

**MINUTES
OF THE WORK SESSION OF THE
EDINA CITY COUNCIL
HELD AT CITY HALL
MARCH 4, 2014
5:30 P.M.**

Mayor Hovland called the work session of the Edina City Council to order at 5:33 p.m.

ROLLCALL

Answering rollcall were: Members, Brindle, Sprague, Swenson and Mayor Hovland. Member Bennett entered the meeting at 5:36 p.m.

Edina City Staff attending the meeting: Jennifer Bennerotte, Communications & Technology Services Director; Annie Coyle, City Manager Fellow; Jordan Gilgenbach, Communications Coordinator; Ann Kattreh, Director of Parks and Recreation; Karen Kurt, Assistant City Manager; Debra Mangen, City Clerk; Kaylin Martin, Communications Coordinator; Chad Millner, Engineering Director; Scott Neal, City Manager; Bill Neuendorf, Economic Development Manager and Mark Nolan, Transportation Planner. Also attending was Toby Muse, Short Elliot Hendrickson, consultant.

NINE MILE CREEK REGIONAL TRAIL UPDATE

John Gunyou, Three Rivers Park District Board Chair, Jonathan Vlaming, Associate Superintendent Three Rivers Park District and Eric Nelson, Engineer Three Rivers Park District attended to present an update of the construction timetable for the Nine Mile Creek Regional Trail scheduled to be built in Edina. It was noted this was the missing link connecting Edina in all four directions and would allow someone to use a bicycle to go from Lake Minnetonka to the airport. Federal funding has been secured for the east leg through Edina (from Tracy Avenue near the High School easterly along the Creek to France Avenue/Promenade), and federal funds were anticipated for the western leg (from T.H. 169 east to Tracy). Final design and alignment will come before the City Council during the summer, followed by preliminary engineering in the fall and construction bidding in January 2015. Construction would take two seasons with the trail's expected opening in the spring of 2014. Three Rivers staff informed the Council that Jason McGrew-King would be their contact for the Edina segment of the trail.

DESTINATION MARKETING ORGANIZATION

Lori Syverson, President, Edina Chamber of Commerce and Chamber Members, Jay Abdo, Joe Arends, and Don Hutchison presented a proposal to create a Destination Marketing Organization (Explore Edina) otherwise known as a visitor's bureau in Edina to help promote Edina as a desirable destination for visitors and convention business. The Explore Edina organization would be funded by a 3% hotel occupancy tax. The Westin has indicated support for creation of such an organization but the Marriott hotel has not weighed in yet. Explore Edina would be a separate entity but would initially share space with the Edina Chamber. The Council indicated its support of such a concept.

Mayor Hovland adjourned the meeting at 6:53 p.m.

Respectfully submitted,

Minutes approved by Edina City Council, March 18, 2014.

Debra A. Mangen, City Clerk

James B. Hovland, Mayor