

Edina Neighborhood Identification Steering Committee
Edina Senior Center
Wednesday, September 5, 2012 – 6:30 PM

Members Present: Brozic, Carlson, Dornblaser, Ericksen, Harter, Janovy, Miller, 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 Carlson to approve the NISC minutes of August 22, 2012, was seconded by Member Brozic.

**Ayes: Brozic, Carlson, Dornblaser, Ericksen, Harter, Janovy, Melton, Miller, Moore and Persha
MOTION CARRIED.**

II. Preparation for Final Community Meeting on September 12th

- A. The PowerPoint presentation was reviewed. The addition of the word “community” was discussed, introducing the concept of “neighborhood community” as a defined boundary.
- It was suggested that the existing neighborhood associations be added to the slides.
 - Neighborhood associations will not be grandfathered in.
 - The goal of the presentation is to have people think about expanding their areas.
 - The PowerPoint will provide visual images to help people retain what is being shared.
 - Proper nomenclature is essential for identified boundaries.
 - There was discussion regarding keeping the maps of Bloomington, IN, and St. Louis Park in the PowerPoint presentation. When viewing these maps, it is important to emphasize the differences between them for clearer understanding.

MOTION by Member Persha to approve the words “Neighborhood Communities” throughout the PowerPoint presentation was seconded by Chair Melton.

**Ayes: Brozic, Carlson, Dornblaser, Ericksen, Harter, Janovy, Melton, Miller, Moore and Persha
MOTION CARRIED.**

MOTION by Member Dornblaser to keep the maps of Bloomington, IN, and St. Louis Park in the PowerPoint presentation was seconded by Member Moore.

**Ayes: Brozic, Carlson, Dornblaser, Ericksen, Harter, Janovy, Melton, Miller, Moore and Persha
MOTION CARRIED.**

- B. The meeting format was reviewed, and the facilitation of feedback was discussed.
- At the sign-in table, each attendee will receive an 8.5 by 11-inch map of the City with the newly-defined neighborhood communities. Larger maps of each quadrant and the City as a whole will be displayed on easels in two areas, and a series will also be posted on the wall of closet doors.
 - The room will be set up with chairs for the community and tables at the front for the Committee Members.
 - Chair Melton and Member Brozic will present the PowerPoint.
 - There will be a one-minute review of each quadrant map: NE, Member Dornblaser; SE, Member Moore; NW, Member Carlson; and SW, Member Harter.
 - Comments will be taken at the end of the presentations. The comment cards will be made available for later communication and will have the City’s web address.
 - After the wrap-up summary, the Committee Members will answer the questions to the best of their ability and acknowledge all comments.

III. Practice Run for September 12th and Debrief

After each Committee Member reviewed his/her respective quadrant map, comments were made and suggestions shared:

- Report the number of communities in the quadrant.
- Explain how high density played a role in boundary definition.
- Emphasize that the goal of the meeting is to gather input for the final plan going before the City Council.
- There will be the need for a timekeeper, and Chair Melton volunteered for the position.
- Keep in mind the need to stay focused on the evening's purpose and schedule: introducing the general themes, moving into the quadrant themes, and wrapping up with a summary and a time for questions, concerns and response by Committee Members.
- Be prepared for a two-way debate and be quick to say "Thank you. Your question/concern has been noted and will be taken into consideration."
- Emphasize that their comment cards can be returned to City Hall up through mid-October.

IV. September 12th Gathering and September 26th NISC Meeting

- Committee Members must arrive at the Senior Center on September 12th no later than 6 PM.
- The next regular meeting of NISC will be September 26th, 6:30 PM, in the Community Room of City Hall.

The 9-5-12 meeting was adjourned at 8:45 PM.