be eight months for total design.

Member Elliott provided additional information on the general City contract requirements.

Member Benson noted that he and Member Reed have not yet involved Member Currie.

Member Kojetin provided an update on Watershed District activities.

Mrs. Aarsvold noted that at this point it has been decided that the Committee will move forward with only what is needed for this project so that the project timeline is not linked to another project within the City.

Chairman Olson stated that before the next meeting all Members should visit the website for the sculptor and be prepared with questions. He noted that the presentation would be made at 7:30 a.m. and the decision whether to proceed with that sculptor should occur later in that same meeting.

Member Elliott noted that once the project moves forward, it will move forward continuously and all funds should be available prior to the start date. He explained that it would be impossible to dictate the project schedule per item and funds available. He estimated that the funds be gained by May 1st in order to meet the Veteran's Day timeline.

Denny Schulstad noted that the Committee would present the item as naming rights, explaining that the idea would be that is the price for the naming rights of the flag pole and the cost for that would not simply be the cost for the item.

Member Reed questioned if the Committee is missing an opportunity for fundraising at the end of the year as there could be a tax benefit. He also questioned the status of the thank you notes.

Mrs. Aarsvold confirmed that Member Currie volunteered to send the thank you notes.

Chairman Olson stated that Member Currie left town prior to sending the notes and advised that he could pick-up some thank you cards to send out after the meeting today.

The Committee discussed possible fundraising strategies.

Member Schwartz noted that if the State bonding is gained, the Committee may not be that far off on the funds needed.

Member Elliott noted that in January he will know the pricing for the individual items. He stated that perhaps an escrow account could be started for those donors that are worried that the project may not move to completion.

Mrs. Aarsvold asked how the Committee can obtain a firm commitment from subcontractors for in-kind services.

Member Elliott noted that would be a part of the subcontractor contract that is signed.

Mrs. Aarsvold referenced Kraus Anderson and questioned how that would move along and whether Member Elliott should go along to meet with them.

Denny Schulstad stated that the co-owner of Kraus Anderson is still on board to provide in-kind donations and is waiting for the Committee to come back with details.

Mrs. Aarsvold noted that the Committee would need to discuss the decision for naming rights and whether in-kind donations would earn naming rights or whether an additional monetary donation would be needed as well.

Denny Schulstad provided examples of naming that has occurred on different projects within the Metro area.

Mrs. Aarsvold noted that beginning in February perhaps the Committee should revisit the donors who have pledged or promised a pledge to provide an update.

The Committee discussed possible donor contacts.

Chairman Olson confirmed that the sculptor will be at the January meeting and Member Elliott will keep the Committee updated on the progress of the plans. He also reviewed how the Committee will move forward on fundraising and marketing.

Denny Schulstad discussed the opportunity to sell pavers, which will engage more members of the community. He stated that the Committee must give donors a number to shoot for, rather than just asking for a donation.

Member Christiaansen stated that the Committee had previously decided not to include pavers and if the decision is made to go with that option, that would need to be discussed.

Denny Schulstad noted that you would not necessarily need to sell pavers, you could also allow names to be placed on a monument post, or something of that nature.

X. ADJOURNMENT

Meeting adjourned at 8:50 a.m.