

Edina Neighborhood Identification Steering Committee
Edina City Hall – Community Room
Wednesday, September 26, 2012 – 6:30 PM

Members Present: Brozic, Carlson, Ericksen, Harter, Janovy, Moore, Persha and Chair Melton

Staff Present: Karen Kurt, Assistant City Manager; Susan Howl, Executive Assistant; and Ari Klugman, Administration Intern

I. MOTION by Member Brozic to approve the NISC minutes of September 5, 2012, was seconded by Member Moore.

Ayes: Brozic, Carlson, Ericksen, Harter, Janovy, Melton, Moore and Persha

MOTION CARRIED.

MOTION by Member Brozic to approve the Community-Wide meeting minutes of September 12, 2012, was seconded by Member Harter.

Ayes: Brozic, Carlson, Ericksen, Harter, Janovy, Melton, Moore and Persha

MOTION CARRIED.

II. Debrief September 12th Final Community Meeting

A. What went well:

- PowerPoint presentation
- Committee Members' handling of the comments
- People were generally positive.
- Maria Holtmeier, a student, spoke with admiration about the process and was a breath of fresh air. Administration Intern Klugman shared that Maria's name will be submitted to the Communications Department to be acknowledged as an *Edina Hometown Hero* on the website.
- The quadrant map leaders did an excellent job reporting to the audience.
- Everyone had a chance to speak.

B. Improvements:

- What is the best way to react to an angry person?
- People indicated that a number of residents had not heard anything about the initiative.
- Evaluate methods of publicity.
- Citizen participation is necessary for success, as it provides opportunities at the neighborhood level.
- Low attendance is just proof that the City is trying to improve participation through neighborhoods.
- We need to continue to justify why we are doing this.
- Perhaps there should have been one additional "touch point" going out to each home.
- At the last two events, it was new to half of the attendees. It is important to share the PowerPoint at each meeting.
- The outreach efforts that were made should be documented and prominently communicated.
- Question: How many people have signed up to get neighborhood information from the City?

III. Identify Areas Still Under Debate

A. Northeast Quadrant

- Strachauer Park: Member Persha will research the history of this name.
- Greater Country Club: Leave it as is.
- A completely blank map left for people to carve out their own neighborhoods would produce a much greater and wider distribution of neighborhood communities than those currently identified.

- Assistant Manager Kurt shared that there will be flexibility for the neighborhoods themselves to change their names.

MOTION by Member Janovy to change the neighborhood name “Lake Harvey” to “Golf Terrace” was seconded by Member Persha.

Ayes: Brozic, Carlson, Ericksen, Harter, Janovy, Melton, Moore and Persha

MOTION CARRIED.

B. Southeast Quadrant

- “Woodhill” is a developer’s name.
- Questions and concerns were raised about the names “South Cornelia” versus “Cornelia.”

MOTION by Member Brozic to incorporate “Woodhill” with “Lake Cornelia” was seconded by Member Harter.

Ayes: Brozic, Carlson, Ericksen, Harter, Janovy, Melton, Moore and Persha

MOTION CARRIED.

C. Southwest Quadrant

The following options were identified for the quadrant and will be mocked up for parcel counts:

1. Leave as is.
2. Move “Florida” into “Normandale Park,” move the “triangle” into “The Heights” and combine the remaining “Creek Valley” area with “Braemar Hills” to create a new neighborhood called “Gleason Hills.”
3. Move “Florida” into “Normandale Park” and leave the remaining areas as “Creek Valley”.
4. Leave “Creek Valley” as its own neighborhood, moving the triangle into “The Heights” and “Florida” into “Normandale Park.”

Consider the names “Normandale Hills” and “Valley View Heights.”

D. Northwest Quadrant

- Another option for the “Presidents” neighborhood name is “Alden Park.”
- Name options for “Londonderry” and “Killarney”: Walnut Ridge, Viking Hills, Krahl Hill, Lincoln Creek and Bredesen Park.
- It was noted that three straggler parcels along Vernon need to be incorporated into the “Fox Meadow” neighborhood.

MOTION by Member Brozic to use the east side of “Bredesen Park” as the west boundary of “Countryside,” and “Bredesen Park” and the area known as “Killarney” to be incorporated into what is now called “Londonderry” was seconded by Member Persha.

Ayes: Brozic, Carlson, Ericksen, Harter, Janovy, Melton, Moore and Persha

MOTION CARRIED.

IV. Report: to be handed off to the City Council on December 4th

A. Brainstorm session

- One hour and 45 minutes will be allotted to the Committee for the presentation to City Council.
- The PowerPoint could be presented first and also included within the report.
- The report will guide the meeting.
- The matrix could be used, breaking down neighborhoods with the quadrants.
- Report what the Committee heard from the community and how it arrived at the initiative’s conclusion.
- How many map revisions were there?
- Start off with the charge and appointment process, describe the committee’s schedule and summarize the procedure that was followed.

- Attach an appendix with comments and the PointPoint.

B. Structure

1. Council Charge = Who We Are
 - Appointment of Members
 - Members' location within the City
 - Members' schedule of meetings
2. Committee Outreach/Process = How
 - Designated time frame
 - Citizen participation
 - Format/tools
 - Publicity
3. Decision-Making Process = What
 - Started with blank maps as tools to process information
 - Fluidity of maps
 - Reiterative
 - Criteria developed
4. Appendix
 - Residents' comments
 - Copies of PPT's
 - Table of neighborhood size
 - Publicity plan
 - Copies of articles

C. Recommendations

- City-wide map first with description and stats
- Maps by quadrant with a matrix for each
- Be descriptive with names and boundaries.

D. Assignments:

Draft Report- Member Harter will coordinate the efforts to produce the report. Her draft will be ready to review at the October 10th NISC meeting.

Boundary Matrix- Member Carlson will do a mock-up of the matrix format to be used as an example for each quadrant. Intern Klugman will send out a template for each of the quadrants and Member Carlson's example. Quadrant leaders will then attempt to fill out their quadrants for review at the October 10th NISC meeting.

Quadrant leaders-

NW Member Carlson
SW Member Erickson
NE Ericksen and Janovy
SE Moore

Draft Policies- At the October 24th NISC meeting, staff will present City draft neighborhood policies for review and discussion.

Additional Map of all existing- Member Moore will create a map showing all the neighborhoods that could exist and will present it to the Committee early in November.

V. Adjournment

There being no further business, the NISC meeting of September 26, 2012, was adjourned at 8:35 PM.