

**MINUTES
OF THE MEETING OF THE
EDINA NEIGHBORHOOD IDENTIFICATION STEERING COMMITTEE
SENIOR CENTER – FIRESIDE ROOM
WEDNESDAY, SEPTEMBER 12, 2012
6:30 P.M.**

I. CALL TO ORDER

Chair Melton called the meeting to order at 6:39 p.m.

II. ROLL CALL

Present were: Members Dick Brozic, Bruce Carlson, Bright Dornblaser, Laura Ericksen, Rob Erickson, Paula Harter, Bob Miller, Bob Moore, Gene Persha, and Chair Hope Melton.

III. INTRODUCTORY REMARKS

Chair Melton explained the Name Your Neighborhood meetings are just the first stage in a multi-stage iterative process. The Steering Committee was charged by the City Council to come up with broad comprehensive neighborhood participation. She noted there have been many and will be future opportunities for the public to add comments. Chair Melton commended the Mayor and City Council for opening the naming of neighborhood boundaries to the public. She noted all know Edina is an excellent community so the intent is not to address or fix a problem but, rather, to build on strengths of the community to be better equipped to meet the challenges of the future.

Chair Melton introduced the Neighborhood Identification Steering Committee Members.

IV. POWERPOINT PRESENTATION

Chair Melton provided a PowerPoint presentation describing the Committee's objective, agenda, and benefits of defining neighborhood communities.

V. MAP REVIEW & PUBLIC COMMENT

Members described the boundaries of each quadrant: southeast; northeast; southwest; and, northwest.

Member Brozic reviewed the public input process and invited all to make comment and offer suggestions.

The public comment opened at 7:13 p.m.

Public Comment

Garry Wessner, 6662 Scandia Road, Creek Valley area, southwest quadrant, stated that he understands the civic intent but he lives in a self-contained area with no throughways. His neighborhood started in the 1960s as the Valley Estates Subdivision comprised of 80 homes. Mr. Wessner stated they have an informal association, hold block parties, and have an e-mail distribution list. He suggested organizing neighborhood boundaries around natural boundaries that already exist. He also suggested splitting or consolidating East Creek Valley and West Creek Valley into something more natural that respects geographic boundaries.

Mr. Joslyn, 6718 Indian Hills Road, southwest quadrant, suggested the Committee look at Minneapolis neighborhoods, which has raised controversy and problems.

Tracy Holten, 5416 Kellogg Avenue, northeast quadrant, stated she is perplexed because two boundary options had been given for feedback but the map presented tonight shows the division on 54th Street, which is not a natural divider. Ms. Holten asked why this new map had not been presented previously so residents could provide input.

Minutes/Edina Neighborhood Identification Steer Committee/September 12, 2012

Jane Fuegner, 5225 Kellogg Avenue, northeast quadrant, stated several options were presented at the last meeting and one was using 54th Street as the dividing line, as shown on the map presented tonight. She stated her support to use 54th Street because it is a natural line and been utilized in the past. Ms. Fuegner stated in the past they had joined with people across the creek but they are a different precinct.

Brad Johnson, 6705 Southcrest, Woodhill, southeast quadrant, suggested combining Woodhill and Lake Cornelia since Lake Cornelia is the natural feature of the neighborhood and the name "Woodhill" has no significance.

John Everett, 5600 Park Place, northeast quadrant, stated he is looking at it from a different perspective than his specific neighborhood. He is looking at the "big picture" in how this process came about. Mr. Everett stated he is a Realtor in Edina and described how certain areas had been defined by Realtors. He stated he is perplexed, as a real estate agent, about this process because people are paying a premium for specific neighborhoods and those neighborhoods were named by real estate agents. Mr. Everett opined that Realtors will have nothing to do with the new neighborhood names.

Barbara Whalen, 5301 Kellogg Avenue, northeast quadrant, stated she sees no good reason why Edina is trying to name neighborhoods. She stated there seems to be lots of opportunity to provide input on neighborhood names, but not on whether residents wanted neighborhoods named to begin with. Ms. Whalen stated she finds this to be an imposed process that does not serve a purpose, noting interaction can be done in a myriad of other ways. She pointed out that some issues cross neighborhood lines and she finds this process to be a "make work project."

Janice Joslyn, 6718 Indian Hills Road, southwest quadrant, agreed there is no good reason for naming neighborhoods and she wanted Indian Hills to be left alone. She stated Indian Hills is just as sacrosanct as other neighborhoods (i.e., Countryside, Morningside). Ms. Joslyn stated Indian Hills has been well defined, prior to 1964, and by this time fits the requirements of a trade name. She stated she does not think Indian Hills deserves this kind of treatment, noting that 5/6ths of Indian Hills' residents do not know this is happening. She felt it should be placed on the referendum.

Susan Clark, 5812 West 61st Street, Countyside, northwest quadrant, asked why the "stub" that includes the Killarney Neighborhood is included in Parkwood Knolls instead of being in Countryside.

Sandy Fox, 5801 W. 68th Street, southwest quadrant, suggested the piece of land on the eastern side of Creek Valley should be within The Heights neighborhood. She also suggested The Heights be changed to Valley View Heights.

Elizabeth Bellas, 6016 Beard Avenue S., northeast quadrant, stated she had lived in Seattle for 15 years where they had general neighborhoods that were not civically defined. She stated she supports this process because it is nice to be able to say where you live and it gives you a sense of area. Ms. Bellas noted she lives in an area that is "tacked on" so it will be nice to have it defined instead of just saying "60th and Beard." She suggested further discussion on the boundary between Chowen Park and Strachauer Park and stated she likes dividing it at 60th because it is a natural boundary.

Connie Carrino, 4509 Garrison Lane, northeast quadrant, stated she was not sure how she felt about formal definition but if it results in more communication, then maybe it will help so all, including Indian Hills, will know about it sooner.

Susan Khatri, 5005 Richmond Drive, northwest quadrant, stated she likes this project and suggested that all neighborhood names be easy to pronounce.

Minutes/Edina Neighborhood Identification Steer Committee/September 12, 2012

Dan Atkins, 6812 Chapel Hill, stated he thinks this is a great process and has spurred a lot of activity. He noted that the "Chapel Hill" signs had been up for a long time so that may add some confusion.

Marie Erickson, southeast quadrant, stated she finds these meeting to be crafted to give an allusion to accept public comment but she thinks the decision has already been made. She raised several questions including who is funding this process, which she found to create divisiveness, and what companies or businesses are behind this project.

Maria Holtmeier, 5816 Beard Avenue S., northeast quadrant, stated she likes this process, noting it allows residents to find out information about their neighborhood and brings neighborhoods together in the process.

Richard Griffith, 7009 Comanche Court, southwest quadrant, stated he likes the process and giving neighborhoods names. He noted his neighborhood did not have a name and now it is Indian Trails.

Elizabeth Bellas, 6016 Beard Avenue S., northeast quadrant, pointed out that at the first meeting nothing was predetermined and residents were given blank maps. She stated she does not understand the idea that anything had been predetermined.

Tom LaForce, 5901 Tingdale Avenue, northwest quadrant, stated he lives by Tingdale Park, had suggested the neighborhood name of Birchcrest Park, and was happy it had been changed to that name. Mr. LaForce thanked the Committee for being responsive to his suggestion.

Susan Khatri, 5005 Richmond Drive, northwest quadrant, stated she came to the first meeting when there were blank maps and a lot of brainstorming took place followed by evolution based on input. She stated she likes the name Melody Lake because it is a geographic feature and the railroad track is a natural dividing line. Ms. Khatri stated she has found this process to be open and transparent, noting there have been articles in the *Edina Sun Star*, on the Edina City website, and a great effort has been made to publicize the process.

Philip Dugan, 6324 Parnell Avenue, southeast quadrant, stated he has lived by the Edina Art Center on Parnell Avenue for 48 years and not had a neighborhood name. He stated he thought this process was a silly idea several months ago when it was first raised but now thinks it is kind of cute. Mr. Dugan stated he was thinking about the name Eastwood but now it is called Woodhill and he can live with that.

An unidentified resident asked if the City planned to support neighborhood development with signage or other ways to create visual understanding of the neighborhoods. Chair Melton explained that will be part of the second stage that will start in January when the City develops policy in regard to neighborhoods.

Chris Holtmeier, 5816 Beard Avenue S., northeast quadrant, stated he has enjoyed the process and noticed it is already working. He explained his daughter, Maria Holtmeier who spoke previously, wanted more input from their neighborhood so she sent an e-mail to contact 40 families to get additional input for the Committee.

Jodie Bernarde, 5553 York Avenue S., northeast quadrant, stated she also canvassed her neighborhood, which was called Harriet Lawn on the original plat. Ms. Bernarde stated she likes Chowen Park better than Edina East. She suggested using the creek as the natural boundary on the north side. She also suggested putting the northwest corner of the park in Minnehaha Woods.

The public comment closed at 7:41 p.m.

Minutes/Edina Neighborhood Identification Steer Committee/September 12, 2012

Member Brozic thanked all for their comment. He described the Committee's next steps and avenues for the public to provide additional input.

Members summarized public comments received at tonight's meeting.

In response to a resident's question, Member Miller described the evolution of Minneapolis neighborhoods and how it has raised resident's awareness and desire to improve their neighborhoods.

VI. ADJOURNMENT

The meeting adjourned at 7:55 p.m.

Respectfully submitted,

Hope Melton, Chair