

**AGENDA**  
**CITY OF EDINA, MINNESOTA**  
**EDINA VETERANS MEMORIAL COMMITTEE**  
**COMMUNITY ROOM (*Upstairs*)**  
**FRIDAY, OCTOBER 19, 2012**  
**7:30 A.M.**

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MEETING AGENDA

IV. ADOPTION OF CONSENT AGENDA

A. Approval of the June 15, 2012 Veterans Memorial Committee Meeting Minutes.

V. COMMUNITY COMMENT

*During "Community Comment," the Edina Veterans Memorial Committee will invite residents to share relevant issues or concerns. Individuals must limit their comments to **three minutes**. The Chair may limit the number of speakers on the same issue in the interest of time and topic. Generally speaking, items that are elsewhere on the agenda may not be addressed during Community Comment. Individuals should not expect the Chair or Committee Members to respond to their comments at the meeting. Instead, the Committee might refer the matter to staff for consideration at a future meeting.*

VI. STANDING COMMITTEE REPORTS

A. FUNDRAISING/TREASURER

1. Donation balance at Edina Foundation
2. Review presentations previously made to potential substantial donors. Follow up communications to those who did not contribute
3. Status of contacts by Richard Olson and Denny Schulstad to potential donors. Plan for making presentations to these individuals
4. Contacts with other potential donors (not personally known by Schulstad or any member of the committee)
5. Expanding fundraising efforts beyond substantial donors to businesses located/based in Edina
6. Expand efforts to Edina community in general
7. Consider utilizing a professional fundraising organization. Costs involved
8. Other fundraising ideas

## B. MARKETING/COMMUNITY RELATIONS

1. Utilization of brochures prepared by John Lonsbury and Communications Department
2. Provide article on memorial prepared by Marshall Schwartz to Edina publications/newspaper
3. Marketing ideas in conjunction with Veterans Day (November 11, 2012)
4. Other marketing ideas

## C. RESEARCH (KIAs)

## D. DESIGN/ARCHITECTURE

## VII. ADJOURNMENT

*The City of Edina wants all residents to be comfortable being part of the public process. If you need assistance in the way of hearing amplification, an interpreter, large-print documents or something else, please call 952-927-8861 72 hours in advance of the meeting.*