

**MINUTES
OF THE REGULAR MEETING OF THE
VETERANS MEMORIAL COMMITTEE
HELD AT CITY HALL
APRIL 18, 2014
7:30 AM**

I. CALL TO ORDER

Chairman Olson called the meeting to order at 7:35 am

II. ROLL CALL

Answering roll call were Members Benson, Cardarelle, Christiaansen, Crain, Currie, Elliott, Olson, Reed, and Schwartz.

Members Absent: Member Kojetin.

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

Others in attendance: None.

III. APPROVAL OF MEETING AGENDA

The agenda was approved as presented.

IV. ADOPTION OF CONSENT AGENDA

A. Approval of the March 21, 2014 Veterans Memorial Committee Meeting Minutes.

Schwartz referenced a motion that he made and advised that Member Kojetin was the second for that motion.

Motion by Member Reed and seconded by Member Cardarelle to approve the meeting minutes from the March 21, 2014 meeting as amended.

Ayes: Benson, Cardarelle, Christiaansen, Crain, Currie, Elliott, Olson, Reed, and Schwartz. Motion carried.

V. COMMUNITY COMMENT

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

VI. UPDATE ON MEMORIAL SCULPTURE

Member Benson advised of an upcoming date for the local Edina television station to shoot footage that could be used for publicity purposes.

Member Reed explained that the sculpture will be completed in phases and the television station is willing to shoot the different stages.

Chair Olson noted that perhaps when the Members are at the sculptor they could take some still photos as well.

VII. OVERALL DESIGN DISCUSSION

Member Elliott referenced the bonding bill and advised that the City Council has to see proof of full funding available before approval to move forward will be given. He reviewed the proposed timeline for construction to begin, should all the items fall into line for the funding.

Chairman Olson confirmed that \$225,000 was requested in the bonding bill. He stated that the Committee will either get the funds or will not through the bonding but advised that he has heard positive comments and the request is moving along. He reviewed the funds raised thus far.

Member Elliott noted that if the bonding is not received the Committee would need to raise an additional \$125,000 before construction could begin. He also referred to the design elements and noted that originally the Committee had planned specific types of recognition for large donors but advised that only one large donor has come forward. He questioned the type of recognition that smaller donors would receive. He wanted to ensure that the recognition of donors was well thought out and planned in order to be fair and consistent.

Member Reed noted that there is sufficient space on the pillars that could be used to engrave names of donors and advised that larger donors could be identified with different types, and/or size, of font. He did not want to see engraving on too many items as he believed that would take away from the aesthetic.

Member Crain stated that one pillar could have company names, as in those that provide in-kind services, and another pillar could be used to recognize resident donors. He stated that if someone wished to sponsor a bench, engraving could occur on the bench for that donor.

Member Elliott explained that he would just want to ensure fairness for those that donated.

Member Currie stated that perhaps an online living book could be created to recognize the donors. He advised that the donors could be recognized on gold, silver, and bronze levels.

Chairman Olson stated that prior to the next meeting he will draft a proposed policy for the naming rights and donor recognition.

Member Elliott believed that the Committee should further consider the criteria of the donations that will provide the naming rights. He advised that currently the naming right for a bench is set at \$50,000, which may be too high.

Member Crain did not believe that the cost should be lowered less than \$10,000 for the naming rights for the bench.

Member Christiaansen stated that perhaps the donors on the list should be contacted to determine if they would be interested in naming rights.

Member Elliott referenced the design for the medallions and advised that at the previous meeting, five services were proposed for recognition, there was discussion on whether to include the Merchant Marine. Member Elliott asked for clarification.

Member Schwartz stated that he initially pushed to include the Merchant Marine but explained that during WWII that section became a part of the Navy and therefore are recognized. He advised that the Committee did vote not to include the Merchant Marine separately as they become a part of the Navy during times of war.

Motion by Member Reed and seconded by Member Benson to reconfirm inclusion of five service insignia including the Army, Navy, Marines, Coast Guard, and Air Force.

Ayes: Benson, Cardarelle, Christiaansen, Crain, Currie, Elliott, Olson, Reed, and Schwartz. Motion carried.

Member Elliott stated that he has been working with the Watershed and believed that a site visit will occur the following week, weather permitting. He advised that notification of residents within 600 feet of the project site will need to occur.

Member Cardarelle noted that he has been providing contact information for Member Elliott to the in-kind vendors.

VIII. FUNDRAISING

Chairman Olson provided an update on recent fundraising contacts and efforts. He noted that once the in-kind donations are determined the final amount needed for fundraising will be better known.

Member Currie again referenced the idea of a website that could be used to create a living website that could recognize donors. He explained that donors could have the ability to post a story about their loved one they donated in memory of.

Member Benson questioned the cost to create and manage a website.

Ms. Aarsvold stated that perhaps this would be the time to speak with the Edina Community Foundation to determine how they could help with a website. She noted that she could also speak with the City Communications Department.

The Committee also discussed possible fundraising leads.

Member Elliott confirmed that if the construction begins in July there should not be a problem completing the project this year. He explained that construction cannot begin before the funds are secured. He also advised that Dick Crockett would like to speak about the project at the July 3rd Veteran's dinner.

IX. MARKETING

No report.

X. ADJOURNMENT

Meeting adjourned at 8:30 a.m.