

# REPORT / RECOMMENDATION



**To:** MAYOR & COUNCIL

**Agenda Item #:** IX. A.

**From:** Debra Mangen  
City Clerk

**Date:** February 18, 2014

**Subject:** Correspondence

**Action**   
**Discussion**   
**Information**

**Action Requested:**

No action is necessary.

**Attachment:**

Attached is correspondence received since the last Council meeting.

Deb Mangen

---

**From:** Ann Kattreh  
**Sent:** Tuesday, February 11, 2014 2:02 PM  
**To:** Janet Canton; Frank Petrovic  
**Subject:** FW: braemar

Another



**Ann Kattreh, Parks & Recreation Director**

952-826-0430 | Fax 952-826-0385

[AKattreh@EdinaMN.gov](mailto:AKattreh@EdinaMN.gov) | [www.EdinaMN.gov](http://www.EdinaMN.gov)

...For Living, Learning, Raising Families & Doing Business

---

**From:** Bob Hursh [<mailto:bobhursh@hotmail.com>]  
**Sent:** Tuesday, February 11, 2014 1:49 PM  
**To:** Ann Kattreh  
**Subject:** braemar

some golf thoughts...

i've lived in edina for 28 years...played fred richards 3 or 4 times...have no problem with its closure.

i played more than 30 rounds at braemar last year. i'm really looking forward to driving range improvements.

i'm a little concerned that fee increases will be used to cover a large amount of the projected 2015 - 2020 shortfall. the 2013 senior patron rate at braemar was \$29.00 and \$15.00 additional for a cart. better deals were out there last year for seniors [for example, \$29 at stonebrook on weekdays - cart included, \$25 at tartan park on weekdays + \$16 more for a cart, \$40 at edinburgh usa with cart on Mondays].

Deb Mangen

---

**From:** Ann Kattreh  
**Sent:** Tuesday, February 11, 2014 2:01 PM  
**To:** Janet Canton; Frank Petrovic  
**Subject:** FW: BRAEMAR GOLF

another



**Ann Kattreh, Parks & Recreation Director**

952-826-0430 | Fax 952-826-0385

[AKattreh@EdinaMN.gov](mailto:AKattreh@EdinaMN.gov) | [www.EdinaMN.gov](http://www.EdinaMN.gov)

...For Living, Learning, Raising Families & Doing Business

---

**From:** [SJGLBG@aol.com](mailto:SJGLBG@aol.com) [<mailto:SJGLBG@aol.com>]

**Sent:** Tuesday, February 11, 2014 1:50 PM

**To:** Ann Kattreh

**Subject:** BRAEMAR GOLF

We have noted all of the discussion about Braemar Golf course and the possibility of closing Fred Richards due to losing money the last year or two.

Don't feel that 2013 is the best example as the weather played a large factor in the availability of both courses due to weather conditions, something that affected most every course in the greater Twin Cities area.

Fred Richards is best suited to Seniors and the youngsters learning to play the game and it seems ashamed to consider closing such an ideal facility. We would hope that the council will reconsider and keep this wonder facility open for years to come.

Scott & LaVonne Garoutte  
6105 Abbott Ave. So  
Edina 55410  
952.920-0853

Deb Mangen

---

**From:** Ann Kattreh  
**Sent:** Tuesday, February 11, 2014 1:10 PM  
**To:** Janet Canton; Frank Petrovic  
**Subject:** FW: Braemar Thoughts

Another



**Ann Kattreh, Parks & Recreation Director**

952-826-0430 | Fax 952-826-0385

[AKattreh@EdinaMN.gov](mailto:AKattreh@EdinaMN.gov) | [www.EdinaMN.gov](http://www.EdinaMN.gov)

...For Living, Learning, Raising Families & Doing Business

**From:** Jerry Knoblauch [<mailto:jknoblauch999@gmail.com>]  
**Sent:** Tuesday, February 11, 2014 12:10 PM  
**To:** Ann Kattreh  
**Subject:** Braemar Thoughts

I have been an Edina resident for 25 years and enjoy Braemar. Some quick thoughts and ideas.

- I know something has to change.
- Fred Richards is not important to me, but consider leasing it out to a professional golf management company or a well qualified local group or association. This would provide revenue. If Fred has any chance of turning around, it would take higher rates, a patron card system, and a charity similar to the Braemar Memorial Fund to fund minor improvements. I have seen the zeal of the Save the Fred group, and it is possible they will rise to the occasion and turn it around. I would vote no, do something else for Edina youth.
- Holes 19-27, the 3rd nine. Retain this nine. Reasons
  - a) you can market that it give a 50% more chance for a last minute tee time or walk-in opportunity
  - b) the leagues should be asked to rotate use of that nine
  - c) move the Monday AM senior leagues to the executive course - pace of play issues
  - d) you can raise costs for an 18 that includes 1-9 (the premium holes)
  - e) the incremental cost of maintaining that 9 cannot be that great
  - f) this nine should be required on scrambles, this would allow others to play a nine that is not so challenging.
- I feel the executive course should have one (albeit short) par 4 to retain exec course status.
- Speedy play will attract golfers.
  - a) business card sized handouts by starter with 4-5 tips on speedy play. This would include cooperation with ranger who has the right to warn a group and advance a group to the next tee box with adj scores of par plus handicap on the hold not finished.
- Marketing needs to the group low in demographics, such as the 25-40 age group. It needs to market the "New Braemer" and provide reasons that warrant the "new" title.
- Prime time golf needs higher rates.
- Rewards program rewards the regulars, who would play without the reward. Change incentives to encourage non-regulars, I leave it to others to determine what works.
- Course Customer Service. It is great, and always has been very professional. There was talk that other Edina programs did not have good customer service, but Braemar is exceptional.
- CROSS COUNTRY SKIING - have you ever considered setting this up for the winter? I know snow is iffy these days. Perhaps this can be outsourced, or run with existing personnel. It offers a great layout.

- RESTAURANT - not likely to be like a country club restaurant, but does need to try. When the special is the "Scotty Special" which is a burger, fries and a beverage, something has to change. Allow cell phone orders from holes 9, 18, and 27 with a dedicated phone number and a brief menu posted at the hole.

I probably have more ideas, but this is what I could come up with on short notice.

--

Jerry Knoblauch  
[JKnoblauch999@GMail.com](mailto:JKnoblauch999@GMail.com)

Deb Mangen

---

**From:** Ann Kattreh  
**Sent:** Tuesday, February 11, 2014 10:44 AM  
**To:** Janet Canton; Frank Petrovic  
**Subject:** FW: Keep Fred Richardson Open!!

Another....



**Ann Kattreh, Parks & Recreation Director**

952-826-0430 | Fax 952-826-0385

[AKattreh@EdinaMN.gov](mailto:AKattreh@EdinaMN.gov) | [www.EdinaMN.gov](http://www.EdinaMN.gov)

...For Living, Learning, Raising Families & Doing Business

**From:** Virginia Sweeny [<mailto:virginia.sweeny@gmail.com>]  
**Sent:** Tuesday, February 11, 2014 10:22 AM  
**To:** Ann Kattreh  
**Subject:** Keep Fred Richardson Open!!

It's a unique venue for non-threatening golf that is simply not available elsewhere. There are courses like Braemar everywhere, but the Fred is a gem where kids and adults can play who wouldn't play at all except for this venue.

Since Edina residents are providing the funds, it's much more important to preserve this unique learning opportunity than to support another ordinary course. For increased revenue, raise the non-resident rates at Braemar.

Most sincerely,

Fred Sweeny & Virginia Sweeny  
7129 Gleason Road  
Edina 55439

**Deb Mangen**

---

**From:** Ann Kattreh  
**Sent:** Tuesday, February 11, 2014 10:28 AM  
**To:** Janet Canton; Frank Petrovic  
**Subject:** FW: Braemar

Please include....

Ann Kattreh, Parks & Recreation Director  
952-826-0430 | Fax 952-826-0385  
[AKattreh@EdinaMN.gov](mailto:AKattreh@EdinaMN.gov) | [www.EdinaMN.gov](http://www.EdinaMN.gov)  
...For Living, Learning, Raising Families & Doing Business

-----Original Message-----

From: KAREN STRAND [<mailto:strandbrown@msn.com>]  
Sent: Tuesday, February 11, 2014 10:07 AM  
To: Ann Kattreh  
Subject: Braemar

I agree with the City Plan.

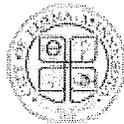
Dave Brown  
Sent from my iPad

Deb Mangen

---

**From:** Ann Kattreh  
**Sent:** Tuesday, February 11, 2014 10:21 AM  
**To:** Janet Canton; Frank Petrovic  
**Subject:** FW: Fred Richards

Please include in Park Board and Council packets



**Ann Kattreh, Parks & Recreation Director**

952-826-0430 | Fax 952-826-0385

[AKattreh@EdinaMN.gov](mailto:AKattreh@EdinaMN.gov) | [www.EdinaMN.gov](http://www.EdinaMN.gov)

...For Living, Learning, Raising Families & Doing Business

---

**From:** [ricksandynelson@g.com](mailto:ricksandynelson@g.com) [<mailto:ricksandynelson@g.com>]

**Sent:** Tuesday, February 11, 2014 9:28 AM

**To:** Ann Kattreh

**Subject:** Fred Richards

This golf course provides a much needed service to the young and old citizens of Edina. I don't care if it breaks even or even loses money. Please think of the people of Edina and I firmly believe you can improve Braemar and keep Fred Richards open.

Richard Nelson

5204 Danens Drive

Deb Mangen

---

**From:** Ann Kattreh  
**Sent:** Tuesday, February 11, 2014 10:20 AM  
**To:** Janet Canton; Frank Petrovic  
**Subject:** FW: Braemar

Please include in Council and Park Board packets.



**Ann Kattreh, Parks & Recreation Director**

952-826-0430 | Fax 952-826-0385

[AKattreh@EdinaMN.gov](mailto:AKattreh@EdinaMN.gov) | [www.EdinaMN.gov](http://www.EdinaMN.gov)

...For Living, Learning, Raising Families & Doing Business

**From:** Dan Brunsvold [<mailto:dpb5401@aol.com>]  
**Sent:** Tuesday, February 11, 2014 9:33 AM  
**To:** Ann Kattreh  
**Cc:** [eljlord@aol.com](mailto:eljlord@aol.com); [bobteese@msn.com](mailto:bobteese@msn.com)  
**Subject:** Braemar

Ann

As a member of the Braemar Men's Club and Edina resident I strongly support the improvements to the golf course and practice area. While I am discouraged that this would require closing Fred Richards, and terminating employees; the course and practice area need serious attention. I would hope that the city would find employment for the three employees!

We (20+ golfers) play courses within 25 miles of Braemar....the vast majority are in better shape and less green fees. As residents of Edina...we find this perplexing, at the minimum. The practice area would be rated even lower!

As a final note; I would hope that the city administration is dealing with the closing of Fred Richards with all the facts "on the table".

Respectfully;

Dan Brunsvold  
5401 Chantrey Rd.

Deb Mangen

---

**From:** DENA <dtortorelis@comcast.net>  
**Sent:** Tuesday, February 11, 2014 9:23 AM  
**To:** jonibennett12@comcast.net; Edina Mail; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com  
**Subject:** Save Fred Richards

Dear Council Members,

As a resident of Edina for 11 years I am asking that you **not** close Fred Richard golf course. My children, now ages 12, 15, 17, enjoy the course as do myself and my husband on occasion. Our backyard butts up the the course and it is so beautiful and relaxing to look at and enjoy. We need more open spaces and green areas to keep the air clean and make Edina more than just a bunch of houses and shops.

It may not be a money maker but it brings so much to life in Edina! I think there is much that could be done to even make it more profitable to even just break even.

Does everything have to be a money maker? Are all the parks money makers?

Please allow Fred Richards golf course to stay as it is!!

Dena Tortorelis  
7441 West Shore Drive

**Deb Mangen**

---

**From:** Sandra Carlson <sandrew12@aol.com>  
**Sent:** Tuesday, February 11, 2014 9:05 AM  
**To:** Edina Mail  
**Subject:** Fred Richards Golf Course Idea

Dear Edina City Council,

I have been following the idea of closing the Fred Richards Golf Course. I think it is a good idea if the land is used properly. What we really need in the greater Southdale Area are affordable town houses that have one-level living. Coventry has been a very successful development. However, there are just a few townhouses in that development that offer one-level living.

Many of us would love to sell our homes and stay in the area. There just aren't any good one-level living options available. This would be a win-win for the area. It wouldn't add a lot of additional traffic on France Avenue and would provide a great option for those of us who would like to sell our homes and stay in the area. Right now, Eden Prairie is our best option for these types of townhouses.

Please consider this idea as you move forward on looking at closing Fred Richards. I believe it could receive a very strong reception from Edina residents.

Very Respectfully,  
Sandy Carlson

4433 Ellsworth Drive  
Edina, MN 55435  
(952) 926-0545

**From:** Pat Manion <pmanion@originalmktg.com>  
**Sent:** Tuesday, February 11, 2014 8:06 AM  
**To:** jonibennett12@comcast.net; Edina Mail; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com  
**Subject:** Braemar Golf operation

**Good Morning,**

As a matter of public record I have taken a “few dollars” off of Mayor Hovland on Braemar Golf Course. Of course, I suppose a lot of residents could say that. For the record, I no longer play golf at Fred Richards or Braemar. My 3 son’s sometimes do. I did attend the Golf Course operation meeting that was presented by Scott Neal. Observations// solutions are as follows:

- Agreed that golf course rounds are down and so are revenues. Has anyone { staff, who are these people. They were referred to at least 20 times during the meeting } looked at the horrible weather and the fact the golf dome has been down for two years?
- Have you all read this weekend’s Star Tribune article on Keller Golf Course ? You could certainly substitute Braemar Golf in the article. Yes, the club house and course and range are VERY tired. The current band aid solution is NOT the correct solution.
- The majority of you { not Joni Bennett } just passed a 13 Million dollar bond to pay for outdoor hockey, soccer dome etc. I am ALL for that even though our 3 son’s are almost out of Edina.
- Why don’t all of you put up another 13M bond { put it to vote and I believe it will pass } to upgrade the entire City of Edina Golf Operations. We were told the 13M bond was only cost \$60 per household. Another \$60 per household would pass with flying colors.
- With 500 acres to work with and 13M to proceed the City could build a brand new clubhouse ,driving range and redesign the golf course to bring it all up to the 2014 standards and beyond.
- All of the leagues and youth would move over to Fred and the architect could use all of acreage at Braemar to build a world class golf experience. It could be the best public venue in the state if you do it right.
- There is no need to close Fred { yes, it does make money } unless of course the City has already cut a deal with Hillcrest Development.
- Edina CC just completed a 3.5 M course renovation. Because of this there is currently a waiting list to join and the rounds are up . Braemar would be the same scenario.

Do not close Fred. Move all leagues young and old over there. Tune up a “tired” Braemar Golf Course, driving range and clubhouse. Take it to the citizens of Edina to vote!!!

**Patrick Manion**  
**6121 Crescent Dr.**  
Edina ,MN.55436

**Cell:** 612-750-4017  
**Phone:** 952-941-2530  
**Fax:** 952-941-6566

Deb Mangen

---

**From:** Paul and Cathy Kibbe <pc-kibbe@comcast.net>  
**Sent:** Monday, February 10, 2014 9:44 PM  
**To:** Edina Mail  
**Cc:** jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com; Ann Kattreh  
**Subject:** Edina Golf Courses

City Leadership,

I am writing to express my concern that recommendations by the City Manager and the Park Board regarding changes to the "Golf Enterprise" will negatively impact the City of Edina.

As a resident of Edina I support correcting any mismanagement that has occurred in the "Golf Enterprise". I do not support the lack of problem solving evidenced by poorly conceived solutions and incomplete plans. These were evident in the recommendations presented at Braemar Club House on the night of January 30<sup>th</sup>. In one example the presenters were asked what the cost to "repurpose" Fred Richards would be upon its closure. No costs were considered nor included. I would not be pleased to see that level of thought in my son's homework. It was shocking to see it in a recommendation for a major decision such as this.

I feel strongly that Fred Richards Golf Course has much to offer and view a recommendation to close it as a "punt". The two least intelligent solutions that could have been proposed are "Do nothing" and "Close it". Why was "Close Fred Richards" the first recommendation made in the presentation? It did not have the greatest impact on profit and loss. Nor was it first alphabetically.

As a proud holder of both a Patron Card and a punch pass (used entirely at Fred Richards) this summer you might label me "Biased". I have brought friends and family from other communities to play at Braemar and at The Fred. I am the father of a 15 year-old who plays in the Junior Golf League at Braemar on Fridays and at the Fred throughout the week. My 11 year-old is just getting into the game and plays Fred Richards. Rather than "Biased" think of me as your target "Resident Customer".

Just what is the problem statement? The City cannot accept this as a solution to eliminate \$115,000 per year operating loss. As our leadership you must reject this proposal and insist that "Golf Enterprise" leadership provide a solution without the collateral damage to home values (i.e.. tax base), a degradation to the quality of life for residents (11,500 residents under 18 plus many seniors) and the loss of an amenity for residents and businesses in southeast Edina.

Sincerely,

Paul Kibbe  
4900 Poppy Lane  
Edina

**Deb Mangen**

---

**From:** Helen Wood <hjwood\_md@yahoo.com>  
**Sent:** Monday, February 10, 2014 8:29 PM  
**To:** joshsprague@edinarealty.com; swensonann1@gmail.com  
**Cc:** Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast)  
**Subject:** Save the Fred!

Dear City Council Members,

I urge you to Save the Fred!

I have personally golfed there with my family many times, enjoying the easy tee-time access and reasonable greens fees. You shouldn't have to join a country club to golf in edina!!

Please SAVE THE FRED!

- Helen and Jeff Wood (Edina Resident since 1976) Edina, MN

Deb Mangen

---

**From:** Gary Thacher <gthacher@identitymn.com>  
**Sent:** Monday, February 10, 2014 7:25 AM  
**To:** Edina Mail  
**Subject:** Braemar Golf Enterprises

To: Edina City Council

I have played my golf at Braemar since 1986. I have been a patron card holder and men's club member, 24 man team member and 8 man senior team member since that time. In the past I have played 40-50 rounds of golf each summer. The majority played at Braemar.

The economic downturn affected my disposable income so I focused on playing my Saturday morning golf at Braemar over the past couple of years. I have seen Braemar at its best condition (Wally McCarthy Tournament) and at its average. I am aware of the effort by the grounds crew to prepare the course each day and it is appreciated. The challenge is both from an economic and commitment standpoint. Consistency in course conditioning in all aspects of the course is paramount. Although none greater than the green complex; greens, traps and mowing around the green complexes.

In 2013 I began to play all my weekday golf at other courses which provided improved greens conditions so the ability to chip, 1 putt and save par had a greater probability of happening. In 2013 I did not renew my men's club card because I wanted greater flexibility to play courses that met my criteria; appreciate my playing their course and excellent green complexes.

For 2014 I will again renew my patron card for Braemar. I intend to play at Braemar but will also play other courses. I know the challenges facing The City Council but believe the Wally McCarthy Tournament conditioning proved that the agronomy conditions at Braemar allows the course to be up to the challenge as we develop a master plan of much needed improvements in the coming years. The old saying is still true; "If you improve it they will come".

Today's financial situation for both consumer and City place a premium on being both prudent and selective on allocating entertainment dollar resources. I for one will continue to follow my passion for golf, I just don't know where my allegiances fall at this point.

Best to you as you deal with the challenges.

Regards,

Gary R. Thacher  
6901 Southdale Road  
Edina, MN 55435  
952-926-6401 (Home)

**Deb Mangen**

---

**From:** Rosemary <jjellen341@aol.com>  
**Sent:** Monday, February 10, 2014 7:35 AM  
**To:** Edina Mail  
**Cc:** Sandra Nelson; Catherine Schoffman; Diane Botz; Sharon; Dick and Bonnie England; Bonnie McGrath  
**Subject:** Why close Fred Richards?

City Council Members and Park Board Members:

Please provide financial details for this year's \$485,000 golf course debt, "going forward" to quote Scott Neal from his recent meeting. We all know that the golf course fund has always needed yearly subsidies from the municipal liquor fund traditionally of \$100,000 or less. Neither of the city's reports to Moody anticipated an increase in this subsidy amount and certainly not of \$400,00 or more. (And, at the same time, we also know the city's income has and will continue to increase markedly thanks to increased median home values and added commercial and multiple housing revenue sources.) So, why the plan put forward to close Fred Richards?

Rosemary Jellen

Sent from my iPad

Deb Mangen

---

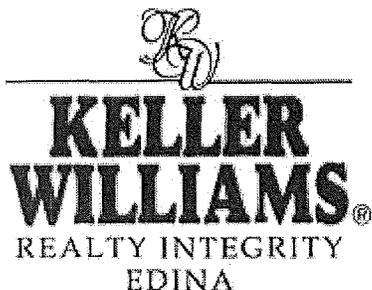
**From:** Brent <Brent@REALTYGUY.NET>  
**Sent:** Monday, February 10, 2014 9:47 AM  
**To:** swensonann1@gmail.com; joshsprague@edinarealty.com; Mary Brindle (Comcast); jonibennett12@comcast.net; Edina Mail  
**Subject:** Fred Richards Golf course

Mayor Hovland and Council members,

I wish to voice my support in saving the Fred Richards golf course. It is a wonderful gem in the midst of our city. If it is under-utilized it is only because it is under-marketed. It is the perfect course for families to teach their children golf, a wonderful short course for those who are on a "time-budget" or are no longer to walk a long course anymore.

I could go on, but know that you are all busy people... thank you for your time and attention.

**Brent Johnson,**  
*Realty Guy!*  
Keller Williams Realty, Integrity Edina  
952-358-9688, direct  
612-298-5000, cell  
952-358-9588, fax  
[BrentJohnson@KW.com](mailto:BrentJohnson@KW.com)



Deb Mangen

---

**From:** WILLIAM Lucas <wclucas@msn.com>  
**Sent:** Monday, February 10, 2014 10:24 AM  
**To:** Edina Mail  
**Subject:** Braemar Golf Course

To the Mayor and Members of the City Council,

I am writing to share my thoughts about the staff proposal regarding the city's golf courses.

The idea of improving the facilities is certainly a good one, but one part of the staff proposal would definitely not be an improvement; that is the elimination of the two par four holes of the Braemar executive course, thereby converting the executive course to a par three course. This, together with the closing of the Fred Richards course, would mean we would no longer have any executive course in Edina. My grandsons and I play the Braemar executive course regularly but we would not be interested in continuing to play there if it was only a par three course.

I understand that the staff feels that the existing driving range is inadequate and should be enlarged to allow for longer practice shots, but this doesn't necessarily mean that the two par four holes of the executive course have to be eliminated. I would like to see further exploration of alternatives that would keep the executive course an executive course with the existing two par four holes, possibly by using some of the area that lies just to the west of the present hole number 4. Also, possibly the impact on the course resulting from modifying the driving range could be lessened somewhat by erecting a landscaped fence barrier at the north end of the driving range instead of lengthening the range to the extent proposed by the staff.

Thank you for considering these ideas.

Bill Lucas  
7456 Cahill Road  
Edina, MN 55439-2728

952-944-8267

Deb Mangen

---

**From:** Ann Kattreh  
**Sent:** Monday, February 10, 2014 1:26 PM  
**To:** Frank Petrovic; Janet Canton  
**Subject:** FW: Pro Braemar Comments  
**Attachments:** Braemar A.xlsx; ATT00001.htm

Hi Frank and Janet,  
Would you please include this in the Park Board and City Council information as requested?  
Thank you!!



**Ann Kattreh, Parks & Recreation Director**

952-826-0430 | Fax 952-826-0385

[AKattreh@EdinaMN.gov](mailto:AKattreh@EdinaMN.gov) | [www.EdinaMN.gov](http://www.EdinaMN.gov)

...For Living, Learning, Raising Families & Doing Business

---

**From:** Eugene Nord [<mailto:eljlord@aol.com>]  
**Sent:** Monday, February 10, 2014 1:01 PM  
**To:** Ann Kattreh  
**Cc:** Todd Anderson  
**Subject:** Pro Braemar Comments

Dear Ann,

After analyzing the Edina Sun published data of the rounds played at The Braemar Golf enterprise from 2003 through 2013, I am now in total agreement with you and Scott that Fred Richards, under the current economic circumstances, be closed and that all golf activity be played at the Braemar facility. I sympathize with those that play Fred Richards, and how much it means to them, but they need to look at and understand the big picture.

Looking at my attachment, which in columns 5 and 6, compares F.R. to the total rounds, F.R. has declined the most every year compared to the other three venues Braemar 18, Braemar 9, and Braemar exec. Looking at it from an economical view, not only does F.R. lag behind the others, it generates less revenue per player. Those at F.R. do not utilize the driving range, the pro shop, or the grill at Braemar. And, more than likely, since many players are young and older players prefer to walk, the usage of carts per player is less.

In a perfect world, I would like to see Fred Richards, even if closed, remain in a position to reopen in a golf format if and when new concepts like Hack golf become a reality. F.R. would be a perfect setting for concepts of this nature and would not compete with the Braemar complex, and could conceivably be a self-sustaining entity.

The closing of Fred Richards and investing monies into The Braemar Complex is important now, and more important for the future of Braemar.

Ann, please forward this to Scott as well as to those on the Park Board and Council Members.

Gene Nord

6425 Nordic Circle

Edina, 55439

# Braemar Golf Enterprise

## Rounds in % of Decline

<u>Year</u>	<u>Braemar 18</u>	<u>Braemar 9</u>	<u>Braemar Exec</u>	<u>Fred Richards</u>	<u>Total Rounds</u>
2003	41,106	27,943	26,587	28,134	123,770
2008	34,534	30,212	22,038	25,875	112,663
2009	36,590	32,408	22,856	25,965	117,819
2010	32,106	28,738	18,578	21,965	101,387
2011	32,464	27,603	16,631	19,073	95,771
2012	29,570	29,948	17,617	19,361	96,496
2013	23,814	24,404	15,377	15,934	79,529

<u>Year</u>	<u>Braemar 18</u>	<u>Braemar 9</u>	<u>Braemar Exec</u>	<u>Fred Richards</u>	<u>Total Rounds</u>
2003 vs 2013	42.07%	12.67%	42.16%	43.36%	35.74%
2008 vs 2013	31.04%	19.22%	30.23%	38.42%	29.41%
2009 vs 2013	34.92%	24.70%	32.72%	38.63%	32.50%
2010 vs 2013	25.83%	15.08%	17.23%	27.46%	21.56%
2011 vs 2013	26.64%	11.59%	7.54%	16.46%	16.96%

<u>Year</u>	<u>Braemar 18</u>	<u>Braemar 9</u>	<u>Braemar Exec</u>	<u>Fred Richards</u>	<u>Total Rounds</u>
2003 vs 2012	28.06%	-7.18%	33.74%	31.18%	22.04%
2008 vs 2012	14.37%	0.87%	20.06%	25.17%	14.35%
2009 vs 2012	19.19%	7.59%	22.92%	25.43%	18.10%
2010 vs 2012	7.90%	-4.21%	5.17%	11.86%	4.82%
2011 vs 2012	8.91%	-8.50%	-5.93%	-1.51%	-0.76%

**From:** Heather Logan <hlogan8@hotmail.com>  
**Sent:** Monday, February 10, 2014 1:57 PM  
**To:** Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com  
**Subject:** Fwd: Letter - Keep Fred Richards Golf Course Open

To Edina Mayor Hovland and City Council members Bennett, Brindle, Sprague, and Swenson:

We are writing this regarding the proposal to close the Fred Richards Golf Course. This letter is testimony to our deep concern about what appears to be a pre-ordained decision to close the course notwithstanding the negative impacts of this action on the property values in the Lake Edina area of the city.

As described in the public presentation of the golf course plans, the plans themselves appear to have numerous logical holes. Many of these merit further discussion and review. Some of these are:

- The greens fees at both courses are unreasonably low. We will pay double the fees if the course is to remain open. Others at the public meeting made similar statements. Has the City made a study of usage versus green fees for the Fred Richards course? If not, why not?
- The comment was made at the plan disclosure meeting that the Fred Richard course operated on a cash-positive basis in 2012. The operating losses are therefore based on cost allocations which should be examined by the City Council to see if they are reasonable. Based on this one fact alone, it appears the closing of the Fred Richards course may be motivated by some other agenda.
- If there is another agenda for the course "repurposment", even though nothing has technically been prepared or presented to the City Council for approval, this agenda should be divulged to the community before the decision to close the course is made.
- Why has the City staff rebuffed all neighbor meetings as this plan was being developed? According to published reports in The Star Tribune and elsewhere, the development community has met with the City Manager and others of the staff multiple times over the past year regarding the use of this property. Is this dichotomy appropriate?
- Why is the City Council meeting one month after the first public disclosure on the plan without providing the neighbors sufficient time to prepare an alternate suggestion?
- The Staff makes the point that closing the Fred Richards course and outsourcing concessions at Braemar will result in improved customer service. Customer service at the Fred Richards course is now excellent. Outsourcing may improve the revenue stream at Braemar, but that has nothing to do with customer service nor with the economic viability of the Fred Richards course.
- Why is the issue of closing the Fred Richards course necessarily part of the decisions being made regarding the Braemar course? Is this because the funds to be received by the City to "repurpose" the Fred Richards course will subsidize the Braemar improvements? If so, shouldn't that be disclosed at this time? Notwithstanding this, shouldn't these two decisions be made separately?

- Should the decision to close the Fred Richards course be subject to an Environmental Impact Study? If not, why not?
- Should the closing of the Fred Richards course be considered a "taking" under the City powers? Should that not therefore merit compensation to the affected neighbors?

We look forward to hearing the City's answers to these questions.

Heather and Karl Bracken

**Deb Mangen**

---

**From:** Joseph Hulbert <hulbert0089@gmail.com>  
**Sent:** Monday, February 10, 2014 3:54 PM  
**To:** Edina Mail  
**Cc:** Jim Hovland; Mary Brindle (Comcast); swensonann1@gmail.com; Joni Bennett; Josh Sprague  
**Subject:** Overdue Braemar Golf Changes

Please forward to Park Board and Council...

When I served on the Park Board as chair, my focus was to get the city to pay attention to the management of their enterprise facilities. Braemar golf operations is our largest one. Braemar Golf Course was once a proud, respected public golf course. Over the past 30 years it rested on its reputation and was passed by years ago. In the past 18-24 months Edina City Hall has undergone change with a new City Manager in Scott Neal and Parks Director Ann Kattreh. I'm excited for our community as they expect a higher standard of excellence. Already you can see some of the changes that have occurred with Edinborough Park's financial turnaround and the facelift at Braemar Arena.

They have proposed changes to our golf operations and are looking for our facility managers to run their businesses like a business.

I'm a lifelong golfer and lover of the game. One of the proposals is a tough pill to swallow but entirely in the best interest of golf in Edina. Sadly golf rounds have declined over the past 20 years and more golf courses close every year then open. We here in Edina have 45 holes of public golf and I can't think of a city nearby that comes close. We essentially have exclusive access to the the majority of the city's park acreage as a niche user group. I'm here to report that the trend nationwide for this is waning, particularly when the enterprise is losing close to a half million dollars annually. My biggest fear was that under past city management practices at some point in the future the entire golf operation would be at risk.

So emotion aside, lets look at what we have. The original 18 is a design that many people see the hidden potential in, it needs work though. The tees, bunkers, cart paths, design cohesion along with various other items are long overdue. The driving range, which is their only predicable money maker is an embarrassment and should have been redone 20 years ago. The next generation of golfers (juniors) have been unable to play at the course. The past policy has been that juniors had to be 10 to play the executive and 12 to play on the regulation course. I have lost track of the stories of friends that have been turned away because the son/daughter was to young. The Wilds or Mpls. golf welcomed us. This is changing.

The clubhouse is an add on, add on dysfunctional building. The food and beverage operation loses a captive audience daily to other locations. What other courses do you have to wait in line to order food, walk back up to retrieve food if you ever heard your name called and then bus your tables. Its terrible.

So what is being proposed?

**Expand marketing**

**Improve customer service**

**Modify pricing and discounts**

**Invest in improvements at Braemar**

The city is proposing to upgrade the facilities. One of which is a new expanded driving range. It is the operation that makes money and helps their instructors lead by Joe Gruepner that are actually bringing in the next generation of Jr. golfers.

**Bring in a 3rd party food and beverage operator** that will undoubtedly recognize the incredible location and lack of competition. Have a food and beverage service that would drive you to come to Braemar for the food as a restaurant option.

**Close Fred Richards.** This is the BIG issue here. I live 100 yards from Fred Richards. My son and I play at Fred Richards weekly and selfishly would miss the ability to walk to a course. Our community's needs and demands have changed. We did have lacrosse/ flag football/ultimate frisbee leagues 20 years ago. THE biggest change we have see is the growth in participation of GIRLS sports. We now have a unmet demand for "multi purpose athletic fields". We simply do not have enough fields to satisfy all the associations and they have to turn some kids away. So if the utilization of Fred Richards golf is around 40% and it can be met at Braemar, our community at large is best served with the change. It would also eliminate much of the duplication of equipment etc. Yes, it would then lose money as a typical park, but we as a community do not hold publicly accessible parks to cost recovery standards. There is no expectation that a swing set in the park is going to do anything other than cost money. I have not idea of what a "repurposed" Fred Richards would look like. But if we could add even one field and build something with community involvement its worth exploring. The residents of the Cornelia need to be involved and assured that plans are for something GREAT and SAFE. It will always remain a park, but perhaps something we can all use.

I believe City Council and city staff are tired of average and want higher standards from our park system that we can all be proud of. The path of least resistance would be to continue past failing practices and do nothing.

Please help restore Braemar Golf to its past standards of excellence. I understand that this is not an easy decision and one that I struggled with for a while. We have a community who's needs have changed and its difficult sometimes to come to terms with. If we are going to take from golf I would like to see something given back which I'm comfortable the city is committed to doing for Braemar Golf. If we are taking a use away from a neighborhood, I have seen how this city sincerely works to give something great back. I'm expecting no less this time.

Thanks for reading,

Joseph Hulbert

7507 West Shore Drive

**Deb Mangen**

---

**From:** Ken Potts <KPotts@mcgough.com>  
**Sent:** Sunday, February 09, 2014 11:13 AM  
**To:** Edina Mail  
**Cc:** Heather Beal (constellationcreate@comcast.net); karstenpotts@gmail.com  
**Subject:** Worksession follow up

Edina City Council Members,

I am writing with follow up comments to the residential redevelopment discussion at the Work Session on February 3, 2014.

Good information was presented, Section 411 has improved City processes, and staff is doing a better job overseeing residential construction in the spirit of the City Code. There remain many more areas where ongoing improvements can be made, in particular with the review process of permit submissions and Code enforcement.

I cite here just two examples here of code violations relative to one jobsite at 4238 Crocker Ave. There have been several others I would like to share along with what could be improved regulatory practices. This is in the spirit of suggesting process improvements to Council.

1. Ross Bintner referred to a soil import threshold of 50 cubic yards as being a trigger for increased Watershed District oversight. At 4238 Crocker Ave, the builder, Refined, listed a quantity of 50 cubic yards of fill in the Permit Application, then imported more than 250 yards. We called this to the attention of the City and the Watershed District. To our knowledge no enforcement has taken place nor penalty been imposed. Damage to the adjacent property has already been significant; future impacts to stormwater drainage patterns are unknown.
2. Plans submitted by the builder, Refined, to the City include violation of the side yard setback (relative to building wall height). The plans were reviewed and approved for construction rather than being required to go through the variance process. Final resolution remains uncertain as updated submissions do not contain sufficient information per the City's own Site Plan requirements; yet staff stated they intend to issue a Temporary Certificate of Occupancy.

The resulting impact to both public and private property is significantly detrimental. I am offering to make a presentation to Council of how the errors, and false and misleading information on the permit documents could have been identified prior to the start of construction. The permit documents at 4238 Crocker Ave contained violations to the City of Edina Code, the State of Minnesota Code and the International Residential Code. I am prepared to present these in an objective and factual manner for review by Council.

Thank you,  
Ken Potts

**Deb Mangen**

---

**From:** Podaly Jay <podalyjay@gmail.com>  
**Sent:** Sunday, February 09, 2014 10:38 PM  
**To:** Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com  
**Subject:** PLEASE SAVE FRED

It is a mistake to close the Fred Richards course. Many children, including our own, learn to play golf there.

February 9, 2014

Dear Ms. Kattreh:

This is about your desire to close Fred Richards golf course. This as I understand it, is solely about saving money. The fact that it is now subsidized and will require additional money for the foreseeable future is not disputed. The amount such as \$200,000 to restabilize the soil and the irrigation system maintenance is debatable, but that is for a different discussion.

My analysis of the dollar savings stops after a few minutes because the cost, bonds, maintenance, etc., for the future use of the property is a complete unknown. I assume it will be a park. Parks require an initial investment, as well as subsequent yearly maintenance costs.

I appreciate that drafting and providing a detailed plan could be a poor investment in light of the fact it may never happen. Given that we agree on that, then maybe we can agree on a premise in which extreme design concepts on either end of the spectrum (least to most) can be estimated with broad cost dollar figures. What I mean is, the "least" being leaving the land almost as is, with only paths, picnic areas, and the remainder mowable grass; and, the "most" being a Centennial Park-type design with an enhanced walled pond, and/or ballparks, miniature golf, and other imaginative features. Conduct a brainstorming session with just a few people and the list will be pages long. I just thought of vegetable garden? Yes, it is a guess, but with your park people having many years of experience, I would judge the estimate to be one of a good educated guess. In business, myself, being a minor real estate developer and employed for 30+ years as a mechanical development engineer involved with design needed to push the state of the art in computers, such educated estimates are a requirement of any new design initiative, and these estimates are most often exceeded, but being so, the projects can be funded accordingly.

I know knowing such estimates delays your project on the decision to close Fred Richards or give it a go ahead. But, in your cost analysis, please remember, parks do not pay for themselves.

On another subject, but related, is the Pentagon Office area redesign. I am guessing they will be affected in a major way depending on the decision taken on Fred Richards. My bet is that a decision for a park would be favored by a wide margin. This is not a criticism in any way or form, but I know their design looks better with a park adjacent to their property. I assume they are pushing for a decision, or they should. Given the PR, you will not detect a bias in favor of a park.

On the assumption that Fred Richards will become a park, I wish to voice a concern. My home is the last on Kellogg next to the cul de sac. Please do not extend Kellogg into the park area. Heavy traffic on my street will be the result. It will be bad enough that it is a dead end, and cars will park in the cul de sac on Kellogg Avenue. Done! Sorry so long.

Sincerely,



A. G. Lowell  
7505 Kellogg Avenue South  
Edina, MN 55435  
952-927-5773

**Deb Mangen**

---

**From:** cdemoslaw@aol.com  
**Sent:** Monday, February 10, 2014 6:39 PM  
**To:** Deb Mangen  
**Subject:** Fred Richards Golf Course--Please forward to the Mayor and the members of the City Council

**Follow Up Flag:** Flag for follow up  
**Flag Status:** Flagged

To the Mayor of Edina, and the Edina City Council:

I am writing regarding the future of the Fred Richards Golf Course.

I am very concerned about the proposal to close the golf course, and even more concerned that the city leaders appear (and have also stated as such) to be in favor of this plan despite an overwhelming response from the citizens of Edina AGAINST closing the golf course. There is NOT a groundswell of support for closure from the citizens, and in fact there is great frustration among the citizens that the city leaders do not appear to regard the wishes of the citizens.

Please remember that the citizens have elected its officials and leaders to lead. This does not mean that the citizens want to be outside the process, or that they want to give up their voice. In fact, we elect our leaders to carry out our wishes, and to carry out the business of the city.

It is clear to the citizens that there is vast support by the city council for closing the golf course; and this is in direct conflict with the wishes of the citizens. This golf course is one of the various amenities of Edina which makes Edina special. It has broad support among the young and the old, girls and boys, women and men.

The plan presented by the City Manager appears to be a "pet project" of his, as well as certain members of the city council; and of the developer involved with this proposal. Whether it is something that the City Manager and city council want, the citizens' wishes must have greater weight.

I am deeply concerned that, in spite of the articulate and reasonable wishes of the citizens, that the city council appears eager to vote to close the golf course, in the face of great opposition from the very people to whom they are responsible.

I also find it very interesting that this particular issue, and the City of Edina's apparent position to close the Fred Richards Golf Course in spite of great opposition from the citizens/voters has brought together and united citizens that are Democrats, Independents and Republicans. This is something which the city council and Mayor should take into consideration in looking at this issue and making their decision. This is not just one neighborhood's issue. This is now the issue of a vast cross-section of the citizens; and they are not happy that their wishes are not being respected. This is our city. It is up to the citizens to determine whether they want this golf course to survive. The citizens want Fred Richards Golf Course to continue operating.

Please look carefully at this issue once more; and please listen carefully to your citizens. Please vote FOR keeping Fred Richards Golf Course open; and AGAINST its closing.

Respectfully submitted,

Christine Moe  
Edina, Minnesota

Deb Mangen

---

**From:** Wayne Vander Vort <wvandervort@isurtec.com>  
**Sent:** Friday, February 07, 2014 1:48 PM  
**To:** Edina Mail  
**Cc:** jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com  
**Subject:** Fred Richards Golf Course.  
**Attachments:** The New York Times\_ A Return to the Nine-Hole Round\_May 9 2013.pdf

**Importance:** High

Friday, February 7, 2014

Honorable James Hovland  
Mayor of City of Edina  
City of Edina  
4801 West 50<sup>th</sup> Street  
Edina, MN 55424

Dear Mayor Hovland:

I am 77 years old and have been a resident of Edina for fifty four years. I have raised six children in Edina and all have graduated from Edina High School. I have fifteen grandchildren and twelve live in Edina. This is the first time in fifty four years I have written to any public official of Edina expressing my concern regarding a major community issue/decision under consideration by the City Council.

First, I thank you for attending the Public Hearing last week conducted by City Manager, Scott Neal. However, I am deeply disappointed that other members of the City Council failed to attend, or did not consider it important or worth their time to attend. The good news is you heard many concerned citizens expressing their opposition in the proposed closing of the Fred Richards Golf Course ("FR").

You have undoubtedly received or will receive countless emails, phone calls, voice message, petitions opposing the closing of ("FR"). For the record, I am totally opposed closing FR.

I respectfully submit the following comments, thoughts and recommendations.

- ❖ I am and have been a Braemar Golf Patron. I play FR on a regular basis as well as the Braemar Executive and Braemar 18. I play FR with my adult children, daughter in law and now have the opportunity and privilege teaching and playing with my young grandchildren at FR. In addition, a neighborhood men's group ("Gilford Golf Guys") have a standing tee time each week at FR. I also play other public and private course in MN and AZ. I am also a member of Edina Country Club.
- ❖ FR provides a unique opportunity for a variety of golfers. The demographics of FR "users" seem to be divided among (i) young players, (ii) senior citizens, (iii) league play, et cetera. The topography (flat) of FR is attractive to these users, whereas the Braemar Executive topography (hilly) is not appealing for many of the younger players, senior citizens and league players. Contrary to staff's assumptions, I challenge whether even twenty (20%) percent of current users of FR will transfer over to Braemar. Furthermore, if the Braemar Executive is converted

to a Par 3, as proposed, there may be less transferring over to the proposed Par 3. I have personally spoken with the chairperson of one large lady leagues at FR and was told they would not transfer to Braemar but rather play at Hyland Green Golf Course in Bloomington, MN. [Comment: to my knowledge staff has not interviewed any of the leagues playing at FR to ascertain if they would transfer over to Braemar, yet Staff's assumption is > 50% would transfer.] It should also be noted that FR is a course where young girls and boys can begin learning to play golf. The Edina Boys' Head Golf Coach, Phil Finanger, stated at the Public Hearing, "Fred Richards would be missed, as many pointed out at the meeting, by the youth of Edina... many boys and girls get their start there before moving to the big courses." I do not believe the staff took into consideration the fact that, the Edina student demographics are projected to increase between 2014 and 2019, per the Edina School Administration demographic study/report, thus more young girls and boys can start learning to play golf at FR.

- ❖ The P.G.A. of America and the United States Golf Association are strongly advocating and promoting "A Return to the Nine-Hole Round". An article is attached for your reading and information. The reasons are obvious with the limited time for active and very busy golfers and the cost in playing eighteen holes. Why would the Parks and Recreation Department ("P & R") recommend closing FR when the current trend is to market and promote "Return to the Nine-Hole Round". The P & R is going in the opposite direction and swimming against the tide, which makes no sense whatsoever.
- ❖ Why is this decision on such a "fast track", i.e. within a four or five week period? This "fast track" approach makes no sense whatsoever and creates suspicious motives by our elected officials and the administrative staff of Edina. The "fast track" approach can only lead to such speculation. Many are asking what has been committed by the City to the developers (Hillcrest) for the redevelopment of Pentagon Park with respect to FR. Many citizens question whether there has been full and complete disclosure by the City regarding the redevelopment of Pentagon Park. Has there been full transparency how FR inter plays with the Pentagon redevelopment project? Fr, properly maintained, would be a great asset for both Edina and the redevelopment of the Pentagon Park Project.
- ❖ Since FR will be open for play throughout 2014, I strongly recommend deferring any decision by the City Council for at least 90-180 days. What is the hurry? During this time period concerned citizens for Saving Fred Richards can submit its own written recommendations to the City Council with an alternative plan and financial model. There are many extremely competent and talented citizens willing to become a part of this process, including highly qualified and competent professionals in finance, accounting, law, marketing, advertising, management positions, investment bankers, restaurant business/management, golfing, et cetera. As mentioned at the recent Public Hearing, there are countless citizens of Edina have a "C" after their names willing to work on a constructive alternative proposal for saving FR from being closed. There should be no fear of the City Council or staff, if an alternative model can be presented making more sense than the current proposal for closing FR by staff. Open disagreement and debate is wonderful in our democracy and normally leads to a better ultimate decision than only one proposal and no opportunity for presenting alternatives.
- ❖ I am confident an alternative proposal for saving FR by the friends of Save FR Action will be constructive and a sound financial model. It would be helpful for you as Mayor to request the P & R Staff and other administrative staff members to work with the Save FR Action Committee in a collaborative manner striving towards what is best for the entire Edina community, today and for the future.

- ❖ For the record, I am in total agreement with several proposed changes made by staff regarding the Edina municipal golf operations, to-wit:
  - Additional investments in various improvements at Braemar, i.e. (i) renovation of the driving range as proposed; (ii) converting the Braemar Executive course into a Par 3 course; (iii) modifying the existing price/fee structure; (iv) outsource the grill and restaurant operations of the club house, *[if possible, provided it is on a net, net, net basis to the lessee/third party operator]*; (v) greatly expand marketing and visibility of all the Braemar Golf Enterprise Units (including FR)
- ❖ I have read the Executive Summary, City of Edina Golf System, Strategic Outlook and Analysis, prepared by NGF Consulting, Jupiter, FL, dated August 2011 ("NGF Report") . I also read the Matt Fulton Consulting Report of 2013 ("Fulton Report"). It is abundantly clear the NGF Report does not recommend the closing of FR and opines retaining FR with minimum costs/expenses for improvements. It is apparent the Fulton Report was biased from the beginning and perhaps was directed to reach the conclusion in closing FR. The Fulton Report was not of the same caliber as the NGF Report nor was the consultant of the Fulton Report qualified or recognized as a nationally golf course consultant. The NGF Report stated in part, *"...The ultimate goal of this project is to create a formal business plan for the city golf courses that will put the system on a path toward long-term stability and sustainably."* From the start, the Fulton Report was to conclude with closing FR.
- ❖ Finally, I respectfully submit the Save FR Action Committee can and will prepare and provide the City Council with an alternative financial model, wherein FR can continue operating in the future and the other recommendations of staff pertaining to improvements to the Braemar Golf Enterprise Units can also be accomplished. These two goals can be achieved together without excluding the other. However, the City Council needs to "stay" or defer any further action on closing FR for 90-180 days for an alternative financial model to be prepared and submitted by the Save FR Action Committee. I believe this is a reasonable and thoughtful request.

I therefore respectfully submit your favorable consideration in deferring any City Council action on the closing of FR for 90-180 days, during which an ad hoc committee of Save Fred Richards will interact with the administration of Edina and submit a counter financial model establishing FR can be a break even as a unit within the Braemar Golf Enterprise. I am confident such a model can be designed.

Thank you.

Respectfully,

Wayne

Wayne A. Vander Vort  
4525 Gilford Drive  
Edina, MN 55435.  
Cell: (612)-597-3038  
E-mail: [wwandervort@comcast.net](mailto:wwandervort@comcast.net)

**The New York Times**

May 5, 2013

# A Return to the Nine-Hole Round

By **BILL PENNINGTON**

Less than 30 years ago, nearly half of the golf courses in America had nine holes. There was no stigma to that number. The nine-hole golf round was as common as a slice off the first tee.

As golf boomed late in the 20th century, the vast majority of new courses had 18 holes, and gradually, as everything in golf seemed to grow bigger and longer, the 18-hole round was granted an unofficial, but understood, imprimatur as real golf.

Which left a nine-hole round as something else.

None of this was done purposefully. Yes, tournament golf was most commonly 18 holes — the number harks back to St. Andrews in Scotland, even if that number in the mid-1700s could just as easily have settled at 14 or 22.

Whatever the official number, for decades, the nine-hole round was nonetheless widely accepted. In America, most of the early golf courses were nine-holers. The first United States Open, in 1895, was played on a nine-hole course.

More 18-hole courses were built in the middle part of the last century, but playing only nine holes on those tracts was still commonplace well into the 1980s.

The 1990s changed everything. That was when everything about golf was aggrandized. Remember when everyone from Tiger Woods to you and me wore oversized golf shirts with sleeves that hung down to our forearms? And we took five hours — or more — to play 18 holes.

We know what happened to the ever-ballooning game of golf. Things have been substantially trimmed since then. And if the five-hour round has not disappeared, some golfers have, walking away because they do not have time for a round of 18.

To the rescue: the nine-hole round.

“We’ve got to get some people thinking again about nine holes that take two hours to play,” said Ted Bishop, the president of the P.G.A. of America and the owner of a 45-hole south of Indianapolis. “It’s a good way to target lapsed golfers and new golfers. The nine-hole round has its place, but let’s see how many people we can attract to the game with quick nine holes.”

◀  
O  
P  
E  
N

**MORE IN GO  
Round  
Father**  
Read More

Bishop offers a \$19 nine-hole round seven days a week, with or without a golf cart, after 4 p.m.

“It’s brought a real spike in the number of rounds played,” Bishop said. “And it’s been a lot of people I haven’t seen before.”

This week, the P.G.A. of America has teamed with the United States Golf Association in an initiative spearheaded by Golf Digest called Time for Nine. The magazine’s June issue, which comes out Tuesday, starts a campaign for nine-hole play.

Golf Digest plans to create a list of nine-hole courses that will focus on promoting nine-hole rounds for men, women, juniors and families on layouts that make it easy to do so.

The list will appear at [Golfdigest.com](http://Golfdigest.com), and golfers are encouraged to submit qualifying courses to [editors@golfdigest.com](mailto:editors@golfdigest.com), [9isfine@pga.com](mailto:9isfine@pga.com) or [Timefor9@usga.org](mailto:Timefor9@usga.org).

“We’re not trying to get everyone who plays 18 holes to play nine holes instead,” Jerry Tarde, Golf Digest’s chairman and editor in chief, said.

“We’re after the people who aren’t playing because they think golf is a half-day proposition, which it isn’t.

“The message is that nine-hole golf is legitimate golf. It is not half golf or kids’ golf.”

Although about 80 percent of American golf courses have layouts that bring the ninth hole back to the clubhouse — making it easy to charge for and route golfers on nine-hole cycles — many courses do not offer stand-alone, nine-hole greens fees. That is something the initiative hopes to change.

“As an industry, we must work to promote the nine-hole round as a complete and enjoyable golf experience, consistent with the traditions of playing the game,” Glen D. Nager, the president of the United States Golf Association, said.

And for people worried about their handicaps, the U.S.G.A. wants golfers to know that nine-hole rounds are fully compatible with its handicap system.

There is no doubt that the push to promote nine-hole rounds reflects a reality that most of us now work longer hours and have more demands on our weekend recreational time. As Tarde said: “Every other recreation, it seems, takes more or less two hours: movies, dinner, cocktail parties, tennis, bowling, going to the gym. If golf were invented today, it would be a nine-hole game.”

There are other reasons to consider a nine-hole round when a full 18 holes may not fit your

plans.

A nine-hole round, like many of the more than 4,000 old-style, nine-hole courses still remaining in America, is almost a state of mind. It has a separate pace from its full-fledged brethren, which is not to denigrate an 18-hole round and the distinctive rewards it yields.

But a nine-hole round seems inherently relaxed, an enterprise that is neither hurried nor filled with expectation. It feels more like leisure, which is the goal, isn't it?

"Often at 5 p.m., I'll go to the range and beat balls for two hours," Bishop said last week. "The other day at 5, I went and played nine holes with my daughter instead. I told my wife later that I wasn't as tired, and I might have improved my game more, too.

"A light went on in my head. I'm not going to beat so many balls at the range. I'm going to go play golf."

I remember doing something very similar a few years ago, pulling off the highway toward the end of a long day to play nine holes with my 11-year-old son at the public Rip Van Winkle Country Club in the foothills of the Catskill Mountains in New York. The course, known as the Rip, was designed in 1919 by Donald Ross. Greens fees were about \$15.

I don't remember our scores from that evening. I do remember a dog lazily chasing a deer across one fairway. I recall ducks quacking, a fish jumping in a pond and a stunning view of a mountain ridge. About two hours later, we were back in the car refreshed.

Golf is many things to many people, as it should be. But we can keep more people in our flock, and attract others to join us, if we endorse the most simple, natural and unpretentious forms of participation.

Inviting people to come out for an easy, quick nine holes is a good way to start.

**Deb Mangen**

---

**From:** Thomas & Margaret Mattison <balsamlake@aol.com>  
**Sent:** Friday, February 07, 2014 3:36 PM  
**To:** Edina Mail  
**Cc:** Thomas & Margaret Mattison  
**Subject:** Railroad Re-route Impact on Edina

Dear Mayor Hovland:

I noted the continuing coverage of the Southwest Light Rail proposal in the StarTribune's article on Thursday Feb 6th. At the end of the article it stated that you said "that the new plan is promising and merited further study."

What I would like to know is if a reroute plan is approved through St. Louis Park, will rail traffic on the MN&S tracks through Edina increase in the same proportion. Or are the tracks and traffic through Edina not affected?

We now usually have two short trains daily coming through the area that I reside in near Vernon and 50th Ave., Jerry's Foods, Our Lady of Grace Church, etc. However, I believe that additional trains have been passing through in the last 6 months during the late evening.

I know that you are very busy with City Matters, and I appreciate the time you can take for a reply.

With respect,

Thomas Mattison, Board of Directors Member  
5250 Grandview Square #2410  
Edina, MN. 55436

Deb Mangen

---

**From:** thomas bracken <tombracken@msn.com>  
**Sent:** Friday, February 07, 2014 3:45 PM  
**To:** Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com  
**Subject:** Letter - Keep Fred Richards Golf Course Open

To Edina Mayor Hovland and City Council members Bennett, Brindle, Sprague, and Swenson:

We are writing this regarding the proposal to close the Fred Richards Golf Course. This letter is testimony to our deep concern about what appears to be a pre-ordained decision to close the course notwithstanding the negative impacts of this action on the property values in the Lake Edina area of the city.

We moved to Edina in 2012. When we bought our house at 7412 West Shore Drive, one of the marketing features was that the house is within walking distance of the course. One of us (Tom Bracken) has played at the course approximately twice a week from the date of his retirement until the course closed for the winter. The course is an asset for the City, particularly for the youth and seniors in the area.

Our concern about closing the course is primarily economic. We estimate our home value, and the value of the homes like ours which do not face the course, will decline by \$25,000 each. Those that do face the golf course will suffer significantly higher decreased values. I estimate the loss in home values at \$2.7M for the 104 houses within a two block radius that do not front the course, and an additional \$2.1M loss in value for the homes that do front the course. The losses may be higher than these figures if the course is "repurposed" to some other use that involves more traffic, commercial development, or a less scenic outlook. If the course is closed we will appeal our tax assessment. We expect other neighbors will do likewise.

As described in the public presentation of the golf course plans, the plans themselves appear to have numerous logical holes. Many of these merit further discussion and review. Some of these are:

- The plan presumes the golfers from the Fred Richards Course will transfer their usage to Braemar. In Tom's case that is highly unlikely. If he has to drive somewhere else, he will have many other alternatives and will likely not go to Braemar. The projections for usage transfer to Braemar may be too aggressive.
- The greens fees at both courses are unreasonably low. Tom will pay double the fees if the course is to remain open. Others at the public meeting made similar statements. Has the City made a study of usage versus green fees for the Fred Richards course? If not, why not?
- The comment was made at the plan disclosure meeting that the Fred Richard course operated on a cash-positive basis in 2012. The operating losses are therefore based on cost allocations which should be examined by the City Council to see if they are reasonable. Based on this one fact alone, it appears the closing of the Fred Richards course may be motivated by some other agenda.
- If there is another agenda for the course "repurposement", even though nothing has technically been prepared or presented to the City Council for approval, this agenda should be divulged to the community before the decision to close the course is made.
- Why has the City staff rebuffed all neighbor meetings as this plan was being developed? According to published reports in The Star Tribune and elsewhere, the development community has met with the City Manager and others of the staff multiple times over the past year regarding the use of this property. Is this dichotomy appropriate?

- Why is the City Council meeting one month after the first public disclosure on the plan without providing the neighbors sufficient time to prepare an alternate suggestion?
- The Staff makes the point that closing the Fred Richards course and outsourcing concessions at Braemar will result in improved customer service. Customer service at the Fred Richards course is now excellent. Outsourcing may improve the revenue stream at Braemar, but that has nothing to do with customer service nor with the economic viability of the Fred Richards course.
- Why is the issue of closing the Fred Richards course necessarily part of the decisions being made regarding the Braemar course? Is this because the funds to be received by the City to "repurpose" the Fred Richards course will subsidize the Braemar improvements? If so, shouldn't that be disclosed at this time? Notwithstanding this, shouldn't these two decisions be made separately?
- Should the decision to close the Fred Richards course be subject to an Environmental Impact Study? If not, why not?
- Should the closing of the Fred Richards course be considered a "taking" under the City powers? Should that not therefore merit compensation to the affected neighbors?

Tom will be attending both the Park Commission meeting next Tuesday and the City Council meeting in early March. Linda will be unable to attend these meetings due to her work schedule. We look forward to hearing the City's answers to these questions.

Tom Bracken  
Linda Bracken  
7412 West Shore Drive  
Edina, MN 55435  
415-271-1570 (Tom)  
650-823-4501 (Linda)  
[tombracken@msn.com](mailto:tombracken@msn.com)  
[ljbracken@mac.com](mailto:ljbracken@mac.com)

Deb Mangen

---

**From:** Sprague, Josh <joshsprague@edinarealty.com>  
**Sent:** Friday, February 07, 2014 3:03 PM  
**To:** Deb Mangen  
**Subject:** FW: Fred Richards GC

Please forward to Council.

**From:** Doug Smalley <[douglas.smalley@gmail.com](mailto:douglas.smalley@gmail.com)>  
**Date:** February 4, 2014 at 3:18:06 PM CST  
**To:** [mail@edinamn.gov](mailto:mail@edinamn.gov)  
**Subject:** Fred Richards GC

Dear Members of the Edina City Council,

As a relatively new member of the Cornelia neighborhood living a few blocks from Fred Richards GC I'm writing to express my support for the contemplated redevelopment of that property as expanded park space.

I'm an avid golfer, actually, but believe residents and families in the area would derive much more year-round & day-to-day benefit from a larger more intentionally managed park in that location. Not only would we use it heavily (2 kids + dog) but I imagine the families living in the rental/apartment housing nearby would love it too since Arneson Acres isn't really walkable for those of us in this quadrant.

I'm not intimately familiar with the financials, but if the course is on the bubble or in the red it seems to me that redevelopment as a park makes great sense. I know it would enhance the quality of life for those of us living nearby.

Thank you!

// Doug Smalley  
// Email: [douglas.smalley@gmail.com](mailto:douglas.smalley@gmail.com)  
// Mobile: [651-955-8899](tel:651-955-8899)

4412 Fondell Dr, 55435  
Moved in December 2012 from St. Paul.

Deb Mangen

---

**From:** Cynthia Nicoski <nicoski@comcast.net>  
**Sent:** Thursday, February 06, 2014 1:33 PM  
**To:** Edina Mail  
**Subject:** SAVE the Fred Richards Golf Course

To: Mayor James Hovland

The timeline proposed to even think about eliminating the "Fred Richards Golf Course" is offensive. The City should develop alternative proposals to keep the "Fred Richards Golf Course". My family, friends and neighbors have all enjoyed and want to continue to enjoy playing golf at this local wonderful Golf Course. We want this golf course available for future generations of golfers to use and enjoy. The community is willing to help SAVE this golf course just let us know how we can help provide assistance. The "Fred Richards Golf Course" is used and enjoyed by Edina, Bloomington, Richfield and many other surrounding residents. I am currently out of town and unable to attend the meetings currently being held but want you to know how much the "Fred Richards Golf Course" means to so many residents and even if we are out of town we are taking the time to ensure you know how much the "Fred Richards Golf Course" means to all of us.

PLEASE "SAVE the Fred Richards Golf Course."

Cynthia Norton  
132 East 66th Street  
Richfield, MN 55423

Deb Mangen

---

**From:** J M Schedin <schedvi@hotmail.com>  
**Sent:** Thursday, February 06, 2014 1:54 PM  
**To:** Edina Mail  
**Subject:** Beekeeping

Dear Mayor and Council Members,

In month of January I read no fewer than four stories in the *Star Tribune* related to honeybees: “State Agencies Develop Protection for Honey Bees”, “Eden Prairie Considers Backyard Beekeeping”, “More Twin Cities Suburbs are Growing Sweet on Bees” and “Minnesotans Take Threats to Pollinators to Heart”.

Edina has always been known as an environmentally progressive city. It’s difficult to open a paper and not read something about Edina’s do.Town initiative, Edina Go Green, the Edina Garden Council, the Centennial Lakes Farmer’s Market, Arneson Acres greenhouse, upgrades and enhancements to our park system, solar panels on city hall, electric vehicles used by city staff, the emphasis on single-sort recycling, water conservation, new bicycle routes – and the list goes on.

It would seem that as more Minnesota residents are becoming sympathetic to the plight of honeybees, and as state agencies are beginning to develop protections for them, Edina is slowly becoming an island unto itself.

For some reason Edina is one of a very small number of cities that outright prohibits the keeping of bees. The reason for this prohibition is not even known to Tim Hunter, Edina’s Animal Control Officer – a fact which I gleaned from an August 2011 *Edina Magazine* article entitled “Edina Hobbyist Beekeepers”. This interesting article explained how an Edina father and his two sons were required to travel outside of the city to engage in their hobby of beekeeping. After reading the article I felt discouraged that Edina residents were forced to go somewhere outside of the city to engage in a hobby that is legally allowed by the cities of Minnetonka, St. Louis Park, Minneapolis, Eden Prairie and Bloomington (all cities which surround Edina).

In terms of the serious issues that a city council routinely wrestles with, I realize that honeybees are probably not at the top of your list. However, as a resident of this city I am respectfully requesting that the Edina City Council initiate the steps needed to change our city code to allow for the keeping of honeybees in Edina within all zoning districts. This could be done through the elimination of the current ordinance prohibiting beekeeping, or by instituting a new ordinance with specific requirements.

As the author of the City of Eden Prairie’s new ordinance on beekeeping, I have done a lot of research on honeybees over the past year. I’d be happy to meet with any of you to discuss the facts, answer questions, share my research and address any concerns that you may have.

Sincerely,

Jim Schedin  
6041 Wooddale Ave  
Edina, MN 55424

**From:** R. J. Smiley <par4rj@gmail.com>  
**Sent:** Thursday, February 06, 2014 4:06 PM  
**To:** Edina Mail; Ann Swenson; Mary Brindle (Comcast); Josh Sprague; jonibennett12@comcast.net  
**Cc:** Ann Kattreh  
**Subject:** Edina Golf Enterprise

Greetings to All

Part of being elected to public office involves making difficult decisions. The decision on the closing of Fred Richards Golf Course is yours and yours alone - no other citizens are allowed to vote. As time passes, you will each be asked to defend your decision. The more information that you have the better job will do defending that decision. Please allow me to assist you, collectively, to make an informed decision.

First my background:

- I have been an Edina resident since 1978.
- I am 70 years old and have made my living in the Business of Golf as a developer, owner, manager and consultant.
- I am a ***Golf Digest*** Rating Panelist - Helping ***Golf Digest*** select the best of the best.
- I am a tournament golfer and have won tournaments in seven decades.
- Last summer I played 47 different golf courses.
- As an owner/manager, I quickly learned that golf is a REPEAT CUSTOMER BUSINESS, golfers will PAY to PLAY a golf course that is not in perfect condition, but they must be made to FEEL WELCOME! CUSTOMER SERVICE is the key to success!
- My goal as owner/manager was to make every customer (new or old) a repeat customer and sell every tee time every day.

My observations:

- The current golf market in Edina will not support 45 holes of golf.
- Spreading a reduced maintenance budget over 45 holes produces mediocre results, at best - on every course.
- Customer Service at Braemar has deteriorated over the past few seasons.
- There is an "obvious" demand for an executive golf course in Edina.
- There are not enough rounds played at Edina's two executive courses (total) to fill the tee sheet at one executive course.
- The expenses to run and maintain an executive course, not located within the Braemar complex, are excessive.
- Nobody wants to play the Clunie Nine.
- The Clunie Nine will not make a good executive golf course. Too hard to walk. Too hard to score. Too many balls are lost.
- The driving range, with declining revenues, is in a perfect urban location. It is out dated and requires a complete make over.

My recommendations:

- Close Fred Richards Golf Course after the 2014 season.
- Immediately, invest in a master redevelopment plan at the Braemar location.

- The master plan should encompass the existing 36 holes and driving range (Including tees, greens, irrigation and club house).
- The goal of the master plan would be to have 27-holes of quality golf at Braemar (I believe that 27-holes could play near capacity), including a quality executive course (that could include parts of current Hayes and/or Castle Nines) and a superior quality 18-hole golf course (that could include parts of Clunie Nine) along with the best driving range in the Twin Cities (the demand is there and would make money). The remaining land (the unused holes) should be allowed to revert back to natural areas within the nine-mile creek water shed district.

As a citizen of Edina, I want to be proud of the recreational amenities that are available to citizens and visitors. Speaking as a ***Golf Digest*** Panelist - of the 47 courses I played last year, Braemar ranked ninth from the bottom.

Respectfully,  
RJ Smiley  
612-750-6303  
[par4rj@gmail.com](mailto:par4rj@gmail.com)

Deb Mangen

---

**From:** Joni Bennett <jonibennett12@comcast.net>  
**Sent:** Friday, February 07, 2014 5:36 AM  
**To:** Deb Mangen  
**Cc:** Scott Neal; Ann Kattreh  
**Subject:** Fwd: Fred Richards Golf Course

**Follow Up Flag:** Flag for follow up  
**Flag Status:** Flagged

Good Morning, Deb -

Mary Rogers' email to me was included in the Council correspondence packet for the Monday, February 3 meeting. Would you please share my response to her with the other Council members and include it in the next public packet?

Thank you -

Joni Bennett  
[jonibennett12@comcast.net](mailto:jonibennett12@comcast.net)  
952-927-0661

Begin forwarded message:

**From:** Joni Bennett <[jonibennett12@comcast.net](mailto:jonibennett12@comcast.net)>  
**Date:** February 1, 2014 3:02:38 PM CST  
**To:** Mary Rogers <[minnesotamaryann@gmail.com](mailto:minnesotamaryann@gmail.com)>  
**Subject:** Re: Fred Richards Golf Course

Hi, Mary -

Thank you for your email and thoughts. When we spoke last year, I referred to the Quality of Life telephone survey of Edina residents conducted for the city in 2011 and 2013. Survey results are published on the city website at [www.EdinaMN.gov](http://www.EdinaMN.gov).

Each statistically-significant survey asked the following question: "I will now read you a short list of park and recreational opportunities within the City. First, for each one, please tell me if you or members of your household have used it during the past year. Then, for those you have used, please rate it as excellent, good, only fair, or poor."

In 2013, the questions about park and recreation facility use were numbers 85 through 95. In 2011, the questions were numbers 71 through 80. Here are the results about use, with 2013 answers first -

83% of respondents stated that they or a member of their household had used neighborhood parks within the past year, up from 73% in 2011.

79% had used city trails, the same percentage as in 2011.

67% had used Centennial Lakes Park, down slightly from 69% in 2011.

48% had used community athletic facilities; 45% reported use of community play fields in 2011.

47% had used Edinborough Park, down just slightly from 48% in 2011.

45% had used the Art Center, up from 33% in 2011.

42% had used Braemar Golf Course, up from 36% in 2011.

38% had used the Aquatic Center, down just slightly from 39% in 2011.

33% had used the Senior Center, down slightly from 35% in 2011.

32% had used Braemar Ice Arena, up slightly from 30% in 2011.

24% had used Fred Richards Golf Course. (The 2011 survey did not ask about use of Fred Richards Golf Course.)

I do not know what the final decision will be about Fred Richards Golf Course, but know that the entire City Council supports keeping it city park land.

Thanks again for sharing your thoughts with me. I will continue to study the issues carefully. Please let me know if you have any other questions or concerns.

Regards,

Joni  
[jonibennett12@comcast.net](mailto:jonibennett12@comcast.net)  
952-927-0661

On Jan 31, 2014, at 7:08 PM, Mary Rogers wrote:

Hi Joni,

I've thought about your comments about Fred Richards when we last talked. You said that only one-fourth of Edina home (or residents), I don't recall which, used Fred Richards Golf Course in the previous year. I think that is actually tremendous. What other sports venue can boast that? It also brings people from neighboring communities who don't have such a gem. (They're also likely to shop at nearby Southdale or eat afterward at one of the local restaurants).

When I retired I took up golf, and Fred Richards was where I was introduced to golf. I have also introduced golf to Caitlin there, as well as my grandson, and stepson. It is such a beautiful, unique spot in Edina, that is ideal for young and old. We have a lot of other parks and we have the regulation Braemar (which I also use), but Fred Richards is a special golf course.

I do hope the city council can see a way to keep it open.

Thank you,  
Mary Rogers



February 5, 2014

Mr. Chad E. Leque  
Director of Environment  
Metropolitan Airports Commission  
6040 28th Ave. S.  
Minneapolis, MN 55450

Mr. John Bergman  
At-Large Communities Representative  
Noise Oversight Committee  
6040 28<sup>th</sup> Ave. S.  
Minneapolis, MN 55450

Dear Chad and John;

The City of Edina currently has no established aviation noise baseline because there are no MAC owned and operated remote monitoring towers (RMTs) in our city. City officials in Edina feel the establishment of an aviation noise baseline for our community is important as it provides a baseline for both MAC and City officials to measure the impacts of future navigational changes on noise levels in our community. The City of Edina requests that MAC purchase, install and manage three RMTs in Edina to establish this baseline. The City stands ready to assist MAC with suggestions of possible locations for the new RMTs, including a number of locations on municipal property.

Please advise on next steps.

Thank you.

Sincerely,

Scott H. Neal  
City Manager

CC: Mayor and City Council  
Lisa Pelien  
Jeff Hamiel



February 1, 2014

Edina City Council  
City of Edina  
4801 West 50<sup>th</sup> Street  
Edina, MN 55424

Dear Edina City Council Members,

On behalf of suburban youth experiencing homelessness and instability, thank you for renewing the City's grant to Oasis for Youth for 2014. The \$2,000 grant will be used to fund Oasis' general operations, as described in our proposal to the Human Services Task Force. The young people who come to Oasis often find themselves navigating difficult life circumstances on their own. This support from the City of Edina means that they do not have to continue to struggle on their own, but can rely on assistance from Oasis for Youth.

Edina is a community that places a high value on making sure that resources and opportunities are available for all residents. In addition to this grant from the City, Oasis for Youth recently received both endorsement and funding from the Edina Community Foundation through the Edina Challenge. We are proud to be a part of this significant community initiative aimed at mitigating the effects of poverty on children living in Edina and look forward to working with other endorsed programs to support Edina's young people.

At Oasis for Youth we know that when community leaders commit resources to those who are most in need, others will follow suit. The City of Edina's 2014 \$2,000 grant will help insure that Oasis for Youth will continue to be a place where suburban youth experiencing homelessness and instability can find resources, referrals, and connections to caring adults in their own community. Thank you for your continuing support and for your concern for **all** Edina residents.

Sincerely,

A handwritten signature in blue ink that reads "Leslie Stiles".

Leslie Stiles  
President, Board of Directors

Cc: Edina Human Services Task Force

*For tax purposes, no gifts or services were provided in exchange for this donation.  
Oasis for Youth is a 501(c)(3) non-profit organization: Tax ID number 45-3683785.*

**Deb Mangen**

---

**From:** Ann Makredes <amagr@msn.com>  
**Sent:** Monday, February 03, 2014 3:54 PM  
**To:** Edina Mail  
**Subject:** Re: Priority Use Agreement for BCLFSC and EHA  
**Attachments:** Press Release- 2014 Midwestern Synchronized Skating Sectional Champions[2].pdf

Dear Honorable Mayor Hovland,

I thought you would appreciate the enclosed press release. This achievement would not have been possible without your help and support and of course the continued practices from our figure skaters at Braemar Arena.

Thank you,

Ann

---

**From:** Ann & Steve Makredes <amagr@msn.com>  
**Date:** Tuesday, August 6, 2013 11:03 PM  
**To:** <mail@edinamn.gov>  
**Subject:** Priority Use Agreement for BCLFSC and EHA

Dear Honorable Mayor Hovland,

I was present at last night's council meeting and I just would like to thank you from the bottom of my heart for your leadership in this very difficult situation. You clearly had listened to us and had read all the emails we sent you over the last few weeks. Figure skating is a complex sport but I am hopeful that, with the flexibility of Team Braemar being able to purchase some ice elsewhere, the club will be able to remain at Braemar arena.

My 14 year old daughter, who was also present yesterday, learned a lot about standing up for your rights, member representation, democracy and strong leadership.

Thank you again for your support,

Ann Makredes  
4916 West Sunnyslope Road  
Edina, MN 55424

## FOR IMMEDIATE RELEASE

### 2014 Midwestern Synchronized Skating Sectional Champions

A cause for local celebration, the Edina, Minnesota-based Team Braemar won gold at the 2014 Midwestern Synchronized Skating Sectional Championship held January 22-25, 2014 in Hoffman Estates, Illinois.

"We are incredibly proud of the team and their performances" said head coach, Taylor Walker. "Though our season is far from over and we have quite the February ahead of us, this win reinforces the team's dedication and hours upon hours of practice time. With every competition, we improve upon our last performance. We are looking forward to Italy and representing our country well in competition."

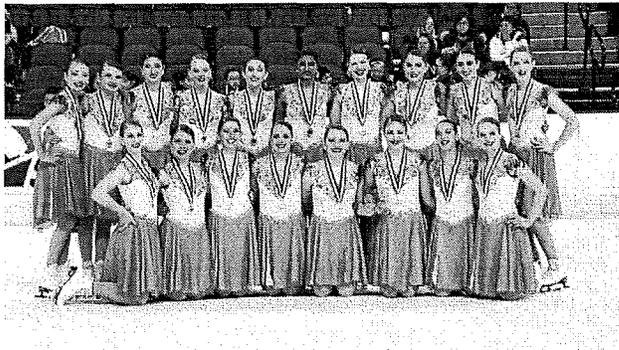
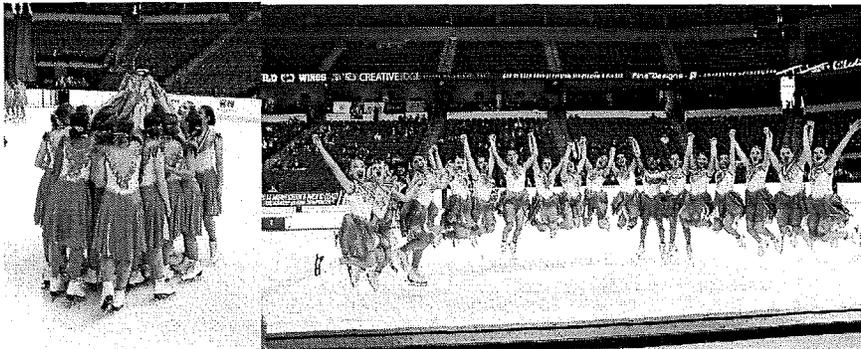
The first-place finish primes Team Braemar for their next international tour stop in Milan, Italy February 14-16 at the 2014 Spring Cup. They are one of only two teams representing the U.S. in the junior division and will compete for the top title against 13 teams from 8 different countries including Croatia, the Czech Republic, Finland, Germany, Italy, Sweden and Switzerland. It is with great honor and unique distinction that Team Braemar will represent the United States as Team USA for the eighth consecutive year.

Upon their return to the U.S., Team Braemar will head straight for Colorado Springs, Colorado February 26-31 where they will defend their Junior National title in the 2014 U.S. Synchronized Skating Championships.

Braemar Ice Arena is located at 7501 Ikola Way in Edina, Minnesota and is the home training center for Team Braemar, as well as the Braemar City of Lakes Figure Skating Club (BCLFSC). The facility will play host to the 2015 Midwestern and Pacific Coast Synchronized Skating Sectional Championships January 29-31, 2015. For more information, go to <http://www.2015midpacsynchrosectionals.org>.

Tryouts for Team Braemar are held each year in April. More information check out:  
<https://www.facebook.com/pages/Team-Braemar-Synchronized-Skating>.

Follow Team Braemar's international travels to Spring Cup 2014 at [www.springcup.it](http://www.springcup.it)!



---

Team Braemar is among the top synchronized skating teams in the U.S. and is consistently ranked in the top tier of synchronized teams internationally. The teams are comprised of female skaters who range in age from 11 to 18 and attend schools throughout the Twin Cities and Greater Minnesota. Coached by Director Taylor Walker and Assistant Coach Jessica Chaffee, Team Braemar is proud to be a part of the Edina-based Braemar City of Lakes Figure Skating Club and practices at Braemar Arena.

Additional information can be found at [www.braemarfsc.org](http://www.braemarfsc.org), [www.icenetwork.com](http://www.icenetwork.com) and [www.usfigureskating.org](http://www.usfigureskating.org).



**Deb Mangen**

---

**From:** jerryjeh@comcast.net  
**Sent:** Tuesday, February 04, 2014 9:27 AM  
**To:** Edina Mail  
**Subject:** It's time to make English the official language of our county

Jerry Holtzkamp  
826 Margaret St.  
St. Paul, MN 55106-4527

February 4, 2014

Edina  
4801 West 50th Street  
Edina, MN 55424

Dear Edina:

An overwhelming 85% of likely voters support official English.

Polk County, Wisconsin just adopted an official English resolution.

An overwhelming 85% of likely voters support official English.

Thank you for listening to my concerns.

Sincerely,

Jerry Holtzkamp  
651-774-5562

**Deb Mangen**

---

**From:** ttfrancis1@gmail.com  
**Sent:** Tuesday, February 04, 2014 9:32 AM  
**To:** Edina Mail  
**Subject:** It's time to make English the official language of our county

Tadd Francis  
16026 Cannon City Blvd  
Faribault, MN 55021-7953

February 4, 2014

Edina  
4801 West 50th Street  
Edina, MN 55424

Dear Edina:

Polk County, Wisconsin just adopted an official English resolution.

I strongly support this effort of English unity and I urge you to introduce a similar resolution in our county.

Rasmussen Reports found as recently as 2013 that high levels of support for official English have remained unchanged for the past decade.

An overwhelming 85% of likely voters support official English.

It's time to limit taxpayer-funded translations and encourage English language learning in our county.

Please make official English an agenda item for this year. I'll be phoning your office to follow up on this matter.

Thank you for listening to my concerns.

Sincerely,

Tadd Francis

**Deb Mangen**

---

**From:** rayhite9@yahoo.com  
**Sent:** Tuesday, February 04, 2014 9:37 AM  
**To:** Edina Mail  
**Subject:** Please introduce an official English resolution!

Raymond Hite  
38328 Grand Avenue  
North Branch, MN 55056-5845

February 4, 2014

Edina  
4801 West 50th Street  
Edina, MN 55424

Dear Edina:

I just learned that yet another local county has passed a resolution to make English its official language.

Polk County, Wisconsin just adopted an official English resolution.

Rasmussen Reports found as recently as 2013 that high levels of support for official English have remained unchanged for the past decade.

An overwhelming 85% of likely voters support official English.

It's time to limit taxpayer-funded translations and encourage English language learning in our county.

I strongly support this effort of English unity and I urge you to introduce a similar resolution in our county.

Please make official English an agenda item for this year. I'll be phoning your office to follow up on this matter.

Thank you for listening to my concerns.

Sincerely,

Raymond Hite  
651-674-6128

**Deb Mangen**

---

**From:** Nicki Vucenich <nvucenich@msn.com>  
**Sent:** Tuesday, February 04, 2014 9:46 AM  
**To:** Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com  
**Subject:** Fred Richards

My name is Nicole Vucenich and I live at 4604 Gilford Drive.

I attended the meeting on Thursday, January 30 to discuss Edina golf operations. I was extremely disappointed from the get-go. There was only one proposal on the table and that proposal began with the completely unfounded conclusion that Fred Richards must be closed. Where were the other proposals to be discussed? None were presented. Nor was any concrete support provided for why Fred Richards must be closed rather than using some combination of marketing and other efforts to keep this highly regarded neighborhood course open. Most all suggestions made by those in attendance were acknowledged as having not been considered. Nor was anyone able to adequately respond to the question of how the underlying numbers were reached. Suggestions of "funny money" and "questionable accounting tactics" couldn't be responded to. I found this particularly disturbing in light of the comment that in 2012 Fred Richards ended the year with on a positive cash note. Yet it's "pro rata share" of expenses was such that it was technically in the red. I see the reason for the suggestion that there is some questionable accounting going on here.

After sitting through the meeting and hearing the overwhelming support by those in attendance for keeping Fred Richards open, I would be extremely disappointed if the one and only proposal put forth so far by the parks board isn't revised to reflect the wishes of the citizens of the city. At a minimum, the board should take us up on our offer to form an ad hoc committee of residents to come up with alternative proposals. Take advantage of our backgrounds and talents and let's see if we can't come up with an alternative that allows Fred Richards to remain open.

A city should be doing all it can to maintain amenities such as this small neighborhood golf course. It is amenities like this that attract people to the city and to individual neighborhoods. Not to mention all those people with homes on the golf course. Are you seriously taking that amenity away despite the impact it would have on their property values? I may not live right on the golf course but I am close enough to feel the impact of such a drastic decision.

Moreover, the timing of this is unacceptable. This meeting was held January 30 to discuss "Edina golf operations". It should have more properly been titled "closing Fred Richards." The decision was already made. You may argue that it has not yet been made; however, when there is only one proposal on the table and that proposal involves closing Fred Richards, there isn't much room for debate. The decision is made. It is just not yet official. It will be made official at the meeting on March 4. That is just over one month from the initial meeting of January 30. How long has the park board and the city been working on this? Why hasn't it been brought to us sooner? Again, this is the city moving forward on its own agenda without regard to the impact on or the wishes of the residents of the city and, more particularly, the residents of the neighborhood impacted most dramatically by this decision.

This whole process is a repeat of the "discussion" to add a path from the Parklawn neighborhood to Kellogg Ave. I attended that meeting at city hall as well. It was the first I had heard of the issue. I found out then that the Parklawn residents knew of it a year prior. While the homeowners in my neighborhood didn't find out until about a month before the meeting at city hall where the issue was voted right through despite many voices of opposition in the audience. Apparently providing adequate notice and information to the residents has taken a back seat in recent months. I find this practice completely unacceptable and disrespectful. I hope you're hearing the same from other residents.

Give us more time to come up with a proposal that would allow Fred Richards to remain open. As we learned last Thursday, there are many options that have not yet been explored. Let's do that work before making such an extreme decision.

Nicole Vucenich

**Deb Mangen**

---

**From:** Dennis Fernkes <fern7313@scc.net>  
**Sent:** Tuesday, February 04, 2014 9:51 AM  
**To:** Edina Mail  
**Subject:** proposed changes to municipal golf operations

I am not a golfer, but I think the six-point strategy proposed by the city to the municipal golf operations is a good one. The restaurant idea appeals to me as well. I do not know what the rules are pertaining to the public being able to eat at Braemar, but I would like this to be allowed.

Dennis Fernkes  
7313 W Shore Drive  
Edina, MN

- Sent from my iPad.

**Deb Mangen**

---

**From:** gabriलगardner@hotmail.com  
**Sent:** Tuesday, February 04, 2014 10:22 AM  
**To:** Edina Mail  
**Subject:** Please introduce an official English resolution!

Gabriel Gardner  
2631 E. Superior St.  
Duluth, MN 55812-2351

February 4, 2014

Edina  
4801 West 50th Street  
Edina, MN 55424

Dear Edina:

I just learned that yet another local county has passed a resolution to make English its official language.

Polk County, Wisconsin just adopted an official English resolution.

I strongly support this effort of English unity and I urge you to introduce a similar resolution in our county.

It's time to limit taxpayer-funded translations and encourage English language learning in our county.

Thank you for listening to my concerns.

Sincerely,

Gabriel J. Gardner  
2181234567

**Deb Mangen**

---

**From:** stanrh@mac.com  
**Sent:** Tuesday, February 04, 2014 10:27 AM  
**To:** Edina Mail  
**Subject:** It's time to make English the official language of our county

Stan Hildestad  
3517 Fectos Road  
Tower, MN 55790-8165

February 4, 2014

Edina  
4801 West 50th Street  
Edina, MN 55424

Dear Edina:

I just learned that yet another local county has passed a resolution to make English its official language.

Polk County, Wisconsin just adopted an official English resolution.

I strongly support this effort of English unity and I urge you to introduce a similar resolution in our county.

Rasmussen Reports found as recently as 2013 that high levels of support for official English have remained unchanged for the past decade.

An overwhelming 85% of likely voters support official English.

It's time to limit taxpayer-funded translations and encourage English language learning in our county.

Please make official English an agenda item for this year. I'll be phoning your office to follow up on this matter.

Thank you for listening to my concerns. Let's make America strong and get back to basics, learn english and become an American!!!

Sincerely,

Stan Hildestad  
218-290-8886

**Deb Mangen**

**From:** Rodney.K.Vucenich@wellsfargo.com  
**Sent:** Tuesday, February 04, 2014 11:11 AM  
**To:** Edina Mail; Mary Brindle (Comcast); joshsprague@edinarealty.com; nvucenich@msn.com; Rodney.K.Vucenich@wellsfargo.com  
**Cc:** jonibennett12@comcast.net; swensonann1@gmail.com  
**Subject:** Save the Fred- we need more time!!

I am a long time Edina resident of nearly 30 years and I am very disappointed in how you are handling this situation. It appears that you have already made up your minds and are unwilling to listen to the very people who voted you into your positions! This same behavior was experienced last Fall when you jammed the pathway initiative through in the Cornelia Neighborhood. How can you turn a deaf ear to what you witnessed last week at Braemar? We need more time to come together as a community and weigh our options. It is very apparent that you have an agenda that clearly is in conflict to what the tax payers of Edina want. Is this how politics are run in our city?

**Rodney Vucenich**  
**Senior Financial Advisor**  
**Vice President- Investments**  
Wells Fargo Advisors, LLC  
MAC N9305-111  
90 South 7th Street  
11th Floor  
Minneapolis, MN 55402  
Ph: 612-667-3871  
Fax: 612-316-4938  
[rodney.k.vucenich@wellsfargo.com](mailto:rodney.k.vucenich@wellsfargo.com)

**Sr. Registered Client Associate:**  
Marc Thompson ~ 612-667-9159 ~ [marc.a.thompson@wellsfargo.com](mailto:marc.a.thompson@wellsfargo.com)

Wells Fargo Advisors, LLC, Member SIPC, is a registered broker-dealer and a separate non-bank affiliate of Wells Fargo & Company.

<i>Investment and insurance products:</i>			
<i>NOT FDIC-Insured</i>	<i>NO Bank Guarantee</i>	<i>MAY Lose Value</i>	

*Insurance products are offered through our affiliated nonbank insurance agencies.*  
*The Information in this email is confidential and may be legally privileged. It is intended solely for the addressee. Access to this email by anyone else is unauthorized. If you are not the intended recipient, any disclosure, copying, distribution or any action taken or omitted to be taken in reliance to it, is prohibited and may be unlawful. Trade Orders cannot be accepted by e-mail*

ATTENTION: THIS E-MAIL MAY BE AN ADVERTISEMENT OR SOLICITATION FOR PRODUCTS AND SERVICES.

To unsubscribe from marketing e-mails from:

- An individual Wells Fargo Advisors financial advisor: Reply to one of his/her e-mails and type "Unsubscribe" in the subject line.
- Wells Fargo and its affiliates: Unsubscribe at [www.wellsfargo.com/unsubscribe](http://www.wellsfargo.com/unsubscribe).

Neither of these actions will affect delivery of important service messages regarding your accounts that we may need to send you or preferences you may have previously set for other e-mail services. For additional information regarding our electronic communication policies, visit <http://wellsfargo.com/disclosures/email-disclosure.html>.

**Deb Mangen**

---

**From:** lawreview@mac.com  
**Sent:** Tuesday, February 04, 2014 11:27 AM  
**To:** Edina Mail  
**Subject:** Please introduce an official English resolution!

Mike DeMoss Attorney  
6950 France Av S  
Edina, MN 55435-2008

February 4, 2014

Edina  
4801 West 50th Street  
Edina, MN 55424

Dear Edina:

I strongly support this effort of English unity and I urge you to introduce a similar resolution in our county.

Thank you for listening to my concerns.

Sincerely,

Mike DeMoss, Attorney  
9529200300

**Deb Mangen**

---

**From:** nataliehodapp@hotmail.com  
**Sent:** Tuesday, February 04, 2014 12:12 PM  
**To:** Edina Mail  
**Subject:** Please introduce an official English resolution!

Natalie Hodapp  
19398 599 Avenue  
Mankato, MN 56001-8498

February 4, 2014

Edina  
4801 West 50th Street  
Edina, MN 55424

Dear Edina:

I just learned that yet another local county has passed a resolution to make English its official language.

Polk County, Wisconsin just adopted an official English resolution.

I strongly support this effort of English unity and I urge you to introduce a similar resolution in our county.

Rasmussen Reports found as recently as 2013 that high levels of support for official English have remained unchanged for the past decade.

An overwhelming 85% of likely voters support official English.

It's time to limit taxpayer-funded translations and encourage English language learning in our county.

Please make official English an agenda item for this year. I'll be phoning your office to follow up on this matter.

Thank you for listening to my concerns.

Sincerely,

Natalie Hodapp  
000-000-0000

**From:** Mike Welbaum <mwelbaum@comcast.net>  
**Sent:** Tuesday, February 04, 2014 1:42 PM  
**To:** Edina Mail; Ann Kattreh  
**Cc:** Rick Ites; Todd Anderson  
**Subject:** Proposed changes to municipal golf operations... 1/31/2014

Mayor Hovland, Scott Neal, Ann Kattreh, City Council and Park Board members,

Having moved to Edina for retirement, and from my perspective as a “start-at-retirement” golfer, I submit my reflections on the January 31, 2014 “Proposed Changes” presentation.

From my professional experience, the presentation of proposed golf operations revealed an overdue decision as well as several critical issues with this project’s planning:

- “Improvements at Braemar” are self-justifying, both financially and for competitive operational necessity. The content of the presentation shows no direct dependency on the recommended changes. The driving range and necessary re-configuration of the executive course should proceed as soon as reasonable, not extending beyond fall of 2014.
- The nominal attempts to compare golf operations to other functions exposed a flaw in the Edina City accounting system; the system *prevents* adequate cost and operational comparisons between/among various city-run functions including the Ice arena, Edinborough, city parks, athletic fields, and golf operations.
- While the introductory material did show a graph of declining “rounds played,” the material did not identify elements of causation. Demographics, economy, weather, playing conditions, the status of neighboring golf courses, are just a few that must be reviewed.
- The abrupt conclusion – and first chart – “Close Fred Richards” did not include an assessment of consequences to such a step. As a professional with experience with strategic planning, I found the presented material woefully void of alternative solutions to perceived problems.

A few considerations that show the lack of depth to the study are:

- “Close Fred Richards” without either justification or an impact statement is a mistake. If further, objective investigation arrives at this conclusion, then such a recommendation is defensible. Without such an analysis, this recommendation is not justifiable.
  - “No golfers will be displaced” – an un-supported and naïve conclusion, at best. New, young, casual, and senior players have little interest in hilly terrain and challenging venue. It is unlikely that all of these clients will matriculate to Braemar as assumed.
  - As a premiere city, Edina’s unique asset provides a learning and experience resource that needs more thoughtful consideration than this unsupported – and unsupported? – recommendation makes.
  - The removal of a resource for post-retirement activity is especially disconcerting as we endorse the localized development of increased housing density. Similarly, the loss of a municipal resource that currently permits casual introduction to new golfers is shortsighted in light of the stated objective of activity for life and our Vision 20/20 goal to improve the quality of life here.
- Consultants from outside the community do not have familiarity with the unique appeal that Edina has. Of special concern, Edina residents include many professionals with significant expertise – and self-interest! These resources would love to provide insight, guidance, and leadership as we develop and protect community investments. Enlist their skills.
  - The dedication and passion from the “Save the Fred” organization was evident and well-articulated. It is unfortunate that Park Board and Council members were not encouraged to attend the session. Thanks to Mayor Hovland for his attendance; ask him if he thinks these two bodies would have sensed the community’s commitment and passion – and would have learned from the session.

- A major communication flaw was exposed:  
By comparison to other City of Edina actions and communications, this meeting, late by any measure (one month for the public to respond after many months of project development in isolation?), exposed a serious misunderstanding of the plan's importance to the community.  
By not including a valid cross-section of perspectives in the planning process, especially considering the obvious misunderstanding of the importance of this decision to the community, the Park Board and City Council might have been confronted with a decision with few options.  
The recent street repair and improvement communication process should be used as a model for a communications strategy.

As I listened to the feedback from the potentially displaced audience, I was struck by how my personal investment in Edina's golf resources has developed. As a newbie to golf and as a recent past president of the Braemar Men's Club, I take umbrage in the potential golf has for the future. To take action without having knowledgeable, invested, and skilled resources involved might have been a miscarriage of community interest.

In summary, I humbly recommend that the listed improvements at Braemar be started as soon as possible. Further, any decision regarding Fred Richards – a non-starter in the funding of Braemar's investment – deserves a considerably more open and thoughtful analysis. To achieve this objective, establish and utilize an advisory panel of Edina expert residents to act as on-going information source. Without such analysis, then I request the Park Board and Council reject the Fred Richards proposal as it currently stands.

Thank you for your consideration.

Mike Welbaum  
7232 Monardo Lane  
Edina, MN 55435  
952-920-5455

**Deb Mangen**

---

**From:** AdamsEber@aol.com  
**Sent:** Tuesday, February 04, 2014 2:01 PM  
**To:** Edina Mail  
**Subject:** Golf Enterprise Program

Gentlemen

I am forwarding my comments on the above subject as a 39 year golf playing resident. I find the staff recommendation 50% on the mark.

1,Reducing the scope of operations means closing the Fred and repurposing the property, thereby retaining maintenance requirements but eliminating revenue.

2.Investing in Braemar improvements means expanding the driving range and dramatically increasing revenue, as well as upgrading a course that at one time was listed among the top 75 public courses in America,

3.Modifying prices must be earned for a course already among the most costly among local 1st tier courses/

4,Outsource ancillary services Restaurant profitability is competitive,cyclical, and a check of private club facilities should show it to be marginal.

5. Expand marketing Yes

6. Improve customer service has never been an item of concern at any time in my experience/

I submit these comments as a display of a citizens feelings for a report exhibited to interested parties on Jan 30 at Braemar .

John Adams

Deb Mangen

---

**From:** Doug Smalley <douglas.smalley@gmail.com>  
**Sent:** Tuesday, February 04, 2014 3:18 PM  
**To:** Edina Mail  
**Subject:** Fred Richards GC

Dear Members of the Edina City Council,

As a relatively new member of the Cornelia neighborhood living a few blocks from Fred Richards GC I'm writing to express my support for the contemplated redevelopment of that property as expanded park space.

I'm an avid golfer, actually, but believe residents and families in the area would derive much more year-round & day-to-day benefit from a larger more intentionally managed park in that location. Not only would we use it heavily (2 kids + dog) but I imagine the families living in the rental/apartment housing nearby would love it too since Arneson Acres isn't really walkable for those of us in this quadrant.

I'm not intimately familiar with the financials, but if the course is on the bubble or in the red it seems to me that redevelopment as a park makes great sense. I know it would enhance the quality of life for those of us living nearby.

Thank you!

// Doug Smalley  
// Email: [douglas.smalley@gmail.com](mailto:douglas.smalley@gmail.com)  
// Mobile: [651-955-8899](tel:651-955-8899)

4412 Fondell Dr, 55435  
Moved in December 2012 from St. Paul.

**Deb Mangan**

---

**From:** cpete572@gmail.com on behalf of cpete572 <cpete572@aol.com>  
**Sent:** Tuesday, February 04, 2014 6:57 PM  
**To:** Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com  
**Subject:** Planning for Braemar's future/Jan. 30 meeting

Council members:

I attended last week's meeting regarding the future of Braemar golf course. I have been a patron card holder at Braemar since 1979. I have played some 30 rounds a year there. I started the Wednesday night league, constructed and maintained wood duck houses on the course, and did the Audubon certification photography. I care a great deal about the future of Braemar.

Braemar is 50 years old and in need of capital improvements. The plans for a new driving range look great and are long overdue. But the new range necessarily eliminates the executive course which I feel the community needs. I hope the city will reconsider its plans to close Fred Richards. It provides an executive course which is easy to walk and will continue to serve leagues that want a longer (not par 3) course. It plays an important supportive role to Braemar in helping to develop new players for the future. The city needs an executive course!

Revenues from Braemar were used to pay off Fred Richards' \$5 million debt. If the Council is seriously considering closing Fred Richards now--without considering the many marketing opportunities it presents plus quality of life it represents--then the Council is being shortsighted and, I believe, not fiscally responsible.

Braemar is a civic jewel. Fred Richards play a complimentary role. The process of planning for changes to these two civic assets should take into account Edina residents' views, especially golf course patrons'. I appreciate Mayor Hovland's attendance at Thursday's meeting. I hope Council members will give all comments the attention they deserve.

Robert K. Peterson, DDS  
5620 Doron Drive  
Edina 55439

952-944-0261

**From:** Joel Stegner <joel.r.stegner@gmail.com>  
**Sent:** Wednesday, February 05, 2014 10:52 AM  
**To:** Edina Mail  
**Subject:** Feedback on planned changes at Fred Richards and Braemar

I would like to provide detailed comments on your six month strategy – mostly refinements, rather than disagreeing with the basic things that are being proposed.

### **Close Fred Richard Executive Golf Course.**

I support this decision, but would like to see a timeline for the public process announced as quickly as possible, because every month the land sits idle wastes a resource and increases the risk vandalism. While most of the land should be reserved for public use, I would support having a small residential component included in the project – particularly low income housing for those who work in Edina. Also, it is adjacent of the Pentagon Park and by thinking about it soon rather than later, there may be opportunities to get synergies from the two redevelopment projects.

One basic amenity absent in Edina is a performing arts center. If good access can be provided (in contrast to the difficult route to Fred Richards), that could be an excellent site for such a center, given that it is hard to see anywhere else in the community that a building with adequate parking could be built. The Edina Art Center would be relocated that in that scenario.

### **2. Invest in improvements at Braemar.**

Braemar is now a 27 hole course, which allows three different starting places. This is the time to consider the option of turning Braemar into a golf complex with 36 holes, unless it is totally clear that is not technically feasible. Fred Richards as a par three course was not successful. Turning the Executive Course into another par 3 course might not be a good idea. I believe that a 36 hole course could strong drawing card for serious golfers – because serious golfers could conceivably do one round in the morning, have lunch and do a second round in the afternoon, not repeating any holes. I just throw that out as an alternative that might not have been considered.

### **3. Modify prices and discounts.**

Golf is a wonderful alternative for our youth, particularly those not inclined toward team sports. Edina HS is well known for its athletic excellence, but has not been as competitive in golf as in many other sports in recent years. Although you need to make money, I think that it is very appropriate if there is any subsidy from the city involved, that it is directed toward making golf more accessible to youth and teens. Likewise, it make sense to invest in getting young adults involved in the game, as the average age of golfers has risen over time. The pricing policy should advance broader interests than just making money. Rounds of wealthy adult golfers should not be subsidized, as those golfers have two excellent private clubs in Edina that their incomes allow them to access, but if we can give young people a price break, we should.

#### **4. Outsource ancillary services.**

In the recent community survey, it appeared that satisfaction with the current Braemar operation is high in the general community – but of course you may have done research on your golfers that suggests otherwise. Bringing in outside expertise to run the clubhouse and hire and train staff may be a response to dissatisfaction among current golfers or approaches being used at more financially successful organizations. If instead, the reason is to lower personal costs and solve administrative headaches, then I'd be a little concerned about displacing loyal employees to save a few payroll dollars. . In many communities, non-golfers eat meals at the golf course. If you have different management of the clubhouse, there might be some new signage at the entrance of the course indicating that the clubhouse grill and store are open to all, with sales and specials also publicized there.

#### **5. Expand marketing.**

It appears that traditional measures to limit adult golf and team sports to those who work and live in Edina are no longer necessary. As participation levels have gone down, access to service has not been significantly widened to fill the gap. At the same time Park and Rec looks at what percentage of golfers should be allowed to come from outside the community and what level of additional charges those outside participants should pay, it would make sense to look at the same issue for all its adult sports leagues.. If you allow recruiting of players from outside Edina, within new but looser limits, it will make it easier to form teams. Likewise with golf, if you make it easier for there to be mixed foursomes (Edina and non-Edina residents) more groups of golfers are likely to use their course as their regular destination. If leagues are now limited to Edina golfers, that also could be redefined – although of course, outsiders could be asked to pay more.

#### **6. Improve customer service.**

Again, there has to be a clear definition of what the customer service problems vendors are going to be expected to solve. Then vendors can be expected to commit to reaching defined customer service targets in order to earn performance bonuses.

Finally, I think that it is very premature to promise that the subsidies will end. While I don't think you want to have subsidies to general operations, if there are subsidies for things like youth golf instruction and providing low-cost access to young people with limited financial means, that should remain an option, as the community should be investing in its youth, even if that activity isn't totally covering its expenses. In fact, if it is feasible, the city should consider trying to work out with the school district an arrangement that all Edina students are exposed to golf at Braemar as part of their physical education program (a parallel program could be developed for Edina families with students in other school districts or private schools)..

Thanks,

Joel

Deb Mangen

---

**From:** John Tronsdal <jatrons@earthlink.net>  
**Sent:** Wednesday, February 05, 2014 12:16 PM  
**To:** Edina Mail  
**Subject:** PLEASE "SAVE the Fred Richards Golf Course"

Mayor James Hovland,

The timeline proposed to even think about eliminating the "Fred Richards Golf Course" is offensive. The City should develop alternative proposals to keep the "Fred Richards Golf Course". My family, friends and neighbors have all enjoyed and continue to enjoy playing golf at this local wonderful and enjoyable Golf Course and want this golf course available for future generations of golfers to enjoy. If we need volunteers from the community to help perform tasks at the golf course to help keep costs down, just ask as I believe many people in the community that will be willing to provide assistance. The "Fred Richards Golf Course" is used and enjoyed by Edina, Bloomington, Richfield and many other surrounding residents. I am currently out of town and unable to attend the meetings being held but want you to know how much the "Fred Richards Golf Course" means to so many residents and even if we are out of town we are taking the time to ensure you know how much the "Fred Richards Golf Course" means to all of us.

PLEASE "SAVE the Fred Richards Golf Course."

John Tronsdal  
8700 Wood Cliff Road  
Bloomington, MN 55438

Deb Mangen

---

**From:** halling.bill@gmail.com  
**Sent:** Wednesday, February 05, 2014 2:46 PM  
**To:** Edina Mail  
**Subject:** Contact Us form submission

Name: bill halling

Organization: edina resident

Website:

Address\_1: 5608 interlachen boulevard

Address\_2:

City: edina

State: MN

Zip\_Code: 55436

Email: [halling.bill@gmail.com](mailto:halling.bill@gmail.com)

Phone: 9529294711

Referrer: google

Message: Earlier I attended a city led meeting that said Edina golf operations were losing \$500,000, however, it was not stated how much was caused by Fred Richards - you should disclose this information - our belief is that it is a mistake to convert Fred Richards into commercial activity - it is a wonderful course and used much - it may not be the highest revenue producing site for the city, but neither are many other city owned properties - we should not be in government to maximize revenues but to satisfy residents and make our city attractive and useful to us - there are certainly other plats that could be developed by commercial interests other than this land.

Deb Mangen

---

**From:** Ron Way <ron-way@comcast.net>  
**Sent:** Wednesday, February 05, 2014 5:06 PM  
**To:** Edina Mail  
**Subject:** Council Member Joni Bennett

Following our brief meeting at Precinct Caucuses last night, I sent the below to a few folks who are interested in Braemar and golf issues. I have a larger list of guys who strongly favor Braemar improvements, and I'll next send a note to them along the lines as the below.

I sent bbc's of this to Ann Kattreh, the Mayor, and selected others. I talked with Ann this afternoon and she gave me the full dose of reality facing Edina's golf enterprise.

I have a brief meeting on this with Josh Sprague on Friday morning.

Thank you for your time, and your interest.

Ron Way 612-986-5158

----- Original Message -----

**From:** Ron Way  
**To:** Reeves, Chris (MPL) ; michaelgwolff@comcast.net ; jcouchman@comcast.net ; cpete572@aol.com  
**Cc:** R. J. Smiley ; Bill Hollway ; Paul Domholt  
**Sent:** Wednesday, February 05, 2014 12:28 PM  
**Subject:** Re: Save the Fred - meeting follow-up

**To Bob Peterson:**

I'm back in town through tomorrow, and perhaps we can meet up and talk through the matter of Fred Richards.

Some thoughts on your notes re Braemar and Fred Richards:

While the City Council seems to be quite serious that Edina's "golf enterprise" be self-sustaining, I'd side with you and others who say that in the context of community purpose there should be consideration to the community sharing in underwriting those services. As a comparative example, the Sports Dome will not be self-sustaining and property taxes will be tapped to underwrite some of that impressive cost.

But in my view this argument would be futile. It's a sad fact that City surveys show that golf interest rates nowhere near hockey and soccer, and even Centennial Lakes' facilities are vastly more popular than our game.

Yes, FR is a quality venue for folks to take up and play the game at a friendly facility. Obviously, FR has a core of devoted followers. Yes, there'd be disruption if FR and Braemar's exec course are closed simultaneously. And while I appreciate the oddity that a course whose recently-retired debt is a candidate for closure, it's also true that the new cast at the helm shouldn't be burdened bone-headed decisions of the past.

I think a Braemar Par 3 could satisfy any desire by users to hit "longer clubs." Truth is, many golfers (and most beginners) can't hit the ball over 150 yds, and surely some holes in a Par 3 layout would be that long or longer. Besides, I agree with the notion that Clunie tees could be adjusted to make that a "long short course" and, even, a 6-hole facility for the growing many who prefer to spend less time on the course. There are options.

To me, a central question is whether Edina's "golf enterprise" is financially sustainable, and I think some pretty good numbers show that it currently is not. Maybe it's weather related, maybe debt-retirement would change that, and maybe better marketing and course conditions and customer service could boost revenue.

But maybe also THE KEY factor is diminishing interest in our game. If that's as true as I suspect it is, then it makes sense to examine alternatives to maintaining the "enterprise" in its full and current form. We must avoid a situation where we're stuck with facilities that, together, are not self-sustaining and the City Council loses interest (understandable, given golf's low ranking in city surveys). The real danger here is that trying to maintain "the enterprise" in its full form may well result in funding levels that would reduce all courses to mediocrity. Face it, the condition of Braemar is already diminished from being the state's top public facility to one that is out of the top tier, and that won't change without making adjustments in golf-related service levels.

We should examine all options, of course. But to me, "doing nothing" (as in maintaining the politically-safe status quo) almost certainly would mean that Braemar continues to suffer.

Thanks, and let's talk this through (I'll buy the first round).

Ron 612-986-5158

----- Original Message -----

**From:** [cpete572@aol.com](mailto:cpete572@aol.com)

**To:** [Chris.Reeves@DexOne.com](mailto:Chris.Reeves@DexOne.com) ; [ron-way@comcast.net](mailto:ron-way@comcast.net) ; [michaelgwolff@comcast.net](mailto:michaelgwolff@comcast.net) ; [jcouchman@comcast.net](mailto:jcouchman@comcast.net)

**Sent:** Sunday, February 02, 2014 11:56 AM

**Subject:** Re: Save the Fred - meeting follow-up

To me a big point is that they are closing both executive courses at the same time. They need a course where some longer clubs can be hit. The Fred is also level and easy to walk! Not good planning considering all the leagues that play at Fred and Braemar Exc. Where are they going to play and how many will continue on a par 3 course? It is a sin to give up on a \$5 million dollar investment without more discussion. Thanks, Robert Peterson 35 year patron at Braemar

[cpete572@aol.com](mailto:cpete572@aol.com)

-----Original Message-----

From: Reeves, Chris (MPL) (MPL) <[Chris.Reeves@DexOne.com](mailto:Chris.Reeves@DexOne.com)>

To: 'Ron Way' <[ron-way@comcast.net](mailto:ron-way@comcast.net)>; michael wolff <[michaelgwolff@comcast.net](mailto:michaelgwolff@comcast.net)>; 'Robert Petersen' <[cpete572@aol.com](mailto:cpete572@aol.com)>

Sent: Sat, Feb 1, 2014 9:07 am

Subject: Fwd: Save the Fred - meeting follow-up

FYI

Begin forwarded message:

**From:** "chrisandrachel@comcast.net" <[chrisandrachel@comcast.net](mailto:chrisandrachel@comcast.net)>

**Date:** February 1, 2014 at 8:59:30 AM CST

**To:** Chris Reeves <[chris.reeves@dexone.com](mailto:chris.reeves@dexone.com)>

**Subject:** Fwd: Save the Fred - meeting follow-up

Sent from my iPhone

Begin forwarded message:

**From:** Liz Couchman <[jcouchman@comcast.net](mailto:jcouchman@comcast.net)>

**Date:** February 1, 2014 at 8:12:10 AM CST

**To:** Rachel Reeves <[chrisandrachel@comcast.net](mailto:chrisandrachel@comcast.net)>

**Subject:** Fwd: Save the Fred - meeting follow-up

FYI- here's the lowdown.

Begin forwarded message:

Dear Friends of The Fred,

First, the bad news. Last night, City of Edina Staff led by City Manager Scott Neal, formally announced a 6 point plan to reduce costs and increase revenue for Edina golf operations. Sadly, the very first point in the plan is a recommendation to close Fred Richards Golf course. Enough of the bad news, now on to the good news!

### THE GOOD NEWS!

- FRIENDS of the FRED TURNED OUT! Of over 300 people at the meeting, approximately 90% were there to support the Fred!
- Friends of the Fred handed out 150 neon yellow t-shirts with the phrase "Save the Fred" on the front. We ran out of T-Shirts 10 minutes before the meeting even started. City Staff were startled to look out and see a WALL OF YELLOW sitting in front of them.
- It was obvious to everyone in the room from the first slide on the screen that the plan being presented was flawed and not well thought out. The City's presentation provided little to no support for their numbers related to the economics of Fred Richards golf course.
- Several FOF brought up that **repurposing of Fred land would cost money**...both in initial capital and in ongoing maintenance costs. When asked about this, the City Manager confirmed that potential future costs of operating and maintaining a park were **NOT** included in the city's financial analysis that led to the recommendation to close the FRED.
- Friends of the Fred spoke passionately for over one hour and fifteen minutes when the meeting was opened to comments. Highlights:
  - City proposed timeline is for a vote on closing the Fred on March 4<sup>th</sup>...we let them know loud and clear this is unacceptable! They have been working on this with consultants and staff for MONTHS, AND MONTHS, AND MONTHS.
  - Golfers of all ages have enjoyed Fred Richards for over 20 years and City Staff proposed public consideration of ONE MONTH. That timeline cannot and will not stand!
  - FOF spoke eloquently about years of enjoying rounds on the Fred with children, grandchildren, friends and family.
  - Fred Richards league members talked about how great the course is and how their leagues are growing (Patty Berg League, Happy Hackers League, Fairway Femmes League, Toro League, Seagate League, NWW League etc.).
  - Many great questions were asked about the financial assumptions underlying the recommendation. Quite simply, the numbers don't add up and Friends of the Fred in attendance let the City know it.
  - FOF put forward great ideas about how to generate more revenue at the Fred and across golf operations. When asked whether any of these ideas were even considered by staff when putting together their recommendation the answer was almost always NO.
  - FOF stressed how talented and resourceful Edina residents are and challenged City Staff to put together an ad hoc team to study other alternatives to increasing golf revenue WITHOUT closing the Fred.
- We applaud Mayor Hovland for attending the meeting and listening to our concerns. After the meeting he expressed significant concern over the timeline for making a decision to close the Fred and also remains open to other ideas and proposals.
- None of the City Council Members attended the meeting. We sincerely hope they will get involved and take every opportunity to listen to the voice of the citizens that they represent in the near future.

What's Next:

- Friends of the Fred team will be meeting this weekend to discuss an action plan for next steps...stay tuned!
- Public hearing of the Edina Park Board at City Hall on Tuesday, February 11<sup>th</sup> at 7PM.
- City Council Meeting on Tuesday, March 4<sup>th</sup>.

**THREE THINGS YOU CAN DO NOW TO HELP SAVE THE FRED!**

**1. THE SUPPORT WE HAD LAST NIGHT WAS TREMENDOUS, BUT IT'S ONLY THE BEGINNING! WE NEED YOU TO COME TO THE PARK BOARD MEETING ON FEBRUARY 11<sup>TH</sup>. WE ARE ORDERING MORE "SAVE THE FRED" YELLOW T-SHIRTS! EMAIL [jtstang67@gmail.com](mailto:jtstang67@gmail.com) to let us know you will be there to support the FRED.**

**2. FLOOD the Mayor and City Council Members with emails and letters to express your support for the Fred (See email addresses below). THE MAYOR AND CITY COUNCIL WILL MAKE THE FINAL DECISION. Tell them the timeline proposed is offensive and ask for the City to approve an ad hoc team of concerned residents to develop alternative proposals for consideration.**

**3. Watch your email for more updates from us and visit the FaceBook page for SAVE THE FRED every day!**

James Hovland  
Mayor  
612-874-8550  
[mail@EdinaMN.gov](mailto:mail@EdinaMN.gov)

Joni Bennett  
City Council Member  
952-927-0661...  
[jonibennett12@comcast.net](mailto:jonibennett12@comcast.net)

Mary Brindle  
City Council Member  
952-941-7746  
[mbrindle@comcast.net](mailto:mbrindle@comcast.net)

Josh Sprague  
City Council Member  
612-501-0252  
[joshsprague@edinarealty.com](mailto:joshsprague@edinarealty.com)

Ann Swenson  
City Council Member  
952-927-7524  
[swensonann1@gmail.com](mailto:swensonann1@gmail.com)

Deb Mangen

---

**From:** Aaron C Swann <aaron.c.swann@seagate.com>  
**Sent:** Thursday, February 06, 2014 8:33 AM  
**To:** swensonann1@gmail.com; Josh Sprague; Mary Brindle (Comcast); jonibennett12@comcast.net; Edina Mail  
**Subject:** Fred Richards

Mayor Hovland and Council Members Bennett, Brindle, Sprague and Swenson

This note is to communicate my families very strong support of the Fred Richards golf course and the need for it to remain open. The course offers a casual golfing environment that is rare and that would be impossible to replicate at Breamar. I believe that the proposals so far offered by the city are incomplete and have jumped straight to the answer of closure without considering the full costs or other opportunities to improve the financial status of the golf operations. To me this simply shows a lack of vision or imagination with regard to this issue. In addition, I am very concerned that the quick path to closure is wrapped up with the desire of the Hillcrest Development company to include new parks in their Pentagon Park redevelopment effort. This seems like something that needs to be further investigated to understand the influence that is being applied here.

While I am unable to attend the next parks meeting due to travel, I will continue to strongly support the efforts of those working to save Fred Richards.

Regards,  
Aaron Swann  
6710 Cahill Rd  
Edina, MN 55439

952-944-5261

Deb Mangen

---

**From:** Laura Nisi <Inisi@me.com>  
**Sent:** Thursday, February 06, 2014 9:15 AM  
**To:** Josh Sprague  
**Cc:** Jim and LaRae Hovland; Edina Mail; Kurt Nisi  
**Subject:** EHS Golf Teams

Hi there

Does the city charge the Edina High School golf teams for use of Braemar and/or Fred Richards?

If they get a preferred rate and time, are we also extending those preferences to Hopkins or Richfield Public Schools?

Would love any links to documentation of policies surrounding this as well.

Thank you!

Laura Nisi  
[Inisi@mac.com](mailto:Inisi@mac.com)  
612.834.4034

## Darrell Todd

---

**From:** Ruth Schmoll  
**Sent:** Friday, January 31, 2014 1:42 PM  
**To:** Darrell Todd  
**Cc:** Pete Knaeble  
**Subject:** Commendation - Pete Knaeble

As I mentioned at Run Review, I received an over-the-top compliment from a citizen about the care Pete Knaeble provided his 92-year old mother.

Mr. Laine Burger told about the call (#134093). He was impressed by all Police and Fire responders at the scene, but especially Pete.

Mr. Burger said Pete was calming, extremely polite, very competent and reassuring, and had a wonderful personality. He said Pete made an excellent presentation of the current situation.

What is interesting is that Mr. Burger's background is in law enforcement, particularly training. He has trained hundreds of people for 38 different agencies in California, Nevada, and parts of the Midwest. He said he has seen public safety staff in action, and some "get it" and some don't. Mr. Burger said Pete "gets it"! He said Pete "does his job well and he does it correctly". He thought Pete should be applauded for his method and great example.



**Ruth Schmoll, Administrative Assistant**

952-826-0326 | Fax 952-826-0393

[RSchmoll@EdinaMN.gov](mailto:RSchmoll@EdinaMN.gov) | [www.EdinaMN.gov/Fire](http://www.EdinaMN.gov/Fire)

---

To read news about what matters most, read the EFD Pulse [blog](#).

**From:** Tim McNamara <tim@mcpub.net>  
**Sent:** Tuesday, February 11, 2014 2:22 PM  
**To:** jonibennett12@comcast.net; Edina Mail; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com  
**Subject:** Braemar Golf Analysis

Edina City Council

A little "venting in the first two paragraphs, please be patient.

For the last year I have heard rumblings with regard to the Fred Richards and Braemar golf facility. Recently, it seems that you our elected city representatives and the un-elected park and recreation board are doing once again, what seems to be a pattern of waiting until the last minute to announce to Edina residents, who you were elected to represent, preordained plans to spend our tax dollars. Behind the scene, the city spends city money to do studies using unqualified consultants, before they survey it's residents. Residents, who many are consultants, business owner and problem solvers.

For the past 15 years, I have played golf at Braemar at least once week with a group that consists of now 72 golfers. Our group is not the Braemar Mens Club. Started many years ago by Pat Manion, we have grown to be the largest single non-city organized contributors of annual rounds played at Braemar. Week after week we show up and play, we don't cancel our tee times because of the weather, we play. We don't come to the course because of the food or the club house, we come for the golf. Over the years we have noticed the lack of demand for play and tee times. Seems the city could have started with asking us when they started their analysis of the facility. But know one has asked.

So here is my unsolicited analysis as a business owner.

Background for a business approach to a solution:

- Unlike government, a business does not have an open checkbook to make mistakes when the climate changes for it's products or services. The problem should be broken down into small segments or divisions. For Braemar these would be 3 divisions; the driving range, the 2 executive courses and the 27 hole championship course. On the surface it looks like Braemar should be making a lot of money because it has so much capacity. However, the real answer is it has too much capacity and exceeds the current demand for golf and not enough capacity at the driving range. Also, excess capacity comes with excess costs which often times is the reason for operating losses. The solution is not to raise prices on an assumed demand, it is to reduce capacity and improve the capacity that remains. Nor is the solution to eliminate effectively both executive courses and replace them with a single par 3 course.

The following is what I would suggest to the City Council, for FREE. Keeping in mind that if I were giving this advice in my business I would have charged for it.

- Close the Executive course on the Braemar property.
- Increase the footprint of the current driving range from the east of the first hole to just west of John Harris Way. Build a first class driving range, teaching and practice facility on this larger footprint.
- Sell the land north of Braemar Blvd to a developer for housing. No residents are going to show up a the council meeting demanding that it remain a golf course, and saying that it was reason they bought their home and now there property will have less value. Because there are no homes directly on the course.
- Three years from the beginning of the renovation, sell part of the land that holes 19-27 currently sit on to a developer. The same applies with respect to resistance from residents as in the sale of the north of Braemar Blvd land.

- Re-configure holes 8, 17 and 18.
- Move all the executive course demand over to Fred Richards. If the city turns it into a park the city still has costs and will never have revenue. Also, it would retain an Executive Course facility which is not the same as a Par 3 course as proposed. So it doesn't make sense or should I say cents.
- Using the revenues from the land sale, improve 1-18 (sand traps, fairways and greens with some re-design) and build the practice area over a 2 year transition.
- The transition and improvements could occur over a 2 year period using 19-27 as the second 9 holes with 1-9 improvements occurring in the first year and 10-18 occurring in the second year.
- Once improvements are completed and because of the location, this would establish Braemar as the premier 18 hole public golf course within the metro area. Residents and non-residents would be offered patron access, non-patron residents would pay a reduced rate and non-residents would pay a higher rate. Example Chaska Towne Course rate structure.

Savings for the city would be in a reduction in capacity, which would yield a reduction in maintenance costs 18 holes only, rather than 27 holes. Plus the revenue from the land sale and additional property tax base from the newly developed land. These revenues would more than offset the costs of the renovation and may even pay off the 13 million dollar bond which passed without a vote from Edina residents.

I was told last week that a council member, who I will not name, recently said, "The City Council has no appetite for selling city land at this time". Respectfully, I don't believe that this council member or the council as a whole owns this land. The taxpayers do and it is becoming very difficult to continue to live in a place where I grew up and see the wasteful spending and government approach decision making on a daily basis. Over the past 21 years I have seen my property taxes increase 4X with no end in site!

Sincerely

Tim McNamara  
Tim McNamara

6201 Crescent Dr., Edina, MN 55436  
952.922.4220 • fax 952.922.4287

**Deb Mangen**

---

**From:** dmswan2124@aol.com  
**Sent:** Tuesday, February 11, 2014 2:48 PM  
**To:** Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com; Cary Teague  
**Subject:** 6609 Bltackfoot Pass

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Today many of us are in shock watching all the trees being cut down. We were told there would be a 10 ft environmental easement. Big oak on the corner is being cut down as I write.

We were all under the impression that there was to be a 10 ft environmental easement where no trees or shrubs would be removed.

I talked to the supervisor of the tree cutting co. I asked how many trees were to be removed, he said "just about all of them".

How does this happen??? can you stop him?

At the meeting, Mr Busyn would not answer when asked how many trees would be cut, how many saved. It is clear to many of us now, that he can remove everything and if he gets a fine, so be it. It is worth it to him. He does not live in this neighborhood.

The only people happy about this are the buyer and the seller. This is not about keeping the character of our neighborhood intact, it is all about money.

We are all greatly saddened that the vote of planning and zoning 6-2 against this subdivision was not considered.

Dean and Mary Swanson

**Deb Mangen**

---

**From:** Kelly McCoy <Kelly@marathonfoods.net>  
**Sent:** Tuesday, February 11, 2014 3:05 PM  
**To:** Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com  
**Subject:** SAVE THE FRED!  
**Follow Up Flag:** Follow up  
**Flag Status:** Completed

To Whom It May Concern,

I am writing to express my support for Save the Fred! Even though I grew up in Minneapolis my family has been playing golf there since it opened. I feel it is a complete travesty that you would consider getting rid of this wonderful community asset.

It seems all the numbers don't necessarily add up and the council isn't being completely transparent in their argument to re-develop this land.

This isn't a decision that a group of 5 people should be allowed to make on the behalf of all Edina residents.

Please preserve Fred Richards Golf Course!

Thanks,

Kelly McCoy  
Parkwood Knolls/Edina Resident since 1995

**The information contained in this message and any attachments are privileged and intended only for the recipient names. If the reader is not a representative of the intended recipient, any review, dissemination or copying of this message or the information it contains is prohibited. If you receive this message in error, please immediately notify the sender and delete the original message and attachments.**

Deb Mangen

---

**From:** kelly a jungels <kjungels@comcast.net>  
**Sent:** Tuesday, February 11, 2014 3:08 PM  
**To:** Edina Mail  
**Subject:** indian hills

Mayor, you should drive through our neighbor hood today. You could see ALL the trees that are being cut down because of you and the council members agreement to subdivide the lot in Indian hills. It is a shame. Kelly Jungels

Deb Mangen

---

**From:** Cary Teague  
**Sent:** Tuesday, February 11, 2014 3:17 PM  
**To:** 'dmswan2124@aol.com'; Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com; 'James Hovland'  
**Cc:** Scott Neal; Cindy Larson  
**Subject:** RE: 6609 Bltackfoot Pass

Dean & Mary,

Thank you for notifying staff of the activity at 6609 Blackfoot Pass.

I contacted Scott Busyn when we received the complaint. He stated that the preservation easement has been staked in the field, and they should not be removing trees within the easement. He was on his way to the site to monitor. Staff is also on its way to visit the site.

The easement does allow undergrowth and buckthorn removal. Tree removal within the easement would require replacement. There is a large 30 inch Oak located near the corner of Blackfoot & Cheyenne on the approved plans, however, it is not located within the preservation easement.

I will pass along more information when we receive it.

Thanks!

Cary



**Cary Teague, Community Development Director**

952-826-0460 | Fax 952-826-0389 | Cell 952-826-0236

4801 W. 50th St. | Edina, MN 55424

[cteague@EdinaMN.gov](mailto:cteague@EdinaMN.gov) | [www.EdinaMN.gov/Planning](http://www.EdinaMN.gov/Planning)

...For Living, Learning, Raising Families & Doing Business

**From:** [dmswan2124@aol.com](mailto:dmswan2124@aol.com) [<mailto:dmswan2124@aol.com>]

**Sent:** Tuesday, February 11, 2014 2:48 PM

**To:** Edina Mail; [jonibennett12@comcast.net](mailto:jonibennett12@comcast.net); Mary Brindle (Comcast); [joshsprague@edinarealty.com](mailto:joshsprague@edinarealty.com); [swensonann1@gmail.com](mailto:swensonann1@gmail.com); Cary Teague

**Subject:** 6609 Bltackfoot Pass

Today many of us are in shock watching all the trees being cut down. We were told there would be a 10 ft environmental easement. Big oak on the corner is being cut down as I write.

We were all under the impression that there was to be a 10 ft environmental easement where no trees or shrubs would be removed.

I talked to the supervisor of the tree cutting co. I asked how many trees were to be removed, he said "just about all of them".

How does this happen??? can you stop him?

At the meeting, Mr Busyn would not answer when asked how many trees would be cut, how many saved. It is clear to many of us now, that he can remove everything and if he gets a fine, so be it. It is worth it to him. He does not live in this neighborhood.

The only people happy about this are the buyer and the seller. This is not about keeping the character of our neighborhood intact, it is all about money.

We are all greatly saddened that the vote of planning and zoning 6-2 against this subdivision was not considered.

Dean and Mary Swanson

**Deb Mangen**

---

**From:** Hugh Thompson <hughb.thompson@gmail.com>  
**Sent:** Tuesday, February 11, 2014 3:41 PM  
**To:** Edina Mail  
**Subject:** Braemar Enterprise

Please forward this email to the Mayor, Scott Neal, and Ann Kattreh. Thank you.

I have been a resident of Edina and active golfer at Braemar for 25 years as of February 12th.

I have always supported the Enterprise up until these past few years. These past 5 years have been tough for golf and Braemar what with the recession and decline in popularity for the game of golf.

The main 18 hole Braemar course is not what I first played on 25 years ago. It's quality has declined along with the speed of play which has led me to play other public courses such as Baker and Chaska on a regular basis. In particular, these two venues are of excellent quality and can both be played under 4 1/2 hours.....walking. The rangers make you....very firmly but politely.

A lot us in Edina are convinced that Braemar can re-attain its premier position in the Twin Cities Golf community and in spite of the declining numbers of golfers in America at least break even if not make a profit. How can this be done: by following the recommendations as put forth in the Braemar meeting of January 30 by Scott Neal and associates: Close Fred Richards and convert it to park land, redesign and downsize 19 - 27 to create an Executive 9 hole course ( this would replace the present Executive course and have the new one all on one side of the main entrance road), redesign and rebuild a premier Driving Range as is now presently planned, contract out the restaurant business, and create a new fee structure.

The economics of doing these recommendations would be positive by 2019 or 2020 but more importantly establish a Golf Enterprise equal to none in the surrounding area and carry itself through the 2020's if not longer.

Thank you,

Hugh Thompson  
6126 Arctic Way  
Edina, MN 55436  
952-210-4484

**Deb Mangen**

---

**From:** Nancy Beegle <nmbegle1@aol.com>  
**Sent:** Tuesday, February 11, 2014 3:54 PM  
**To:** Edina Mail; joshsprague@edinarealty.com  
**Subject:** Fred Richards Plan

Due to a church meeting I will be unable to attend tonight's meeting. Probably better being in a place of prayer.....

Please know that I am extremely concerned on the authority placed on so few that will impact so many. Josh - you represent my district. Where were you when this whole fiasco started? You were voted in to represent us. Part of your accountability is to keep us informed of decisions that WILL impact us. This golf course is in our neighborhood. We aren't stupid - the purpose behind these meetings is not to enhance the golf experience - it is to close and redevelop our neighborhood. OUR neighborhood. Where have you been? Many on my block have no clue that these meetings and discussions are taking place.

As our representative I hope you will in fact keep us in mind. Where is the "how can we avoid closing this course" discussions and draw in more revenue. Probably because that hasn't been the intent all along.

Sent from my iPhone

**Deb Mangen**

---

**From:** Sprague, Josh <joshsprague@edinarealty.com>  
**Sent:** Tuesday, February 11, 2014 4:05 PM  
**To:** 'Nancy Beegle'; Edina Mail  
**Subject:** RE: Fred Richards Plan

Nancy:

I don't represent a district, I am an at-large representative of the entire city. Cornelia is where I live, and certainly there are many new things happening there. I have had a council newsletter (Edina411) that I send out to over 600+ people since I was elected. Every time anything comes up that is significant to the city, it goes in that newsletter. Pentagon Park redevelopment, the 9 Mile Creek Trail route, and potential changes to Fred have all been mentioned -- although there was no specific staff plan to comment on until the public information meeting that many neighbors attended. The city also has many sources of information about changes happening (council connection; press releases; meeting video; meeting minutes; public/open work sessions/etc). And I hold Fridays open to meet with residents on topics of interest. I also have phone calls and email exchanges with people all the time. So I think it's a little unfair to say that I haven't kept people informed -- and that there aren't many opportunities for people to educate themselves and stay in the loop. Too bad we don't have an organized association on the south side of Cornelia -- it would make information transmission and discourse even easier!

There are no plans to redevelop the neighborhood. There are no plans to sell the Fred land if operations close -- it will always remain parkland.

I suggest you attend the park board meeting tonight, where there will be a public hearing and plenty of testimony and debate both for and against the staff recommendation.

Regards,

:: js

josh sprague, realtor  
edina realty 6800 france  
cell/text 612.501.0252  
<http://joshsprague.com>

-----Original Message-----

**From:** Nancy Beegle [<mailto:nmbeegle1@aol.com>]  
**Sent:** Tuesday, February 11, 2014 3:54 PM  
**To:** [mail@edinaMN.gov](mailto:mail@edinaMN.gov); Sprague, Josh  
**Subject:** Fred Richards Plan

Due to a church meeting I will be unable to attend tonight's meeting. Probably better being in a place of prayer.....

Please know that I am extremely concerned on the authority placed on so few that will impact so many. Josh - you represent my district. Where were you when this whole fiasco started? You were voted in to represent us. Part of your accountability is to keep us informed of decisions that WILL impact us. This golf course is in our neighborhood. We aren't stupid - the purpose behind these meetings is not to enhance the golf experience - it is to close and redevelop our neighborhood. OUR neighborhood. Where have you been? Many on my block have no clue that these meetings and discussions are taking place.

As our representative I hope you will in fact keep us in mind. Where is the "how can we avoid closing this course" discussions and draw in more revenue. Probably because that hasn't been the intent all along.

Sent from my iPhone

**Deb Mangen**

---

**From:** Jeff Wood <jeffswood@gmail.com>  
**Sent:** Tuesday, February 11, 2014 4:06 PM  
**Cc:** joshsprague@edinarealty.com; swensonann1@gmail.com; Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast)  
**Subject:** Save the Fred

Dear City Council Members,

I urge you to Save the Fred!

I have personally golfed there with my family many times, enjoying the easy tee-time access and reasonable greens fees. You shouldn't have to join a country club to golf in edina!!

Please SAVE THE FRED!

- Helen and Jeff Wood (Edina Resident since 1976)  
Edina, MN

Deb Mangen

---

**From:** Ann Kattreh  
**Sent:** Tuesday, February 11, 2014 4:26 PM  
**To:** Janet Canton; Frank Petrovic  
**Subject:** FW: Braemar



**Ann Kattreh, Parks & Recreation Director**

952-826-0430 | Fax 952-826-0385

[AKattreh@EdinaMN.gov](mailto:AKattreh@EdinaMN.gov) | [www.EdinaMN.gov](http://www.EdinaMN.gov)

...For Living, Learning, Raising Families & Doing Business

**From:** Jmac6001 [<mailto:jmac6001@aol.com>]  
**Sent:** Tuesday, February 11, 2014 3:06 PM  
**To:** Ann Kattreh  
**Subject:** Braemar

Hi Ann,

My wife and I are Braemar patrons, and have been for 15 years or so. I just wanted to let you know we support the Braemar golf course and driving range improvements. If this requires the need to turn Fred Richards Course into park land, then so be it. For far too long Braemar has been denied adequate funds due to paying down the FR debt, and now that that is resolved, Braemar should not be denied future funding to help maintain the FR course.

I hope you and other town people act on behalf of the support to Braemar.

Thanks,

Jim and Sheran Mc Nulty  
6001 Bonnie Brae Drive  
952 9411743

Deb Mangen

---

**From:** Hunzelman, Nick <Nick.Hunzelman@cnfinternational.com>  
**Sent:** Tuesday, February 11, 2014 4:58 PM  
**To:** Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com; Edina Mail; jonibennet@comcast.net  
**Cc:** Hunzelman, Nick; 'hunzelman@comcast.net'  
**Subject:** Decision to Close Fred Richards

Edina City Council,

I want to express my disappointment and frustration with the process of closing down the Fred Richards golf course. It seems to me there has been a very quick decision made to close the course without input from the citizens and without a complete review of the financial data that actually shows Fred Richards as a viable city asset. I understand and appreciate the financial concerns you have as an elected official but closing a golf course that can actually have a positive impact on the City's bottom line if marketed and managed properly and turning it into a nonrevenue generating park is just beyond my comprehension. I do not understand why the public golf courses are held to a different financial standard than nonrevenue generating city properties like the Edina Art Center and the city parks.

I am aware of an extensive analysis of the Edina golf facilities conducted by NGF Consulting. The findings from this analysis did not identify Fred Richards as a problem. Moody's and Standard and Poor's financial review of Edina does not call out a large concern of the Fred Richards course. The only study that suggests closure of Fred Richards is a 23 page study by a private individual. I'm sure the person that did the report did his best but the NGF report was over 100 pages in length.

Fred Richards offers a 9 hole golf experience to golf leagues, seniors, families and young adults. Last summer there was a father daughter event on the course every Sunday. I know there are several golf leagues that enjoy the course because of the unique layout of Fred Richards. These leagues will not move over to the par 3 course at Braemar. They will move down to the executive course in Bloomington. Fred Richards offers you adults a chance to play on great golf course full of challenges to improve their golf game.

The mayor is quoted in the August 7, 2013 Sun Current. "no decision will be made on the future of Fred Richards Golf Course without extensive public input" I know the mayor is an honorable man and will follow through on his commitment. So far there has been one public meeting announcing the plans and tonight there will be a Park Board meeting. I understand through meeting notes with on council member the decision to close Fred Richards will be made during the March city council meeting. I remain hopeful the mayor will slow this initiative down and involve the Edina residents.

Please make a well thought out unbiased decision on this issue.

Nick Hunzelman  
7461 West Shore Drive  
Edina Mn 55435

**Deb Mangen**

---

**From:** Bryan Peterson <bryanpeterson08@yahoo.com>  
**Sent:** Tuesday, February 11, 2014 5:03 PM  
**To:** Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com  
**Subject:** Save Fred Richards!

Dear Edina City Council Members,

I am writing you today in an effort to persuade you to vote against closing Fred Richards Golf Course. I was complete dumbfounded by the news and momentum within the city ranks to close such a wonderful golf course. My children and I have enjoyed going to the course every summer for the past few years now that they are both old enough to learn and play golf. There is no other course in the cities that offers the same low-key environment to teach, play and learn the sport of golf. My kids and I play at our own comfortable pace. The staff at Fred Richards and the course patrons are always welcoming to those who need more time to learn and/or play the game. Quite simply, Fred Richards makes learning the game, especially for children fun! Further, I cannot get the same enjoyment or experience with my children at Braemar. Braemar is a wonderful golf course for those with a higher skill level and abilities to play on a much more challenging executive course. There is no question, the two courses are not the same and appeal to different demographics.

That being said, I understand there are questions about the economic viability of having two city courses given industry trends. Furthermore, there seems to be two different positions on the financial health of Fred Richards, which I would argue need to be further vetted. At the very least...and knowing that the financing of purchase of Fred Richard's is now paid off, it would be logical to see how the costs/revenue of the course play's out over 2014 and possible 2015. As opposed to going off of projections using variables that may or may not be accurate. My recommendation is to let the course stay open to truly understand the viability of keeping it open. We owe it to the community!

I know I am not alone when I ask for your support to please keep the course open!

Sincerely,

Bryan Peterson  
5656 Woodcrest Drive  
Edina 55424

Regards,  
Bryan

Deb Mangen

---

**From:** Jeanne Mooty <david.mooty@icloud.com>  
**Sent:** Tuesday, February 11, 2014 5:42 PM  
**To:** Edina Mail  
**Cc:** Bruce & Tracy Mooty; Chuck & Liz Mooty  
**Subject:** Fred Richards golf course

Dear Mayor Hovland,

I started playing golf at the then Normandale golf course when I was 9 years old. My brothers, Bruce and Chuck, joined me there when they got older. I have been the owner of Prestwick Golf Club in Woodbury, MN for the past 18 years and ran a golf course management company for 15 years. My brothers and I have an interest in discussing the future of Fred Richards golf course with you or whomever you would suggest.

Thank you for your consideration.

David N. Mooty

Deb Mangen

---

**From:** Ann Kattreh  
**Sent:** Tuesday, February 11, 2014 6:02 PM  
**To:** Janet Canton; Frank Petrovic  
**Subject:** FW: Braemar



**Ann Kattreh, Parks & Recreation Director**

952-826-0430 | Fax 952-826-0385

[AKattreh@EdinaMN.gov](mailto:AKattreh@EdinaMN.gov) | [www.EdinaMN.gov](http://www.EdinaMN.gov)

...For Living, Learning, Raising Families & Doing Business

**From:** jakoelmel . [<mailto:ja.koelmel@gmail.com>]  
**Sent:** Tuesday, February 11, 2014 5:50 PM  
**To:** Ann Kattreh  
**Subject:** Braemar

Hello Ann,

When I first began playing golf back in the late '80s, it was a privilege, as a non- resident, to play Braemar. I was resentful of the fact I could not obtain a Patron card. When Braemar began selling non- Resident Patron cards, I bought one, and have continued renewing mine every year. I have always thought Braemar is a unique layout of well planned individual golf holes. I still do.

However, the condition of Braemar has deteriorated over the years. I am sure this is due to reductions in its budget, caused by a decline in golf in general, as well as other needs of the City of Edina. First and foremost, the Driving Range has become a 'goat ranch'. You can virtually forget about having green grass to practice from after the 4th of July. In addition, the range has sunk in, and is no longer able to provide flat lies to practice on. It needs to be enlarged and better managed. I have a few suggestions:

I am in favor of doing away with Fred Richards Golf Course. Sell the property and invest in the Braemar complex. That is where the future of Golf is in Edina.

Improve the overall practice facility by adding more 'Short game' practice areas. Take the necessary land for this from the Executive course area. Turn everything on the South Side of Valley View Road into practice area.

Turn the remaining Executive course property into a 4 or 5 hole 'Short course' where people can hone their skills as well as get in a quick four or five holes.

Use the Regulation course holes 19 - 27 as an separate Regulation or Executive 9.

Improve the Fairways, tee boxes and green side areas of the Championship course. Improve the quality of the fairways, possibly by experimenting with different grasses.

Charge more for golf, if necessary. Serious golfers are more than willing to spend money on a good course which provides a challenging, enjoyable golf experience.

Improve the pace of play on the Regulation course. A round of golf can be completed by 4 players walking, in 4 hours. All that is necessary is a staff committed to the task of enforcing pace of play.

I live in South Minneapolis. I am willing to make Braemar my Golf Destination in the area if Edina is willing to make it a positive experience for me.

Kindest regards,

Jeffrey Koelmel  
2637 Humboldt Ave S.  
Minneapolis, MN 55408  
[ja.koelmel@gmail.com](mailto:ja.koelmel@gmail.com)

**Deb Mangen**

---

**From:** Robert Norheim <norhrwn@yahoo.com>  
**Sent:** Tuesday, February 11, 2014 7:41 PM  
**To:** Edina Mail  
**Subject:** Fred Richards Golf Course

City Council,

I respectfully ask that you seriously consider not closing Fred Richards. This is a wonderful course and serves the need of many people that Braemar does not, especially the older golfer and the young golfers.

Thank you for your consideration.

Helen Norheim  
President, Happy Hackers golf League

**Deb Mangen**

---

**From:** Dean Mathews <Deanjr@marathonfoods.net>  
**Sent:** Tuesday, February 11, 2014 7:48 PM  
**To:** joshsprague@edinarealty.com; jonibennett12@comcast.net; Mary Brindle (Comcast); swensonann1@gmail.com; Edina Mail  
**Cc:** Yeller; Dean Mathews  
**Subject:** Save The Fred  
**Attachments:** F2F49247-3F44-4BE7-8198-551326CA6189.png

To whom it may concern,

I was dismayed to read of the article in the paper this morning about the possible closing of the Fred Richards golf course. I don't personally live in or near that neighborhood, but consider it to be one of the fine treasures that we as Edina residents are fortunate to enjoy. My family has access to many of the finer golf establishments in the area, but Freddie Richards is where my son likes to play with his buddies. It's an easy and low pressure place for these kids to enjoy themselves and I'm happy that its there for all the kids....not to mention the many adults that find it an enjoyable and comfortable place to play golf. Braemar does not offer this environment. It's also more than a golf course as one of the great green spaces in Edina. It's too valuable to lose and I don't see how it could operate more effectively as something else.

I'm an almost 20 year Edina resident that has lived in 3 different houses and has had the pleasure of street assessments at 2 of these houses with a 3rd on the horizon. I've also voted to support every financial amendment that the city has put forth. From the article this morning, it appears this is a resource that does not make money for the city. However I understand that this may not be the case. In some of the numbers I've seen such as recorded below, I ask are we being truthful in how the numbers are allocated? The paper today it was paid off this year, so why is there a large debt service column – this will presumably go away. Will some of the numbers allocated hit other municipality expense columns if the Fred goes away (I.e. FR expenses recorded to Braemar)? I also wonder how the city values the justification of operating the facilities within the city. Does Edinborough make money? Does the Community Center make money? Does the Art Center make money? Does Arden Park, Pamela Park, Normandale Park, Walnut Ridge Park, etc pay dividends to the city?

I would answer that they all are valuable assets of the Edina community in which we live. I hope the council thinks of all the people they represent, what this gem means to our city and keeps the Fred Richards golf course as what it is today.

Kind regards,

Dean, Danielle, Cole & Ramsay Mathews  
5604 Brookview Ave  
Edina, MN

[cid:F2F49247-3F44-4BE7-8198-551326CA6189]

---

**CONFIDENTIALITY STATEMENT:**

This e-mail and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you are not the intended recipient, you are notified that any dissemination or copying of this message or any attachment is strictly prohibited. If you have received this e-mail in error, please notify the original sender at the telephone number above and destroy this e-mail, along with any attachments.

**Deb Mangen**

---

**From:** Jane Lonnquist <jjlonnquist@earthlink.net>  
**Sent:** Tuesday, February 11, 2014 11:32 PM  
**To:** Edina Mail  
**Subject:** Note of Praise for HPB -- forward to Mayor and Council

Dear Mayor Hovland and City Council Members,

I write to share my deep appreciation for the Heritage Preservation Board and their thoughtful deliberation tonight. They considered two Certificate of Appropriateness requests for the Country Club Historic District. The first was quickly approved and praised for its modest change to the front facade and its appropriate addition and new garage. The second was debated with integrity and intelligence for more than an hour and then tabled until more information is submitted. While the developer tried to skirt the guidelines and make the case for the "whole house rehabilitation" of 4505 Arden, the board stayed true to the objectives, terms and procedures outlined in the Plan of Treatment you approved in 2008.

I was impressed by the intelligence and integrity of the volunteers and staff on this precedent-setting case -- the first attempt to tear down a historic home in Country Club since the stronger guidelines were enacted six years ago.

Respectfully,

Jane Lonnquist  
4510 Drexel Avenue

Deb Mangen

---

**From:** Vicoula4@aol.com  
**Sent:** Wednesday, February 12, 2014 9:51 AM  
**To:** Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann@gmail.com  
**Subject:** Re: Fred Richards

*Dear City Council Members:*

*I am writing with concerns about the closing of Fred Richards golf course. There seems to be a rush to judgement, and that despite efforts of nearby residents and golfers, the proposals continues to move forward to close Fred Richards.*

*It is my belief that one aspect of having a successful outcome to keep both courses open AND profitable would be to use an independent contractor to manage the courses. This is being done if several cities with positive results. Des Moines was in a similar position with their municipal courses, and by hiring a company to manage the costs, they were able to have a profit in a matter of 2-3 years.*  
*([thegazette.com/.../municipal-golf-courses-struggle-as-golfs.](http://thegazette.com/.../municipal-golf-courses-struggle-as-golfs))*

*By privatizing the courses, Edina still owns the property, but it is run by an independent contractor. Minneapolis, I have heard, has done the same thing; in fact, they have a contract with a guarantee to be profitable or the company has to contribute.*

*The other issue that is upsetting residents is HOW Fred Richards will be repurposed. There are costs involved as well as the maintenance. The suggestion that it will be a park, does not seem practical, as Centennial Lakes is LOSING money (almost comparable to Fred Richards). Why does that seem to be a possibility? The repurposing, if necessary, should NOT be an afterthought but be ongoing in the discussion, so there is a definite direction.*

*Making Braemar into an elite golf course and spending huge sums to do it is not a guarantee to attract more golfers. The idea that the kids will go over there instead is a stretch. Braemar is 2/3 of the deficit.*

*Please take the time to explore the option of privatizing the municipal golf courses.*

*Vicki Withers*

**Ellen J. Kennedy, Ph.D.**  
7220 Cornelia Drive  
Edina, MN 55435  
[kennedy@worldwithoutgenocide.org](mailto:kennedy@worldwithoutgenocide.org)

Edina City Council  
Edina City Hall  
4801 W. 50<sup>th</sup> Street  
Edina, MN 55424

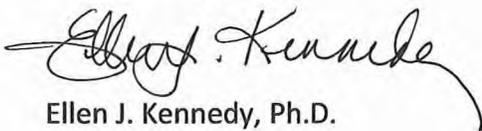
February 10, 2014

Dear Council Members,

Thank you for the opportunity to speak with many of you, members of the Edina Human Rights and Relations Commission, and Mayor Hovland last week. It has been a privilege to be involved in some of the past work of the EHRCC that had strong support of the City Council. I would appreciate the opportunity to work more directly on the Commission and it would be an honor to be appointed to serve.

I look forward to hearing from the committee in the near future.

With best regards,

  
Ellen J. Kennedy, Ph.D.

**Deb Mangen**

---

**From:** WinnieandSteve Martin <martins6012@gmail.com>  
**Sent:** Wednesday, February 12, 2014 10:28 AM  
**To:** Edina Mail  
**Subject:** Take another look at Golf Enterprise

First, thanks for looking at this issue. It has been long "never looked at."

Second, main question as Ann, Scott and our Edina Council/Josh Sprague have clearly stated....."How do we make our Golf Course Operations sustainable over the long-term?"

These thoughts -

Fred could be a gem of a Junior Program that would drive your future golfers at Braemar. Closing Fred will potentially create a wretched backlash 5-10 years later as there is no upcoming Jr. Program to support the Sr. Braemar plan. Golf is on a national trend down. Edina has the opportunity to change that trend locally by how the community wants to shape their own future golf enterprise. Think of it like school....for success in middle and high school you need a strong elementary/pre-school foundation. Fred is your elementary school to your high school/Braemar.

Fred won't lose you money. Braemar is. Utilize Fred to fuel funds for Braemar. Reverse the philosophy - Fred will pay for your Braemar. Fred is the future of Edina golf.

Let's build a BRAEMAR NEST (like the Hornets Nest.) How about a fundraiser? How about a Jr. Partnership with USGA Tee to Green? How about a Junior Tournament to raise funds for improvements? How about a consolidation of our Park and Rec. program to change the future of golf in Edina.

It's a tremendous opportunity that invests in the youth and the future of this Community.

Winnie Martin  
6012 Ewing Ave. S.  
Edina, MN 55410

Deb Mangen

---

**From:** Michael Wolff <mikew@mgwolff.com>  
**Sent:** Wednesday, February 12, 2014 11:24 AM  
**To:** Edina Mail  
**Subject:** Braemar Golf Course

Dear City Officials,

As a ten year member of the BMC, a business consultant for over twenty five years, and resident of Edina I believe I have credible input and ask that you give my comments serious consideration.

Braemar Golf Course is a jewel for Edina and has the potential to be an outstanding, profitable facility for the city. Despite the fact that golf is currently down, Braemar is well positioned to grow even in poor market conditions. The location is superb as compared to golf courses in the outer ring of the suburbs, it has perhaps the prettiest land of any municipal golf course in the Twin Cities, and the course layout is good. There is only one reason this facility isn't filled to capacity and making a profit and it is because it is failing to compete with other venues despite the fact that it has every advantage.

The current operational path is called a death spiral in the business consulting industry. A death spiral occurs when a business is failing to attract enough customers so it tries to cut costs in order to make the product/service less expensive. As a result, the quality suffers and the value decreases. When the value decreases fewer customers want the product/service. So, the result is fewer customers. Given fewer customers the business makes further cuts, which again decreases the value and results in even fewer customers. Hence the term death spiral. Braemar golf course is in this death spiral as I have observed it firsthand. And it has lost its reputation for quality, which most any avid golfer in the community will tell you.

When there is no competitive advantage, a death spiral is hopeless and the business should be liquidated, but that IS NOT the case with Braemar Golf Course. It has significant competitive advantages, but the continual cuts in cost have devalued the product and, frankly, the less than stellar service and moderate facilities can't make up for the low quality of the golf course. Braemar enjoyed the previously favorable market conditions and due to its competitive advantages fared well, and it still can but it must be more competitive.

To pull out of the death spiral Braemar needs to invest in the golf course to improve the quality. Significant improvements in value to the golfer can be made with little investment and additional expense, for the most part simply with better maintenance (great improvements in service can be made with no additional expense). Then, because of its advantages, it would attract more golfers and it would allow Braemar to raise its prices, increasing both the number of rounds played and the price paid per round.

Edina is a premiere suburb and Braemar Golf Course has the potential to be a premiere amenity and Edina needs to look at Braemar as an opportunity, not a cost center (as does St. Paul with Keller Golf Course and Coon Rapids with Bunker National). Not only would this be good for that sector of the population that can enjoy this amenity, it would add to Edina's status and supports property values, which is good for the entire city.

Should you be so inclined I will offer my professional services free of charge to look at the operations of Braemar Golf Course beyond a list of improvements, but to a connection with value and the financial performance of the facility.

Respectfully,

Michael Wolff  
5300 W 70<sup>th</sup> Street

President  
M.G. Wolff & Associates, Inc.  
Office: 952-942-9653  
Fax: 952-942-9656  
Web Address: [www.mgwolff.com](http://www.mgwolff.com)

**Deb Mangen**

---

**From:** Ed Gray <egray@sprintmail.com>  
**Sent:** Wednesday, February 12, 2014 1:23 PM  
**To:** Edina Mail  
**Subject:** Golf

Please forward this to the Mayor, Members of City Council, Scott Neal and Ann Kattreh.

I have lived and owned a house in Edina for almost 40 years and have been active at Braemar Golf Course and the Braemar Men's League for over 15 years.

I fully support the 6 point plan as advanced by the City Manager and Parks Director. Braemar should be restored to it's position as one of the premier golf facilities in the state. This will only happen if the plan is approved. The driving range is urgently in need of renovation and increased use of the range will generate revenue to be used for the entire golf enterprise.

I also support the closing of the Fred Richards Course and consolidating that operation at Braemar. The Fred Richards course is redundant and should be converted to parkland. Repurpose and redesign the new 9 and make it a Par 3 course. Most Edina golfers would prefer not to play that 9 anyway due to it's design.

The 6 point plan is right on in terms of improving the food operation and making urgently needed improvements to the original 18 Braemar holes. I believe that if the original course is restored to it's potential, rounds will increase and price increases can be made. As the course now stands, pace of play and conditions will not sustain a price increase. There are just too many alternative golf courses to play for the same price that are in better condition and have a better pace of play.

Thanks you for your consideration

Edward Gray  
6125 Arctic Way  
Edina, MN 55436

Deb Mangen

---

**From:** JOHN BERG Owner <jebergfamily@q.com>  
**Sent:** Wednesday, February 12, 2014 2:03 PM  
**To:** Edina Mail  
**Subject:** Fred Richards Golf Course

Mayor Hovland, Joni Bennett, Mary Brindle, Josh Sprague, Ann Swenson:

I attended the Park Board meeting last night and was surprised and disappointed to see that the Park Board approves the recommendation to close Fred Richards and forwarded the matter to the city council. This decision was made in spite of numerous public and private statements from members of the city council that there would be adequate time for public participation and feedback before any decision would be made in connection with the Fred. The city giving public notice in late January about the issue and then having a potential final decision March 4 is highly inappropriate.

It is unconscionable to move forward without additional analysis. Closing Fred Richards will fundamentally change the fabric of our community and it is our right to play a role in this planning process. Numerous residents have requested to volunteer their time and expertise to the City, to brainstorm ideas including but not limited to increasing traffic and profitability for Fred.

The financial projections assuming that 50% of Fred Richards revenue/golfers will directly add to Braemar's bottom line are flawed at best. Although there is no way to predict where these golfers will go if Fred closes, from all information I have seen and heard the leagues that currently use Fred will not use Braemar in the future. Additionally there has been absolutely no effort to drive revenues at the Fred and many alternatives exist that could substantially improve the cash flow on the course.

Additional analysis is required for a decision of this magnitude. How can any thoughtful decision be made that is intended to reduce costs to the city be approved without looking at alternative uses and the cost to convert and maintain such alternative use? Additionally, it is not appropriate to make a decision to close Fred without a simultaneous decision about what future use it would have.

I appreciate a response.

Thank you,  
John Berg

**Deb Mangen**

---

**From:** Dan1nan@aol.com  
**Sent:** Wednesday, February 12, 2014 4:05 PM  
**To:** Edina Mail  
**Subject:** braemar golf

mayor Hovland and City Council members:strongly support staff position to close Fred and invest in braemar. Dan Peterson 6408 Gleason Ct 55436 952 828 9684

**Deb Mangen**

---

**From:** Eugene Nord <eljlord@aol.com>  
**Sent:** Wednesday, February 12, 2014 4:27 PM  
**To:** Edina Mail  
**Subject:** Rick Ites Presentation  
**Attachments:** Rick's message to Park Board.docx; ATT00001.htm

Ladies and Gentlemen,, I was reading Rick Ites, President of Braemar Men's club and President of the Braemar Golf Association, comments for you last night and ran out of time. Attached is his entire message for your review.

Good evening. My name is Rick Ites.  
Thank you for giving me these minutes to summarize my observation of Golf Operations here in Edina.

My personal background includes:  
-- being a resident of Edina since 1978.

--President of Braemar Men's Club for the 1999,2009,2013 and 2014 seasons.

--the Braemar Men's Club is the largest in MN with over 300 members.

--President of the Braemar Golf Association, 2011 to the present. This is a 9 member board which oversees all the golf leagues that use the Braemar golf facilities. The Fred Richard leagues have one member.

My theme is the restoration of golf in Edina to the premier experience we had for so many years. At one time there was a 3-5 year wait to join the men's club. The parking lots were full most days. Tee-times filled fast. The practice facility was well maintained and the overall course conditions were excellent.

Now, there is no wait-list for the men's club as many members have left to play courses that are in better shape.

Our aging irrigation system needs replacing; drainage issues need to be addressed; bunkers and tee areas need to be rebuilt; cart paths need to be built to allow for play in inclement weather; the driving range needs expansion to keep up with the technology of new golf equipment; the grill area needs updating; the clubhouse roof needs to be redesigned; the deck needs resurfacing and the locker rooms need repair.

As you can see, the list is long and I am sure not all inclusive.

To address these issues and any others, prudent and careful expenditure of community resources will be required.

We, the city of Edina, need to have this community asset restored. The above wish list cannot be accomplished at one time.

I feel the practice facility/driving range area is the most important item to be addressed. By making the commitment to accomplish this in 2014, the facility will generate more net operating cash that then can be used for other items on the list.

This requires building a master strategy to restore our golf facility back to the time when Braemar was considered one of the best public courses in the country.

Top quality public courses like Chaska, Bunker Hills, Baker, Edinborough and Keller are making significant financial commitments to upgrade or improve their facilities.

In conclusion, my hope is that the Braemar golf course is once again used for the benchmark that other communities use for their golf.

Thank you for your time.

**Deb Mangen**

---

**From:** Bill Hollway <bhollway61@gmail.com>  
**Sent:** Wednesday, February 12, 2014 4:44 PM  
**To:** Edina Mail  
**Subject:** Braemar Golf

City Council Members,

I am encouraged to hear the Edina City Council is moving forward with plans to improve Braemar golf course and practice facility. I have been an Edina resident and supporter of the Edina Parks for many years. The quality of the Park system has always been asset for the City and a great source of pride for the residents.

Thank you for recognizing the importance of maintaining the high quality of Edina's park assets.

Bill Hollway

BMC Board Member  
Bill Hollway  
cell # 612-483-3006

**Deb Mangan**

---

**From:** Jmac6001 <jmac6001@aol.com>  
**Sent:** Wednesday, February 12, 2014 4:48 PM  
**To:** Edina Mail  
**Subject:** Braemar

Dear City Representative,

My wife and I are longtime patrons of Braemar, and greatly enjoy playing golf so close to home. We are very supportive of the plans to upgrade the course and the driving range to a much higher standard than currently exists. It's too bad that we can't support Braemar and Fred Richards, but if a choice has to be made, we are strongly in favor of allocating funds to Braemar and not FR. Please represent our support for Braemar at the council meetings.

Thank you,

Jim and Sheran McNulty  
6001 Bonnie Brae Drive  
952 9411743

**Deb Mangen**

---

**From:** Barry Lundgren <barry.lundgren@gmail.com>  
**Sent:** Wednesday, February 12, 2014 5:53 PM  
**To:** Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com  
**Subject:** DO NOT close Fred Richards!

Dear City Officials,

Edina has an aging population, one of the oldest in the metro area, that is increasing due to all of the new high-density housing units being built in Edina.

Older people enjoy playing golf, but it can not or do not want to play a long and difficult course like the Braemar 18. The Braemar Executive is not challenging enough.

Fred Richards is perfect. You need to find other things to CUT in order to keep Fred Richards open. (Bike lane mania would be a good place to start cutting.) Maybe use some of that new-found slush fund money from our new utility bill surcharges?

As a side note, business at Fred Richards might improve if people knew about it. It is Edina's best kept secret. Before the City bought the course, it's entrance and parking lot were highly visible on W 77th St. near Hwy 100. Edina moved the entrance to a location hidden by thick trees, behind the empty Pentagon Park offices. The small sign on Parklawn is almost an afterthought. A private, for-profit business would never have hidden the entrance like this, but I guess the City doesn't have to think about things like that when you're spending other people's money? How about some advertising this summer? How about some new signs, including ones on France and 100? How about trying Groupons? How about listing Fred Richards on the city parks section of the web site? (It's not even mentioned now.)

Sincerely,

Barry Lundgren, age 61  
Edina resident since 1957 @ age 4

**Deb Mangen**

---

**From:** Leynia <Leynia@comcast.net>  
**Sent:** Wednesday, February 12, 2014 8:19 PM  
**To:** Edina Mail  
**Subject:** freight rail

Dear James,

If the railroading of SLP passes, homeowners will never get our investments back out of our homes. The decrease in home values will reduce the property taxes, further spiraling down the value of our good city.

Regards,

Ellen Lipschultz  
3925 Dakota Ave S  
55416

**Deb Mangen**

---

**From:** Kathy <oconnellgang@comcast.net>  
**Sent:** Wednesday, February 12, 2014 9:24 PM  
**To:** Edina Mail  
**Subject:** Fred richards closing

To the Edina City Council members,

For full disclosure, I will introduce myself relative to the Golf course evaluation and apparent decisions being made. I am a resident that lives very close to the Fred Richards golf course. I am not a golfer, nor are any of my family members. I have heard from the "save the Fred" group. I attended the Pentagon park open house. I was not in attendance at the public meeting nor the park board meeting. I have listened to some of the park board meeting online. I have a genuine interest in what is best for the community and Edina. I feel I am an independent third party, without a bias. You can decide based on the above.

My concerns are as follows:

- The process - why is it being rushed through? I have seen many areas of the city work on issues, and there always is a well thought out process to gather all inputs and make good decisions. The topic seems to be lacking significantly in its process.
  - Golf - I hear some of the facts given at the park board meeting. Too many golf holes compared to the rest of the country. A need for significant capital contributions at Fred Richards and Braemar. A positive financial position for Fred Richards before cost allocating from Braemar, break even after cost allocations. Debt load that is going away, with its interest. All these discrete facts, but they don't tie together, and the full picture isn't made clear. On the surface it sounds like Fred Richards is in better financial shape than Braemar. It seems that the board has decided that the city doesn't want to have all the golf holes it has, but I don't know where that comes from, the study?
  - Pentagon park - At their meeting, they made it clear that they are moving forward with or without the Edina parks. But they had drafts of plans on display with recommendations for the golf course space. It gives the appearance that Pentagon is driving the city on this topic.
- Full financial picture - There are statements about closing Fred Richards based on too many golf holes in town, based on bond rating agencies, and based on financial burden. But, the alternative has not been laid out. As a finance person, I don't understand how they could recommend shutting down Fred Richards, without knowing the full plan. They know with some certainty what revenue will disappear. They know what expenses go away. But they don't talk about what ongoing expenses will be. The property still remains, and need to be maintained, at some cost with no revenue. Therefore they know with certainty that the property will be generating losses.
- Underutilized asset - The statement was made that Fred Richards is the most underutilized asset in the park system. When shutting it down without an alternative plan will guarantee that it will become even more underutilized down to zero utilization.

Overall, I don't know what the right answer is. But I can't imagine that anyone of you could know it either. Please vote with a clear mind to delay this decision until you have been presented with a full picture of how this all ties together, with a sound process driving the right conclusion, and we as a community can have confidence that the plans for future use of this public space adds to our city. This is the duty of a city council and mayor to do what is best for the city as a whole, and blindly approving closing Fred Richards would be neglect of duty.

Also, is the financial information and study that was discussed available for public review? I would be interested to see the report.

If you would like to discuss further, I would be happy to have that conversation and expand on the above thoughts.

Sincerely,

Tom O'Connell  
952-649-7125 (cell)

Deb Mangen

---

**From:** Mike Scholz <mscholz@nova-communications.com>  
**Sent:** Thursday, February 13, 2014 10:31 AM  
**To:** Edina Mail  
**Subject:** Fred Richards

Mayor Hovland,

I am hoping that you will reconsider the opinion of the Park Board to close Fred Richards. Once this decision has been made there is "NO" turning it back. I have attended both meetings and there has been no alternatives presented. The numbers thrown around do not make sense (to me anyways). I have heard that Fred Richards is profitable one minute and a resource drain the next.

I am for improving Braemar if they believe they can attract more dollars ( practice range/ marketing/ redesign). They can be mutually exclusive.

- 1) At the **very least** delay this closure so we ca get a clearer picture of costs/potential alternatives
- 2) I am not saying I believe all the numbers but for sake of argument let's take it at face value. I still would like to the Municipal Liquor Stores to fill in the gaps. I do not know of a better use for those dollars.

Edina's golf operation makes it one of only 13 municipal golf courses in the United States with 45 or more golf holes, a statistic that Park Board Chair Keeya Steel called "pretty crazy.

**Personally I believe that is something to be proud of not denounced.**

Thank you for your consideration

Mike Scholz  
4512 Gilford Drive

**Deb Mangen**

---

**From:** Aaron C Swann <aaron.c.swann@seagate.com>  
**Sent:** Thursday, February 13, 2014 3:29 PM  
**To:** swensonann1@gmail.com; Josh Sprague; Mary Brindle (Comcast); jonibennett12@comcast.net; Edina Mail  
**Subject:** Re: Fred Richards

Mayor Hovland and Council Members Bennett, Brindle, Sprague and Swenson

Some additional information I found on our neighborhood site. Assuming this information is correct, it continues to baffle me as to why Fred is the course that is on the block. I tend to think that the exec course at Breamar is also cash flow positive, so I would assume that simple pushing Fred golfers to the exec course at Breamar is going to help anything. The problem is revenue from the full courses which take longer to play and are in need of sprucing up. Again, taking away Fred only reduced golf operation revenue and profit.

Regards,  
Aaron Swann

from "The Heights" on Nextdoor

"Thank you Molly for posting. Here are some important facts for the residents of Edina to know about the proposal to close Fred Richards Golf course (WHICH IS GOING TO VOTE ON MARCH 4th AT THE CITY COUNCIL MEETING)  
Additional information you should know:

Fred Richards has been and continues to be cash flow positive – every year back to 2007. Contributing over \$361K in net profit to the City of Edina golf operations from 2007-2013.

- In 2013, Fred Richards had operating profit of \$28k, while the Braemar golf facility lost (\$450k+). The Braemar Golf Facility had substantial expenses in 2013 related to the collapse of the golf dome and reconstruction costs that were not covered by insurance.

- Fred Richards has \$0.00 debt and the property which was acquired in 1994 for \$800k is fully paid off. It is essentially a revenue/net operating profit engine for Edina golf operations that can continue to offset operating deficits elsewhere in the system.

there is not need to close Fred Richards it is a valuable asset to young learners of the game to grow golf and it also provides the right playing environment for seniors , extendign the game of golf to are rising senior population.

Please contact city council members to ask them to dealy this decision until they have had an opportunity to realy examine alternatiave ways to keep both golf experiences in Edina. There is room for both. We have 35 parks in edina and only one executive 9 golf course. Why do we need another Park, such as Centennial Lakes? "

On Thu, Feb 6, 2014 at 8:33 AM, Aaron C Swann <aaron.c.swann@seagate.com> wrote:  
Mayor Hovland and Council Members Bennett, Brindle, Sprague and Swenson

This note is to communicate my families very strong support of the Fred Richards golf course and the need for it to remain open. The course offers a casual golfing environment that is rare and that would be impossible to replicate at Breamar. I believe that the proposals so far offered by the city are incomplete and have jumped straight to the answer of closure without considering the full costs or other opportunities to improve the financial status of the golf operations. To me this simply shows a lack of vision or imagination with regard to this issue. In addition, I am very concerned that the quick path to closure is wrapped up with the desire of the

Hillcrest Development company to include new parks in their Pentagon Park redevelopment effort. This seems like something that needs to be further investigated to understand the influence that is being applied here.

While I am unable to attend the next parks meeting due to travel, I will continue to strongly support the efforts of those working to save Fred Richards.

Regards,  
Aaron Swann  
6710 Cahill Rd  
Edina, MN 55439

952-944-5261

Deb Mangen

---

**From:** Eugene Nord <ejnord@aol.com>  
**Sent:** Thursday, February 13, 2014 8:51 PM  
**To:** Edina Mail  
**Subject:** Decision On Braemar Enterprise

To Mayor James Hovland and Council members, Scott Neal, and Ann Kettreh

I have been a resident of Edina since 1972 and a member of the Braemar Men's Club since 1980. I'm also a Past President of the BMC and am currently BMC Vice-President for 2014. I would like to thank Scott Neal and Ann Kattreh for the excellent job they have done in their preparation to present the case for the rebuilding of the driving range in the fall of 2014 and the future improvements to the Braemar Golf Enterprise to the Park Board. The Board's positive 7-0 vote is exciting news, and the response to Scott and Ann's efforts should result in increased play and increased revenue at Braemar.

Regarding the Fred Richards course, I ask all of you to stay tuned to the developing concept of Hack Golf. Right now, Hack Golf is a conceptual idea being generated by TaylorMade which is giving \$5,00,000 this year to "Fund experimentation for Hack golf." A presentation was made at the Golf Convention in Orlando the third week of January regarding this concept by:

Mark King: CEO TaylorMade Golf

Ted Bishop: President of the PGA

Joe Beditz: National Golf Foundation

Carl Hamel: World Renown Author, Speaker, and Business thought Leader

I urge you to go to Hack Com. and locate this 5 minute presentation.

Hack Golf is an idea that is being worked on to make golf more enjoyable for the youngsters, beginners, families, and retirees that would be new to the game. Obviously, TaylorMade and other golf equipment suppliers want to sell more of their product by expanding golf's reach to others than current golf devotees. Hack golf will incorporate ideas, for example, like larger golf holes.

When this concept is fully developed and ready for the public, Fred Richards would be an ideal setting to adapt to this new game. By doing so, Fred Richards would be on the cutting edge nationally, and, being in that position would appeal to all future and existing golfers throughout the 3.2 million population of the metro area. It could then be self-sustaining, revenue positive, and yet not compete with Braemar.

I will try to pass along future articles that would be of interest concerning this new and exciting concept for making golf easy and enjoyable to play.

Gene Nord  
6425 Nordic Circle  
Edina, Mn 55439

Deb Mangan

---

**From:** Dan Berend <djberend@comcast.net>  
**Sent:** Thursday, February 13, 2014 6:31 PM  
**To:** Edina Mail  
**Cc:** Ron Way  
**Subject:** Braemar

Edina City Council

I am an Edina resident and have been a member of the Braemar Men's Club for the past few years. I feel that Braemar has real potential as a revenue producer whereas the Fred Richards facility is more limited due to its size and general layout. It seems that the golf activity now taking place at Fred Richards can be incorporated into the Braemar facility with some planning. For me the best option is for the City to focus on Braemar and close the Fred Richards facility. I am sure that by now you have heard all the suggestions for improvements at Braemar. Changes to the restaurant operations and a new look for the driving range would be a good start and would be the quickest way to start seeing some profits. Our member/guest tournament brings in many outside golfers and gives us a chance to showcase the course each year so the better it looks and plays the more positive experience it is for everyone. With enhanced and improved restaurant facilities Braemar could attract more non-golf social activities over the winter instead of being closed. From a marketing perspective the Braemar Course is well known to Minnesota golfers and is a positive reflection on the City of Edina. Our goal should be to keep it that way.

Dan Berend

3030 Lynn S.  
Minneapolis 55416  
Feb. 12, 2014

Director of Human Resources  
City of Edina  
4801 W. 50th St.  
Mpls 55424

To Whom It May Concern,

I am writing to commend one of your employees - actually 3 - mainly it is the gentleman (whose name I didn't get) who was working as the receptionist in City Hall on 2/12 at about 10:15 a.m.

I stopped in because I couldn't find the Social Security office listed in the phone book as being at 5212 Edina Industrial Blvd - there was no such place. We tried everything on the computer to help me - calling the Resource Center, Senior Center.

Two other employees came along to speak to him & they stayed to help too. One of them - a young man - located the office - not in Edina but in Bloomington! gave me the address and directions. I easily found it because of their help. certainly not Social Security's!

These employees never even asked if I was an Edina resident - which I am not - but never hesitated to help.

Sincerely  
(Ms) Gayle Marko