



**To:** Mayor and Council

**Agenda Item #:** V. C.

**From:** Jordan Gilgenbach, Communications Coordinator

**Action**

**Date:** Feb. 18, 2013

**Discussion**

**Subject:** January "Speak Up, Edina" Report

**Information**

### **Action Requested:**

Receive report on January 2014 "Speak Up, Edina" discussion about food trucks.

### **Information / Background:**

Since June 2012, the City of Edina has used the online engagement website, [www.SpeakUpEdina.org](http://www.SpeakUpEdina.org), to collect ideas and opinions from residents. The site was used heavily during the "Name Your Neighborhood" initiative in 2012 and early 2013 and residential redevelopment ordinance changes.

One of the City Council's six strategic priorities for 2014-2015 is Communication and Engagement: "To clearly understand community needs, expectations and opinions, the City will consistently seek the input of a broad range of stakeholders in meaningful and interactive communication." A goal of that is to host a monthly discussion on [www.SpeakUp.Edina.org](http://www.SpeakUp.Edina.org). City Manager Scott Neal has selected topics for monthly discussions for the first half of the year. In January 2014, the discussion topic centered on food trucks. In this online discussion, the City posed the following questions:

- Currently, City Code does not allow food trucks in Edina. Would you support food trucks? Why or why not?
- Should there be protections in place for brick-and-mortar business against food trucks? If so, what?
- If food trucks were allowed, should they be restricted in certain areas of the City? Where would you like to see them?
- Should the City limit the number of licenses available every year? Why or why not?
- When should food trucks be allowed? Only during summer events, all year, or something else? What about time of day?

The discussion was open for comments between Dec. 29, 2013 and Feb. 1, 2014. During that time, 99 comments were made. Additionally, 1,121 people visited the site 1,547 times, garnering 6,591 page views. Of all the visitors to the site during that period, 67 percent were new visitors to the site.

The discussion was promoted through various means, including a press release, Facebook and Twitter posts and City Extra messages. In addition, the Communications & Technology Services Department reached out to organizations that might be interested in the topic, such as the Edina Chamber of Commerce, 50th & France Professional & Business Association, Minnesota Restaurant Association and Minnesota Food Truck Association.

The discussion gained traction, being posted online in places such as CityPages' "Hot Dish Blog" about the regional restaurant scene, Minnesota Business Magazine blog, Edina Patch and posted in the Edina Sun Current.

More than two dozen tweets were cast by various accounts and retweeted or shared 39 times, encouraging people to weigh in on the discussion. Most notably, the discussion was posted to Twitter by SJF Material Handling (57,300 followers); CityPages (39,900 followers) and host of the Travel Channel's "Bizarre Foods," Andrew Zimmern (662,000 followers). The aggregate total of followers of all Twitter accounts that tweeted about the discussion is about 794,000.

## The Results

Conversation on the City's "Speak Up, Edina!" site and on external sources were mixed. More people were generally supportive than against of the idea of allowing food trucks, but with some restrictions, such as location. Below are some summarized arguments and comments surrounding the different sides of the issues.

- **Pro Food Trucks**

- Fun way to get residents out and about.
- Lunch and dinnertime alternatives.
- Helps support the entrepreneurial feel and spirit of Edina.
- Employees would be able to reach a greater diversity of food without leaving work, especially for those with busy schedules.
- Food trucks will attract people to areas and increase sales in businesses, including restaurants.
- Less formal, less expensive.
- They are a valuable asset to a community, bringing families and individuals to the community.
- Customer is the ultimate voter with their pocketbooks.
- Businesses don't like competition, but consumers like options.
- Edina should build on existing systems, like those of Minneapolis; Madison, Wis.; Portland Ore. and Chicago.
- Not worried about taking business away from brick and mortar restaurants. If food trucks make better-tasting food than sit-down restaurants, it'd force restaurants to "up their game."
- I enjoy the fresh air and scenery at 50th & France over the lunch hour, without breaking the bank to go to a sit-down restaurant.
- Don't live or work in Edina, but would probably spend more time and money in the city if food trucks were part of the equation.

- Food trucks are a great, easy, low stress way to expose my two children to new and different options, and are a nice treat for adults, too.
- When I want to enjoy a nice, sit-down dinner, I'd choose a brick and mortar place, regardless of whether or not there were food trucks right outside. But when I want a quick bite to eat, then my choices are limited to fast food or food trucks. Does Taco Bell really compete with Rice Paper? They both offer two totally different dining experiences.
- I don't think food trucks would cut into out sit-down restaurant time, only our consumption of less healthy fast food.
- Is there a *compelling* reason to ban food trucks? No, there is not. We wouldn't ban paper bag lunches to protect restaurants. We don't need to create barriers. Allow capitalism to work.
- Edina has many outdated laws that reinforce the "snooty suburb" stereotype it often gets. Change!
- If 50th & France has congestion issues, it's more due to poor decisions regarding traffic signals and turn lanes. Eliminating all turns at 50th & France is a more logical response than allowing restaurants to use the issues to eliminate competition.
- **Food Truck Cons/Concerns**
  - Food trucks take away business from brick and mortar restaurants that already operate in Edina.
  - Noisy, take away from ambiance of neighborhoods.
  - Food trucks generally take away from the communities they serve.
  - Imagine food trucks lined up along a street, adding to the congestion of our already stressed transportation routes.
  - It sends a negative valuation message to existing brick and mortar restaurants.
  - Opposed, except for special events. Could cause unfair competition for established restaurants.
  - With food trucks, customers need adequate places to sit and discard trash.
  - Minneapolis' food truck situation leaves much to be desired.
  - Restaurants are vested and participate in community, pay taxes and offer atmosphere to our downtown area.
  - What will be the incentive for our current restaurants to continue operating if food trucks undercut them, or for new restaurants to open in Edina? There is not much incentive if someone can drop-in, ruin customer parking, the outside atmosphere in patio dining.
  - Invested a lot in my restaurant and it's already difficult to compete with the other restaurants at 50th & France. Food trucks are truly unfair, especially with their low cost of investment and overhead.
  - Unsightly, low-quality distraction and a hazard to the fluid movement of 50th & France.
  - I love to eat and love variety where I eat. However, I am opposed to food trucks. They are a fad. I am a firm believer in supporting our brick and mortar restaurants first. Edina has worked hard on its economic development. Food trucks would undermine existing businesses we have.
  - I love food trucks, but they don't belong in suburbia as a permanent fixture.

- Food trucks face refrigeration issues, raising the potential for foodborne illnesses.
- Minneapolis didn't think enough about limits on permits, proximity to brick and mortar restaurants, traffic congestion, sidewalk congestion, trash, noise pollution, smell of generators exhaust and strain on current tax paying restaurants. The same could happen in Edina.
- **Suggestions**
  - Support, but would focus them in parts of the City where there is not already an abundance of food trucks, like corporate, school church or park-based events.
  - 50th & France not a good location for food trucks since the area is already congested, but need to be where the people are.
  - In favor, but questions if food trucks would pay taxes like brick and mortar restaurants and would need to be considered.
  - Should be limited to areas where there are no existing restaurants.
  - Chicago limits food trucks to 300 feet of restaurants, and Portland concentrates all trucks in one parking lot to not harm brick and mortar restaurants.
  - Restrict to parks and special events.
  - Sit-down restaurants have to pay property taxes, and thus I feel they deserve a bit of protection in the form of a setback regulation, i.e. no food trucks within 1,000 feet of a brick and mortar.
  - City has obligation to protect its merchants, especially at 50th & France.
  - One idea taken from Evanston, Ill., is to only grant licenses to restaurants who already have a brick and mortar establishment. This would be a way to experiment with food trucks while respecting "our own."
  - Are there parks where we could designate a "food truck night" or "food truck Saturday" so there is parking plus a picnic area?
  - Food trucks should be zoned out of certain areas, like 50th & France, 44th & France and the area around Southdale.
  - They should be encouraged to compete against catering businesses.

The following attachments are provided for your reference.:

- Comments from "Speak Up, Edina!"
- Twitter results
- Minnesota Food Truck Association Call to Action
- EdinaEater.com article
- Minnesota Business Magazine article
- CityPages Blog and comments
- Emailed responses to discussion
- Comment from City Manager Scott Neal's Blog

[Speak Up, Edina!](#)

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# Speak Up, Edina!

We're always looking for feedback and ideas for how we can make Edina an even better place for living, learning, raising families and doing business. Take a moment to provide your feedback and ideas on any of the forums you see here or start your own discussion. It's your chance to speak up, Edina!

▶ **SHARE** your feedback! ▶ **POST** your ideas! ▶ **JOIN** the discussion!

This Discussion channel is currently closed.

## Discussion: Food Trucks

The City is interested to find out how the community feels about food trucks.

Note: The City is not proposing a change at this time. By using this online discussion, feedback on topics will be compiled and given to the City Council as informational only.

5 Topics 99 Answers Closed 2014-02-02

[View Discussion](#)

### 0 Attachments

Topic: Should food trucks be allowed?

Currently, City Code does not allow food trucks in Edina. Would you support food trucks in Edina? Why or why not?

53 Responses

### 53 Responses



[susan de Hoog](#) about 1 month ago

Yes, I think it is a fun way to get residents out and about in the city by offering alternative lunch and dinner time options and to get people outside. Food

trucks are entrepreneurial, which I feel is the spirit of Edina.

2 Supports

comment...

Reply to susan de Hoog



[Hein de Hoog](#) about 1 month ago

I support any type of entrepreneurial endeavors. Food trucks are popular and fun. Lets not restrict either in Edina.

2 Supports

comment...

Reply to Hein de Hoog



[Joel Stegner](#) about 1 month ago

Yes, but focus them on the parts of the city where there are not already an abundance of food outlets - or at corporate, school, church or park based events.

1 Support

comment...

Reply to Joel Stegner



[Kip Clayton](#) about 1 month ago

No ... I am with Parasole Restaurant Holdings. We operate several restaurants in Edina. We are of the mind that food trucks take business away from the many brick and mortar restaurants that already operate in Edina. Edina's current restaurants are first class and offer great diversity. I also believe the trucks tend to be noisy and take away from the ambiance of the neighborhoods.

4 Supports

comment...

Reply to Kip Clayton



[Brian Tibaldo](#) about 1 month ago

YES! I think this is a great idea. Employees would be able to reach a greater diversity of food without leaving work. Many are unable to leave work for a

great lunch due to busy work schedules. Such a service would help employees enjoy a greater variety and more convenience.

3 Supports

comment . . .

Reply to Brian Tibaldo



**[Don Henrich](#)** about 1 month ago

YES! If done properly, I believe food trucks will attract people to areas and increase sales in businesses, including restaurants. There should be limits on locations, hours and number.

1 Support

comment . . .

Reply to Don Henrich



**[Kelly Streit](#)** about 1 month ago

Yes! Food trucks are a fun way for families to have dinner or lunch in a less formal and often less expensive venue. When we were in San Francisco last year, they have a Friday evening event called Off the Grid at a large parking lot in a park. There are many food trucks and live music. It is a great event and would be great way to attract people to Edina. <http://offthegridsf.com/markets/fort-mason-center>

1 Support

comment . . .

Reply to Kelly Streit



**[Sarah Wuest](#)** about 1 month ago

Yes! Food trucks are a valuable asset to a community bringing families and individuals into the city. We were in Portland Oregon last year and were so impressed with the swarms of people purchasing from the multitudes of food trucks. It would be an excellent addition to Edina.

1 Support

comment . . .

Reply to Sarah Wuest



**[Bruce Langford](#)** about 1 month ago

I am I favor of food trucks in Edina... And I think we should have as few restrictions on them as possible until an obvious problem crops up. I'm sure all the restaurants would be against this, but Minneapolis has been making it work, and so would we. This reminds me of the issue of liquor in restaurants....

1 Support



[Jordan Gilgenbach](#) admin about 1 month ago

Bruce, interesting take. The City of Minneapolis has restrictions on where food trucks can and can't park in relation to restaurants or other venues. Would you support those types of restrictions?

0 Supports



[Bruce Langford](#) about 1 month ago

I think proximity to brick and mortar restaurants in the area around 50th and France is probably not such a great place for food trucks, especially with the traffic, but other than that, the food trucks need to be where the people are, and if that means within a few blocks of a restaurant, so be it. The customer is the ultimate voter with their pocketbook.

3 Supports

Reply to Jordan Gilgenbach

Reply to Bruce Langford



[Lois Ring](#) about 1 month ago

Yes, I think food trucks in Edina would be a wonderful addition. I live at Centennial Lakes Park and food trucks would offer new selections and a variety of food. There is very little available in the parks. This may bring more people to enjoy the parks as well.

2 Supports

Reply to Lois Ring



[Cathy Bailly](#) about 1 month ago

I am in favor, with some restrictions. Question, though, would they pay any city tax as brick and mortars do, or are we just removing revenue that would

otherwise be supporting our city?

0 Supports



[Jordan Gilgenbach](#) admin about 1 month ago

Hi, Cathy! That is a good question. Currently, with this online discussion, we are not proposing change, rather gathering resident feedback to present to the City Council. If they so chose, they can have staff further research the topics and make a recommendation. Taxation would have to be seriously considered and handled in a formal recommendation and ordinance to be voted on by the City Council. That being said, what would you prefer to see?

0 Supports

Reply to Jordan Gilgenbach

Reply to Cathy Bailly



[Michael Swanson](#) about 1 month ago

Yes. Cities like Portland OR have a fun and affordable food truck "culture". Businesses don't like competition, but consumers (that's us the Edina residents) like options. Edina should build on the existing system that cities like Minneapolis are using for food trucks. Buen provecho.

2 Supports

Reply to Michael Swanson



[David Burley](#) about 1 month ago

Food Trucks should be limited to areas of the city where there are no existing restaurants. Chicago limits its food trucks to 300' and Portland, Oregon concentrates all the trucks into one parking lot so as not to harm brick & mortar restaurants. Minneapolis limits to 100' - but there's discussion of increasing this and adding further restrictions. Trucks shouldn't be allowed at 50th & France as we already have a vibrant restaurant scene, and the city has recognized that the parking infrastructure is already strained.

1 Support

Reply to David Burley



[Jim Stromberg](#) 30 days ago

Maybe at special events, or in parks where people might want to have a bite, but - in general - I think food trucks take away from the communities they serve. I certainly understand a worker in an office building wanting to get a fresh sandwich or something out in their parking lot, but imagine the food-trucks lined up along a city street, adding to the congestion of our already stressed transportation routes - and - imagine the message we send to our 'bricks & mortar' places of business, who continue to work hard at staying afloat. If we have to have them, restrict them, please, to parks and special events.

1 Support

Reply to Jim Stromberg



[Gene Persha](#) 29 days ago

Comment: I am strongly opposed to food trucks in any commercial or residential area except for special events. Food trucks are a warm weather phenomenon and could easily cause unfair competition for our established restaurants. We also do not need more vehicles clogging up the streets, parking lots and open spaces. Furthermore, with food trucks, customers need adequate places to sit and discard their trash. The food truck situation in Minneapolis leaves much to be desired. We need to be careful with mobile commercialism. Food trucks are only facet of this.

1 Support



[Jordan Gilgenbach](#) admin 28 days ago

Thanks for your comments, Gene! The need for seating, even though the food trucks are mobile, is a good point.

0 Supports

Reply to Jordan Gilgenbach

Reply to Gene Persha



[Jim Schedin](#) 29 days ago

I didn't know how I'd feel about food trucks until I experienced the lineup of them near the IDS center downtown. My own experience is that they offer a delightful assortment of interesting foods, but are a bit spendier in order to cover their costs. I'm not too worried about them taking business away from the brick & mortars, because if they can make better tasting food than what is served at a sit down establishment, then it's going to force the sit down establishment to up their game. If the food trucks serve mediocre food at high prices, then they won't be around for very long. Case in point: I've enjoyed really good food from food trucks, and I've also had a mediocre meal or two (I won't be a repeat customer at those food trucks). That being said, the sit downs do have to pay property taxes and thus I feel that they deserve a little bit of protection in the form of a setback regulation, i.e. no food trucks within 1000' feet of a brick & mortar.

2 Supports

comment...

Reply to Jim Schedin



**Josh Hillger** 29 days ago

I do not believe Edina should have food trucks in areas where we already have brick and mortar restaurants. These restaurants are vested and participate in the community, pay taxes and offer atmosphere to our downtown area. The traffic is already too congested in areas like 50th and France and Centennial Lakes. What will be the incentive for our current restaurants to continue operating if they are undercut by food trucks or for new restaurants to open in Edina? Frankly there is not any incentive if someone can drop-in, ruin customer parking, the outside atmosphere at patio tables and take away business for those that have invested in our community?

0 Supports



**Jordan Gilgenbach** admin 28 days ago

Josh, thanks for weighing in! That's an interesting point about outdoor patio seating at sit-down restaurants I hadn't thought of.

0 Supports

comment...

Reply to Jordan Gilgenbach

comment...

Reply to Josh Hillger



**Susan Alton** 28 days ago

Yes! I think food trucks are a great idea! I work at 50th and France and many times I would like to enjoy the fresh air and scenery on my lunch hour without breaking the bank to go to a sit down restaurant. I think it is a fun idea and will get more residents to venture out and try something different. At least try it for a year.

1 Support



**Stacy Solow** 15 days ago

I also agree that it could be a year-by-year decision. If issues pop up, they can be solved, or the decision can be made not to renew the option the following year.

0 Supports

Reply to Stacy Solow

Reply to Susan Alton



[Jordan Gilgenbach](#) admin 25 days ago

Below is a message I received from An Nguyen, owner of Rice Paper restaurant at 50th & France:

As a restaurateur, I strongly oppose to the idea of allowing food trucks at 50 and France, and below are my reasons:

My investment in Rice Paper as a brick and mortar restaurant is significant financially, emotionally and physically. Under normal daily circumstances, it is extremely difficult just to compete and survive with the multitude of existing restaurants at 50th and France. To now be subjected to the possibility of competition from food trucks, which operate with a fraction of the investment and overhead as well as only maintain their presence in fair weather, is truly unfair.

To maintain my restaurant, I'm required to pay multiple costly annual licensing fees, including one for outdoor seating, exorbitant rents and insurance premiums and an ongoing schedule of rigorous, expensive maintenance costs both inside and out. To allow food trucks presence, with operate on only a fraction of these costs is to allow an overwhelmingly unfair competition with existing brick & mortar businesses.

Last year Peter's Grill, one of the oldest restaurant anchors located in the heart of Minneapolis, was forced into closure due to the presence of food trucks.

In spite of the fact that they may offer a range of ethnically interesting food, they are also unsightly and I feel are both a low quality distraction as well as a hazard to the fluid movement of traffic throughout the 50th & France shopping district.

Had I know that there might be a strong possibility of food truck presence at 50th & France, I would quite likely have had strong reservations about the moving there.

In light of all these reasons, I feel that the city of Edina has an obligation to protect its merchants, especially in the 50th and France arena, which is heralds as one of the jewels of the cities economic fabric.

Edina has a plethora of culturally interesting and fun aspects with plenty of diversity without the need to add these currently trendy independent novelties to its high quality shopping district.

Most sincerely,

An Nguyen, Owner Rice Paper Restaurant

2 Supports

Reply to Jordan Gilgenbach



[Cocina del Barrio](#) 24 days ago

Commercial refrigeration struggles after a certain temperature, which almost all trucks exceed if it is over 80 degrees outside. Raising the potential for foodborne illness.

The city of Minneapolis rolled this out without thinking enough about limits on permits, proximity to brick and mortar restaurants, traffic congestion that has occurred on Marquette due to heavy food truck concentration, side walk congestion, trash receptacles(even if trucks are to require to have their own trash

for guests Marquette has overflowing city trash after lunch service), noise pollution, the smell of generator exhaust and strain on current tax paying brick and mortar restaurants.

We echo the sentiments of other restaurants on this page, we are NOT for the introduction of food trucks in Edina.

Thank you.

1 Support

comment . . .

Reply to Cocina del Barrio



[Eric Christensen](#) 21 days ago

I support protecting our local businesses, including restaurants, from competition. I like the idea that food trucks couldn't be close to brick and mortar restaurants. I think we should ban any new restaurants from opening within 1000 feet of any other restaurant. Or we could ban any new restaurants from ever opening again. That way, our current businesses wouldn't ever have to deal with competition.

0 Supports

comment . . .

Reply to Eric Christensen



[Emily A](#) 20 days ago

I don't live or work in Edina. But I'd probably spend more of my time and money there if food trucks were part of the equation.

0 Supports



[Jordan Gilgenbach](#) admin at January 27, 2014 at 8:59am CST

Thanks for your comment, Emily! The 50th & France area prides itself in having very good restaurants and a unique shopping and dining experience. Do you think food trucks would make it less desirable, with the additional noise, smells, foot traffic, seating and/or garbage?

0 Supports

comment . . .

Reply to Jordan Gilgenbach

comment . . .

Reply to Emily A



[Stacy Solow](#) 15 days ago

I support food trucks in Edina. I have two small children so going to a bricks and mortar restaurant regularly isn't an option during the week. Food trucks are a great, easy, low stress way to expose them to new and different options, and a treat for adults too. I have no doubt that the majority of pushback will come from restaurant owners. While I understand their position, ultimately we can't insulate businesses from competition, or there will be no growth. Let consumers decide where they want to spend their food dollars. Restaurants must adapt and evolve to survive. Protecting them from new and innovative ideas is not the answer.

0 Supports

Reply to Stacy Solow



[Jim Schedin](#) at January 24, 2014 at 12:14pm CST

One more thought about the perception that food trucks will compete with the brick & mortars: When I want to enjoy a nice sit down meal with an adult beverage at a relaxed pace, I'd choose the sit down place every time. It wouldn't matter if there were several food trucks parked right in front of the sit down establishment. The goal is a nice, relaxing meal, regardless of the weather or other factors. But when I want to grab a quick bite without having to wait to be seated, waiting for the wait staff to greet me, bring me water, wait for the food, wait for the bill, etc, etc, then my choices are limited to fast food or food trucks. That's why people will occasionally choose fast food over nice restaurants. Does a place like Taco Bell really compete with Rice Paper? Will food trucks (another form of fast food) who are required to be "X" feet from a nice sit down brick & mortar really take away business? I don't think so, because they both offer two totally different food experiences, depending upon what the consumer has time for or wants to experience.

0 Supports

Reply to Jim Schedin



[Jim Schedin](#) at January 24, 2014 at 1:12pm CST

One more thought about the perception that food trucks will compete with the brick & mortars: When I want to enjoy a nice sit down meal with an adult beverage at a relaxed pace, I'd choose the sit down place every time. It wouldn't matter if there were several food trucks parked right in front of the sit down establishment. The goal is a nice, relaxing meal, regardless of the weather or other factors. But when I want to grab a quick bite without having to wait to be seated, waiting for the wait staff to greet me, bring me water, wait for the food, wait for the bill, etc, etc, then my choices are limited to fast food or food trucks. That's why people will occasionally choose fast food over nice restaurants. Does a place like Taco Bell really compete with Rice Paper? Will food trucks (another form of fast food) who are required to be "X" feet from a nice sit down brick & mortar really take away business? I don't think so, because they both offer two totally different food experiences, depending upon what the consumer has time for or wants to experience. In other words, to argue that someone who was planning on a nice meal at Cocina Del Barrio could be lured away by a truck parked at the curb a block away selling brisket on a bun (and having to stand there on the sidewalk and eat it) is laughable.

0 Supports



[Jordan Gilgenbach](#) admin at January 27, 2014 at 8:58am CST

Thanks for your comments, Jim! You bring up some interesting points!

0 Supports

Reply to Jordan Gilgenbach

Reply to Jim Schedin



[April Lutz](#) at January 26, 2014 at 8:30pm CST

I work in Edina and would love the option of food truck for breakfast or lunch. I also love having them present at festivals, sports tournaments and other events at local parks. A food truck business is the same as any other small business and should be allowed to do business same as other businesses.

1 Support

Reply to April Lutz



[Scott Busyn](#) at January 26, 2014 at 10:23pm CST

I personally like the entrepreneurial spirit of food trucks. Plus, I love the food! That being said, we need to move slowly on this and make sure we respect the interests of those restaurants who have invested in the success of our community. One idea taken from Evanston, IL is to only grant licenses to those restaurants who already have a brick and mortar establishment in the city. This would be a way to experiment with food trucks while respecting "our own!"

0 Supports



[Jordan Gilgenbach](#) admin at January 27, 2014 at 9:00am CST

Interesting idea, Scott! I wonder if any existing Edina restaurants would open a food truck if that licensing structure were adopted. Thanks for your comments!

0 Supports

Reply to Jordan Gilgenbach

Reply to Scott Busyn



[Will Cave Will Cave](#) at January 27, 2014 at 12:25am CST

Food trucks offer a diversity in menus and provide new food ideas while giving customers an alternative choice. Many of these they may never see before or had the option to try. Food truck owners are new emerging entrepreneurs who want to do a great thing for the community & are local, talented chefs who can showcase their talents in a way that has not been traditionally available due to the expense of opening a brick & mortar establishment.

1 Support

comment...

Reply to Will Cave Will Cave



[Deb Waldin](#) at January 27, 2014 at 11:01am CST

Food trucks would be a fun addition to Edina. I love the existing restaurants at 50th, 44th and other areas but being able to bike to or dash out for a quick bite is just another choice I'd like to be able to make. America was built on entrepreneurs and competition is a way of life in any business. Evolve and change or...don't. Maybe the bricks and mortars need to add a take-out window that doesn't involve going into the restaurant (just saying helmet hair from biking is not attractive). This could be an opportunity to grow their business, too, with some creative thinking. I say "yes" to food trucks!

1 Support

comment...

Reply to Deb Waldin



[Patrick Finley](#) at January 27, 2014 at 11:02am CST

I am not in favor of Food Trucks in Edina. I agree with the points made by Josh Hillger..

0 Supports

comment...

Reply to Patrick Finley



[Tim S](#) at January 27, 2014 at 11:48am CST

I LOVE to eat and love variety in where I eat. Just check out Yelp and you'll see my reviews of local restaurants. However, I am opposed to have food trucks in Edina on a permanent basis.

Food trucks are a fad. Granted, the image has changed about food trucks, but I am a firm believer of supporting all our brick-and-mortar businesses first. Edina has worked hard on its economic development, and without these businesses, we would look blighted. Or restaurant business would go to neighboring cities. Food trucks would undermine the established businesses we have.

The other reason I am opposed to food trucks is we don't have a lot of room or parking space in certain areas. Food trucks would tie up precious real estate. However, at special events like the Centennial Lakes Arts Festival they are fine. People expect that.

I like having food options, but we have plenty of great restaurants we should and need to support first.

0 Supports

Reply to Tim S



[Douglas linder](#) at January 27, 2014 at 12:30pm CST

I am opposed to food trucks & think we need support the brick and mortar resturantes

0 Supports

Reply to Douglas linder



[Mike x](#) at January 27, 2014 at 12:51pm CST

Why did Edina ban food trucks in the first place? There must have been specific reasons. Understanding that historical perspective would help me to consider what has changed since then in considering if trucks should now be allowed.

0 Supports



[Jordan Gilgenbach](#) admin at January 27, 2014 at 1:13pm CST

Mike, thanks for your comment! To clarify, food trucks have been allowed to operate in the City in the past, but only in association with special events, like the Edina Art Fair, Fall into the Arts Festival, etc. This is an important distinction -- a food truck associated with an event vs. a food truck setting up somewhere 5 days a week for 6 months out of the year. That said, I can't speak on why they are not allowed altogether in the past.

0 Supports

Reply to Jordan Gilgenbach

Reply to Mike x



[Claudia Eggan](#) at January 27, 2014 at 1:16pm CST

Yes! I agree with most, here, highly congested areas are not the place for food trucks. I've been to food truck areas in Portland, OR, and think they would be a great addition to our community. In Portland, most trucks are permanently parked in parking lots close to park areas. I don't like the idea of permanent trucks but do think proximity to a park would be great for foodies and families. What a great way to discover new foods! I would not have thought to enter an Ethiopian restaurant without having tried the cuisine from a food truck first (I'm not that adventurous). To those worried about competition for our local restaurants, I think most people will choose a quick food-truck meal or a restaurant. If not a food truck, they are most likely to choose a drive-thru or grocery deli rather than a restaurant. Are there park areas where we could designate a food-truck-night or food-truck-Sunday so there is parking plus picnic area? It should be set on certain day(s) so we get commitment from well-run food trucks AND we can market the availability to residents and surrounding suburbs.

0 Supports

comment...

Reply to Claudia Eggan



[Mark Johnson](#) at January 27, 2014 at 9:35pm CST

Yes. Food trucks can offer a more diverse cuisine that our current restaurants can offer and usually at a much more affordable price. It will also provide a reasonably priced option for people who work in Edina.

2 Supports

comment...

Reply to Mark Johnson



[Kate Hurley](#) at January 27, 2014 at 9:52pm CST

Yes! What better way to encourage brick and mortar restaurants (along with other food trucks and aspiring chefs) to think outside the box to create unique and inspiring dishes than to add a little competition to the area? I love food, be that from a food truck or a tried and true brick and mortar, but the more creative, the better. Nothing makes us better at our craft than learning from our competition and our peers! Brick and mortar chefs... Take note of all the ingenious ideas coming out of food trucks these days! Bring them into your restaurants, and in turn, bring in new customers! Plus... Is there anything more stimulating to the local economy than people who have just been wowed by some stellar cuisine?

3 Supports

comment...

Reply to Kate Hurley



[Amy Olson](#) at January 28, 2014 at 8:55am CST

Yes to food trucks. We are an active family that would love a diversity of food choices on-the-go. I do not think this would cut into our sit-down restaurant time, only our consumption of less healthy quick-service food.

2 Supports

comment . . .

Reply to Amy Olson



**[Richard Perrine](#)** at January 28, 2014 at 1:14pm CST

No-ruined many long time restaurants in downtown Minneapolis

1 Support

comment . . .

Reply to Richard Perrine



**[Hilary Santoni](#)** at January 28, 2014 at 5:09pm CST

Yes but with restrictions. I would not want to see them at or near 50& France. There are plenty of other possible areas.

0 Supports

comment . . .

Reply to Hilary Santoni



**[Jerry Holguin](#)** at January 28, 2014 at 7:26pm CST

I spent 9 years in Portland, OR and I'm quite familiar with food trucks. Love them! Great, inexpensive interesting ethnic food which would bring a little diversity to Edina. Gets working people outside and interacting with other working folks. It supports small business and competition is always good for the customer.

2 Supports

comment . . .

Reply to Jerry Holguin



**[Andrew Armstrong](#)** at January 29, 2014 at 9:06pm CST

I don't see a reason for them not to be there, having more choices for food in that area would be a great thing. Having more options over the Parasole overpriced/mediocre food is a brilliant idea. All in for the food truck.

2 Supports

Reply to Andrew Armstrong



**Lee Owens** at January 30, 2014 at 7:14pm CST

Would food trucks really make Edina a better place for living, learning, raising families and doing business? It is important to remember food trucks in Edina are the point of discussion, not whether food trucks are good or bad in general. Edina's has a unique business climate and city dynamic. This is not an easy place to do business Restaurants, bakeries and other food shops have huge expenses operating where land values and rent rates are high. Some casualties of the expense include: 1. Alix In Candyland 2. Bissinger French Confections 3. Franklin Bakery 4. In Season (close by in Southwest Minneapolis) 5. Pandolfi Candy Gelato & Gifts 6. Premiere Cheese Market 7. Tejas The low operating costs of food trucks would give them an advantage over year-round brick and mortar food venues. Please keep food trucks out of Edina, except for the Centennial Lakes Farmers Market where other temporary vendors set up shop.

0 Supports

Reply to Lee Owens



**Dan Atkins** at January 31, 2014 at 9:26pm CST

Compelling.

That is the operative word here (as in much of government regulation). Is there a COMPELLING reason to ban food trucks? No. There is not.

So the answer to your question is "Yes" allow them. But the context of the question bothers me a little.

It should not be about what Edina should "Allow".

Edina should not be about what it allows.

Edina should be about the freedom do do what a person wants unless there is a compelling reason to ban it. But maybe this is another topic altogether.

Back to the ban. If we want to protect the Brick & Mortar businesses would we consider banning the brown paper bags we carry our lunches in? Of course not and banning food trucks is only slightly less ridiculous. Both brick & mortar and food trucks have competitive advantages. We don't need to creates barriers.

Allow capitalism to work.

Your vote should be to allow the residents workers to vote with their wallets. We have demonstrated that we are pretty good at it.

0 Supports

Reply to Dan Atkins

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## **Discussion: [Food Trucks](#)**

The City is interested to find out how the community feels about food trucks.

Note: The City is not proposing a change at this time. By using this online discussion, feedback on topics will be compiled and given to the City Council as informational only.

5 Topics

99 Answers

Closed 2014-02-02

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### **0 Attachments**

Topic: [Protection for existing businesses.](#)

Should there be protection in place for brick-and-mortar businesses against mobile food trucks? If so, what?

17 Responses

### **17 Responses**



[susan de Hoog](#) about 1 month ago

I would be interested in hearing what benefits and concerns of existing Edina businesses there may be to having food trucks available in Edina. I would think

that the novelty of having food trucks could drive more business to certain areas.

0 Supports



[Jordan Gilgenbach](#) admin about 1 month ago

Susan, do you think allowing food trucks at 50th & France, for example, would give an unfair advantage against other restaurants in the area that are not mobile?

0 Supports

Reply to Jordan Gilgenbach

Reply to susan de Hoog



[Hein de Hoog](#) about 1 month ago

No. Frequently "like" business' thrive more when there is a group of them to attract customers. Starbucks was allowed to open at Centennial Lakes when there were two Caribous within two blocks. It's all good!

2 Supports



[Jordan Gilgenbach](#) admin about 1 month ago

Hein, thanks for your comment! I'm going to play the devil's advocate. If you owned a restaurant, how would you react to a food truck selling a similar product if it parked say 15 feet from your establishment?

0 Supports



[Hein de Hoog](#) about 1 month ago

Jordan, I will answer your question. However, I see you work for the city. I don't think it is the cities responsibility to limit entrepreneurs or to offer protectionism for particular 'business'. Many restaurants take their food concepts on the road and that is certainly something any Brick and Mortar restaurants may want to consider. Remember food trucks are portable and they can travel to wherever they get the most bang for their buck on any given day. My suspicion is that a food truck would not park 15 feet away from any restaurant for any length of time. I don't know how other cities have handled that, but either way, lots of other cities have food trucks. Furthermore, depending on the food truck and the restaurant, there may not be any competition. Pittsburgh Blue isn't going to compete with Sloppy Gipetohs (spelling?) even if they are parked outside their door. So to answer your question directly, my reaction would likely be one of displeasure, but the city shouldn't regulate my pleasure, or any other business'. Have a great day!

1 Support

comment...

Reply to Jordan Gilgenbach

comment...

Reply to Hein de Hoog



**Joel Stegner** about 1 month ago

Food trucks should be zoned out of certain areas. For example, they would only increase the level of congestion at 50th and France, 44th and France and the area around Southdale. They should be encouraged to compete with the catering businesses - or in fact, catering businesses should be allowed to have food trucks.

0 Supports

comment...

Reply to Joel Stegner



**Michael Swanson** about 1 month ago

No. It's a nonsensical question. They should "protect" themselves by offering the best value for the consumer considering all the things that go into the dining situation. If a food truck parked in a parking lot takes "their" business it is because they offered the consumer something they wanted at a better value.

As to zoning issues, it's too often a subjective issue that business use to bully other businesses. If 50th and France has a traffic congestion issues, it has more to do with poor decisions by Edina with regards to traffic signals and turn lanes. Eliminate all turns at 50th and France is a more logical response than allowing restaurants to use the issue to eliminate competition.

0 Supports

comment...

Reply to Michael Swanson



**David Burley** about 1 month ago

Yes, there should be protections. Most municipalities offer geographic boundaries, or specific areas where trucks can and can't operate. 50th & France is already congested. Has anyone considered the noise and odor issues surrounding these trucks and their generators for the many residents of the neighborhood?

0 Supports

comment...

Reply to David Burley



[Jim Stromberg](#) 30 days ago

If we're going to offer unbridled competition without regulation, why stop at food? Let's put every enterprise there is in a truck, and send them out into the neighborhoods. While I value competition, putting a truck outside any 'like' product - food or otherwise - is not 'equal' competition. It automatically favors the truck. With our crowded streets the way they are, putting more vehicles out there seems counterproductive on many levels. I'd also add that simply doing away with turn lanes at 50th and France isn't likely to ease congestion much. There already is a restriction on left turns on northbound France, and look at how many people ignore THAT signage. David also brings up another valid point in the discussion: odor and noise. Do we really want to add to that?

0 Supports

[Reply to Jim Stromberg](#)



[Mick Stenson](#) at January 24, 2014 at 4:01 pm CST

As a longtime resident of Edina and a restaurateur for almost 20 years, I have faith that the city will give great thought before allowing food trucks. As they do they should consider that most restaurants pay between \$25 and \$80 per square foot of rent for their "brick and mortar". This includes real estate taxes that help pay for road repairs and plowing. Let's make sure they pay their fair share. Other cities have required the food trucks to have a commissary in the city they service, to help 'level the playing field'. In addition to this, I would suggest that there be a separation from restaurants and food trucks of 100-200 feet. Restrictions from busy commercial areas is something all of us would want. If this were to go ahead, I certainly would suggest a small number to start out with so the real need and problems can be studied.

0 Supports

[Reply to Mick Stenson](#)



[April Lutz](#) at January 26, 2014 at 8:32pm CST

No, I go to a restaurant to sit down. I go to a food truck because I have 15 minutes before I have to be somewhere else. There isn't really competition.

1 Support

[Reply to April Lutz](#)



[Will Cave Will Cave](#) at January 27, 2014 at 12:50am CST

Does this mean that if the existing businesses began to fail (with or without the presence of food trucks) they would get a bail out? That is more of a rhetorical question but food for thought none the less.

0 Supports



[Jordan Gilgenbach](#) admin at January 27, 2014 at 8:52am CST

Thanks for your comment! It is food for thought for sure. But, the idea behind protections, are things like how close to an existing business a food truck could set up shop. Other cities have similar rules for their food trucks. It wouldn't mean a bailout for failing businesses.

0 Supports



[Will Cave Will Cave](#) at January 27, 2014 at 10:11am CST

Sorry that should be set up shop not sent

0 Supports



[Will Cave Will Cave](#) at January 27, 2014 at 10:13am CST

Thanks Jordan, I would think 100 feet or so would be sufficient & perhaps on the opposite side of the street. To sent up shop directly in the entrance of another restaurant is not only tacky, it is not right. How does Edina currently handle on street parking for regular vehicles? If that is where food trucks would be parking, that's something to consider. Perhaps a permit to park in designated areas...

0 Supports

Reply to Jordan Gilgenbach

Reply to Will Cave Will Cave



[Mark Johnson](#) at January 27, 2014 at 9:38pm CST

No protection per say, but food trucks should have to pay taxes and fees like any other business. If you look at what happened in downtown minneapolis, the creation of food trucks led to an improvement in quality in the skyway dining options

0 Supports

Reply to Mark Johnson



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## Discussion: Food Trucks

The City is interested to find out how the community feels about food trucks.

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5 Topics

99 Answers

Closed 2014-02-02

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### 0 Attachments

Topic: [Locations of food trucks](#)

If food trucks were allowed, should they be restricted to certain areas of the City? Where would you like to see them?

13 Responses

### 13 Responses



[Hein de Hoog](#) about 1 month ago

I don't think they should be in residential areas either late or on a regular basis, but clearly they wouldn't make any money there so naturally that wouldn't

happen. Commercial and industrial areas, churches or schools may wish to collaborate with food trucks for fund raising events, they should be allowed in park areas and at special events such as 4th of July parade or fireworks etc. I don't see a need for many restrictions.

2 Supports



[Will Cave Will Cave](#) at January 27, 2014 at 12:46am CST

That's a great idea! Food trucks should be where the customers who want to eat there are!

1 Support

Reply to Will Cave Will Cave

Reply to Hein de Hoog



[Joel Stegner](#) about 1 month ago

I agree with the comment above.

0 Supports

Reply to Joel Stegner



[Rachel Thelemann](#) about 1 month ago

I agree with above comment but in addition, I would add trucks should not be allowed in congested areas that would increase traffic even more. I would be open to hosting them at the Edina Art Fair (special events). But not on a regular basis as it would take away from the restaurant businesses. 50th & France is becoming a restaurant destination. Allowing food trucks would change that perception and the direction of our business node.

1 Support

Reply to Rachel Thelemann



[Sarah Wuest](#) about 1 month ago

It would be wonderful to see them around Centennial Park on days of the Farmers Market. Or along France during the art fair. Saturdays and Sundays by the Library. Let's be creative and help make it happen.

0 Supports

Reply to Sarah Wuest



[Sarah Wuest](#) about 1 month ago

By Braemer park would be great too - golf and hockey is a great combo and there are very few eating establishments around there.

2 Supports

Reply to Sarah Wuest



[Jeff Brown](#) about 1 month ago

A point of clarification; food trucks have been allowed to operate in the City in the past, but only in association with a Special Event (Art Fair, Fall into the Arts Festival, etc.). This is an important distinction; a food truck associated with an event vs. a food truck setting up somewhere 5 days a week for 6 months out of the year. Many of the factors raised on this forum (business competition, parking, food safety, licensing, regulation, food accessibility, etc.) combine to make this a very interesting topic. Jeff Brown, City of Edina, Community Health Administrator

0 Supports

Reply to Jeff Brown



[Michael Swanson](#) about 1 month ago

Portland Oregon has a great model for food trucks. They combine two things for an excellent experience. They group the food trucks into a small space either in line or square. This limits the space used and puts a lot of options side by side. It's nice to be able to hand a teenager \$10 and tell to find what they want in a small area. Then, they typically have a sitting area with benches, trash bins and restrooms next to the food trucks. They don't always have the space but they make the effort. People walk, bike or drive to the food truck location choose whatever strikes their fancy at the moment, and then they sit together to enjoy the food. Edina should study Portland OR and Madison WI for examples of managing the experience.

0 Supports

Reply to Michael Swanson



[David Burley](#) about 1 month ago

Yes they should be restricted, they should be allowed only where they don't compete with existing businesses or strain existing infrastructure.

1 Support

Reply to David Burley



[Jim Schedin](#) at January 24, 2014 at 12:22pm CST

My suspicion is that there are more food trucks out and about in Edina than anyone cares to disclose. In the 1980's I worked in the Parklawn Office District and enjoyed purchasing meals once or twice a week from a food truck that drove right up to our door!

0 Supports

Reply to Jim Schedin



[Jerry Holguin](#) at January 28, 2014 at 7:32pm CST

I would like them on a regular basis in an area that does not restrict pedestrians from visiting other commercial areas of Edina and in an area that does not lead to increased auto traffic.

0 Supports

Reply to Jerry Holguin



[Jim Schedin](#) at January 29, 2014 at 4:51pm CST

Thinking of those fall evenings watching the Hornet games at Kuhlman field, what would it be like to have half a dozen food trucks lined up in the parking lot? I'm sure it would be a boon to the kids and their parents who are racing around before the game, trying to figure out their dinner solutions. Is offering more than what is available at the concession stand good or bad? Who or what organizations rely on the sales from the concession stand? Would they be hurt? Could a permit fee to park a food truck in the parking lot on game night be paid to the schools as a method to generate income and offset any losses in concession sales? All questions to ponder....

0 Supports

Reply to Jim Schedin



**Lee Owens** at January 30, 2014 at 7:07pm CST

Location is everything. A few food trucks would be a good fit at the Centennial Lakes Farmers where all vendors are already setting up a temporary shop. The market would benefit from more ready-made food selections, especially with the loss of Big River Pizza after 2012. Last year, the choices were either grilled hotdogs or bratwurst. The market gets a good crowd from 3 p.m. to 7 p.m. on Thursdays while the market is running from June to September. Please leave food trucks out of the rest of the city. Their operating expenses are so much less than other established food venues, it just would not be fair.

1 Support

Reply to Lee Owens

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## Discussion: [Food Trucks](#)

The City is interested to find out how the community feels about food trucks.

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5 Topics 99 Answers Closed 2014-02-02

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Topic: [Licensing](#)

Should the City limit the number of licenses available every year? Why or why not?

7 Responses

### 7 Responses



[Hein de Hoog](#) about 1 month ago

No need to limit the licenses. City can earn a little on the sale of the license (understanding that our geographic area of sales will be much smaller than say Minneapolis so don't get aggressive on the licensing fee) and the trucks themselves and the residents that use the trucks will naturally figure out how many trucks can operate profitably within the city.

1 Support

Reply to Hein de Hoog



**Joel Stegner** about 1 month ago

I think that you have licenses that vary in length, with shorter term ones being less expensive. I'd see 1-2 licenses for food trucks that want to cover a special event, but not commit to an continuous presence. Likewise, a food truck might want to get a three month license - to cover something like the Edina pool or Braemar. I would wonder where the line would be draw. Do we current allow ice cream trucks, which essentially are a food truck? How about food delivery services or pizza delivery services - some I've seen in other places actually have an owen in the vehicle. What is in and what is out needs to be carefully considered.

0 Supports

Reply to Joel Stegner



**Michael Swanson** about 1 month ago

What's the purpose of the license? Hopefully, it's to make this revenue neutral to Edina. Edina is about good governance and safety. To the degree they incur expenses directly causes by the food trucks, they should be compensated to keep the taxpayers from picking up the cost. If Edina provides space, benches and trash pick up for the food trucks there should be some tax as a percentage of sales. Instead of large fixed cost up front, this allows the food trucks to contribute the tax as their sales rise or fall.

0 Supports

Reply to Michael Swanson



**Ross Bintner** 25 days ago

I serve as the staff liaison to the Energy and Environment Commission (EEC). The EEC has expressed concern for local air quality issues in the past and has worked in the community to reduce vehicle idling. Perhaps there could be some sort of idling limitations, and minimum maintenance requirement in the licensing?

0 Supports

Reply to Ross Bintner



[April Lutz](#) at January 26, 2014 at 8:39pm CST

No. I agree the food truck owners will figure that out amongst themselves.

0 Supports

Reply to April Lutz



[Will Cave Will Cave](#) at January 27, 2014 at 12:53am CST

The state already has strict licensing requirements that are the same ones brick & mortar restaurants are required to follow. That should be sufficient for everyone.

0 Supports

Reply to Will Cave Will Cave



[Jerry Holguin](#) at January 28, 2014 at 7:33pm CST

I wouldn't necessarily limit the number of licenses. But, I would probably be thoughtful about the number of food trucks that can park in any given area of the city. Less trucks in highly congested areas and more in open areas near parks, for example.

0 Supports

Reply to Jerry Holguin

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5 Topics 99 Answers Closed 2014-02-02

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### 0 Attachments

Topic: [Hours of Operation](#)

When should food trucks be allowed? Only during summer, events, all year, or something else? What about time of day?

9 Responses

### 9 Responses



[Hein de Hoog](#) about 1 month ago

Let the market forces figure that out, so long as they aren't disturbing residents in residential areas late into the night.

0 Supports



[Jerry Holguin](#) at January 28, 2014 at 7:34pm CST

Completely agree with Hein de Hoog.

0 Supports

Reply to Jerry Holguin

Reply to Hein de Hoog



[Joel Stegner](#) about 1 month ago

This gets into regulation of their operation. For example, ice cream trucks traditional play music to announce their presence. Will this be allowed? To what degree will food trucks be held responsible for the trash and discarded food they produce? Where are they allowed to park, and will they have access to commercial parking lots - or just streets potentially increasing accidents. As long as the city comes up with an intelligent plan that anticipates problems and questions, I'll personally support it.

1 Support



[Will Cave Will Cave](#) at January 27, 2014 at 12:44am CST

You Make an interesting point. Ice cream Trucks do have a limitation on the volume they can play their music at. Most trucks don't have music or if they do, it is not overly loud and played only during service. Truck should operate when customers want them. And on a side note, ice cream tricks are technically food trucks everyone.

0 Supports

Reply to Will Cave Will Cave

Reply to Joel Stegner



[Sarah Wuest](#) about 1 month ago

Lunch, dinner and during events

0 Supports

comment...

Reply to Sarah Wuest



[Michael Swanson](#) about 1 month ago

Food trucks are about the outdoor experience. Minnesota is a great place to live, but no one wants to eat outdoors when it's miserable. You can get some great days in the winter, but it's unlikely that it would support a food truck in the winter months. Make this a "seasonal" business. Like the swallows returning to Capistrano, let Edina residents anticipate the late April return of the food trucks, and their sweet sorrow of their departure at the end of October.

0 Supports

comment...

Reply to Michael Swanson



[Jim Stromberg](#) 30 days ago

I'm not so sure we can be restrictive and be consistent in our positions. For instance, if we favor food trucks and say "too bad, brick & mortar business - try and compete", but only allow the food truck industry to operate in the summer, we give the advantage to the food truck. If we're going to allow them to operate in Edina, let's tell them they also have to provide their service in the winter. The guy working in an office that wants a fresh lunch in the summer also wants it in the winter. All I'm saying is that if we speak "free enterprise", we can't limit their availability to only operate in the summer.

0 Supports

comment...

Reply to Jim Stromberg



[Michael G](#) 17 days ago

Food Trucks should only be allowed in Edina during special events when our local brick & Mortar business's can't keep up with the demand of the large crowds.

1 Support

comment...

Reply to Michael G



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**drewbkerr** @drewbkerr · Jan 29

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**Street Grindz** @streetgrindz · Jan 29

@MnBizMag I have yet to hear any good argument against food truck operation in any city.

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**Minnesota Business** @MnBizMag · Jan 30

@drewbkerr Wanted to get the info. out to readers since we've covered food truck issues in the past+Speak Up Edina convo. is pretty engaging

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 **Stephanie Mansfield** @MNSmallBiz · Jan 29  
 [MN Business] Should the City of Edina allow #foodtrucks? dlvr.it/4pg7Hp  
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**Grill Work Truck** @grill\_works · Jan 29

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3:43 PM - 29 Jan 2014 · Details

Reply to @grill\_works @EatStTweet



**Cheese E. Wagon** @cheeseewagon · Jan 30

@grill\_works @EatStTweet Interesting reading...can i get a spot lol

from Philadelphia, PA

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**Grill Work Truck** @grill\_works · Jan 30

@cheeseewagon @EatStTweet Why not? The more the merrier!

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**Cheese E. Wagon** @cheeseewagon · Jan 30

@grill\_works @EatStTweet Sounds Good lol

from Philadelphia, PA

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**SpOt Gourmet Burgers** @Spotburgers · Jan 30

@grill\_works @EatStTweet welcOme to the NOW MN.

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 **MN Food Truck Assoc** @FoodTrucksMN · Jan 29  
 Food truck season is closer than you think! Edina want to eat from food trucks this summer? Voice your opinion NOW mnfoodtruckassociation.org/call-to-action...  
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**Nate dogs** @Nate\_Dogs · Jan 28

All cities in MN should allow food trucks. Edina is considering just that. Fans please share your support! speakupedina.org/discussions/fo..."

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RETWEETS FAVORITES

6

3



8:53 AM - 28 Jan 2014 · Details

Reply to @Nate\_Dogs



**MidNordEmpanadaTruck** @MidNordTrucks · Jan 27

We believe all cities in MN should allow **food trucks**. **Edina** is considering just that. Fans please share your support! [speakupedina.org/discussions/fo...](http://speakupedina.org/discussions/fo...)

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**Stevi** @StevTripleM · Jan 27

@rustytacomn "@andrewzimmern: Plz let **Edina** city council no you love **food trucks**.

Deadline is 1/31/14

Click for info

[mnfoodtruckassociation.org/call-to-action...](http://mnfoodtruckassociation.org/call-to-action...)

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**Amy Pampusch Olson** @AmyPampusch · Jan 27

@FritzArnason This is for you from @andrewzimmern. Let **Edina** city council know you love **food trucks** and real **food**. [mnfoodtruckassociation.org/call-to-action...](http://mnfoodtruckassociation.org/call-to-action...)

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**Andrew Zimmern** @andrewzimmern · Jan 27

Please let **Edina** city council know you love **food trucks** and real **food**, fast.

Deadline is 1/31/14

Click for info

[mnfoodtruckassociation.org/call-to-action...](http://mnfoodtruckassociation.org/call-to-action...)

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21



9:19 PM - 27 Jan 2014 · Details

Reply to @andrewzimmern



**Dan Brookens** @DanBrookens · Jan 27

@andrewzimmern #CakeEaters

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**MN Cheese Festival** @MNCheeseFest · Jan 27

@andrewzimmern we love food trucks! almost as much as we love cheese.

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**Alex B.** @Alex\_Barringer · Jan 27

@andrewzimmern Some of the most interesting food comes from the food trucks in the #TwinCities, #EdinaCityCouncil, vote to allow them.

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**@ninini1999** @ninini1999 · Jan 27

@andrewzimmern

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**Kharmyn Cousins** @KharmynBaby · Jan 28

@andrewzimmern My in-laws live in Edina...doubt they would eat out of a food truck or support this! Although, they have surprised me! LOL!

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**MN Food Truck Assoc** @FoodTrucksMN · Jan 27

We have till Jan 31 to let **Edina** council members know how we feel about **food trucks!** Please speak up! [mnfoodtruckassociation.org/call-to-action...](http://mnfoodtruckassociation.org/call-to-action...)

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2



8:04 PM - 27 Jan 2014 · Details

Reply to @FoodTrucksMN



**LuLu's Street Food** @LulusStreetFood · Jan 27

Come and support local economy three cheers for **edina** [speakupedina.org/discussions/fo...](http://speakupedina.org/discussions/fo...)

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**Kona Ice of S Mpls** @KonaMpls · Jan 27

@FoodTrucksMN hey foodies..help make MN **food truck** friendly. **Edina** is reviewing now..join the conversation [speakupedina.org/discussions/fo...](http://speakupedina.org/discussions/fo...)

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**MN Food Truck Assoc** @FoodTrucksMN · Jan 27

We believe all cities in MN should allow **food trucks**. **Edina** is considering just that. Fans please share your support! [speakupedina.org/discussions/fo...](http://speakupedina.org/discussions/fo...)

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9

6



11:48 AM - 27 Jan 2014 · Details

Reply to @FoodTrucksMN



**Hibachi Daruma** @HibachiDaruma · Jan 27

Food lovers please share and support!!!

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edina food trucks



**Kona Ice of S Mpls** @KonaMpls · Jan 27

@FoodTrucksMN **Food Trucks** in **Edina!** Foodies join the conversation & show ur support to get FT's in **Edina** : [tinyurl.com/md7eber](http://tinyurl.com/md7eber)

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**Wines And Gardens** @WineAndGarden · Jan 27

RT@gastrotruck Hey **Edina** Friends! Vote this call for action from **Edina's** City Govt about letting **trucks** into **Edina!**... [fb.me/6Gq0LG6Uy](http://fb.me/6Gq0LG6Uy)

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**Gastrotruck** @gastrotruck · Jan 26

Hey **Edina** Friends! Check out this call for action from **Edina's** City Government about letting **trucks** into **Edina!**... [fb.me/6Gq0LG6Uy](http://fb.me/6Gq0LG6Uy)

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1



11:44 PM - 26 Jan 2014 · Details

Reply to @gastrotruck



**ButcherSalt** @ButcherSalt · Jan 26

want to see **food trucks in Edina**? We could use your support. [mnfoodtruckassociation.org/call-to-action...](http://mnfoodtruckassociation.org/call-to-action...)

[speakupedina.org/discussions/fo...](http://speakupedina.org/discussions/fo...)

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**Edina Eater** @EdinaEater · Jan 23

Would **food trucks** roll into #Edina? [edinaeater.com/food-trucks-de...](http://edinaeater.com/food-trucks-de...)

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**Wines And Gardens** @WineAndGarden · Jan 21

RT @EdinaMN: **Food trucks in Edina**? Join our active online discussion and let us know what you think! [speakupedina.org/discussions/fo...](http://speakupedina.org/discussions/fo...)

^

#foodtrucks!

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**Edina Sun Current** @EdinaSunCurrent · Jan 21

RT @EdinaMN: **Food trucks in Edina**? Join our active online discussion and let us know what you think! [speakupedina.org/discussions/fo...](http://speakupedina.org/discussions/fo...)

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**City of Edina, MN** @EdinaMN · Jan 21

**Food trucks in Edina**? Join our active online discussion and let us know what you think! [speakupedina.org/discussions/fo...](http://speakupedina.org/discussions/fo...)

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1:52 PM - 21 Jan 2014 · Details

Reply to @EdinaMN



**Wally Norlander** @WallyNorlander · Jan 21

@EdinaMN Fun for a few of us who frequent 50th and France, Centennial Lakes, Southdale/Galleria, but it would be bad for local restaurants.

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**Laura Michaels** @FSNLauraM · Jan 20

**Food trucks in Edina**? The city is asking for input from residents and business owners

[bit.ly/1dJvNhy](http://bit.ly/1dJvNhy)

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**Keane** @FoodStoned · Jan 17

**Edina** opens online forum to discuss city's ban on **food trucks**

[blogs.citypages.com/food/2014/01/c...](http://blogs.citypages.com/food/2014/01/c...) via @HotDishBlog

View summary

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**EIN Truck News** @EINTruckNews · Jan 17

**Edina** opens online forum to discuss city's ban on **food trucks**

[s.einnews.com/dz2wj-xDjG](http://s.einnews.com/dz2wj-xDjG)

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**Grill Work Truck** @grill\_works · Jan 17

Should **Edina** remove their ban on **food trucks**? [fb.me/37onHJggi](http://fb.me/37onHJggi)

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**City Pages** @citypages · Jan 17

**Edina opens online forum to discuss city's ban on food trucks**

[blogs.citypages.com/food/2014/01/c...](http://blogs.citypages.com/food/2014/01/c...)

View summary

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**Edina Sun Current** @EdinaSunCurrent · Jan 6

**Edina's question of the month: To allow or not allow food trucks in Edina...**

[ow.ly/sf2hr](http://ow.ly/sf2hr)

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**Tom Downing** @Realty\_Tom · Jan 1

**Should Edina Allow Food Trucks? - Today in Edina - Edina, MN Patch**

[edina.patch.com/groups/5-thing...](http://edina.patch.com/groups/5-thing...)

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**Edina Eater** @EdinaEater · Dec 31

**#FoodTrucks in #Edina? State your views at [speakupedina.org/discussions/fo...](http://speakupedina.org/discussions/fo...) via @EdinaChamber**

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**Edina Patch** @EdinaPatch · Dec 31

**Should Edina Allow Food Trucks?**

[edina.patch.com/groups/5-thing...](http://edina.patch.com/groups/5-thing...)

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**Edina Chamber of Com** @EdinaChamber · Dec 31

**Will Edina have food trucks? To join the online discussion go to:**

[speakupedina.org/discussions/fo...](http://speakupedina.org/discussions/fo...) #VoiceYourOpinion

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**City of Edina, MN** @EdinaMN · Dec 30

**What do you think about allowing food trucks in Edina? Share your feelings on Speak Up, Edina! next month: [bit.ly/1eIFdN5](http://bit.ly/1eIFdN5)**

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**Edina Sun Current** @EdinaSunCurrent · Aug 21

**Edina hasn't taken any action RT @mspbjnews: Food trucks fleeing downtown "Hunger Games" hit roadblocks in suburbs: [bizj.us/t1n9t](http://bizj.us/t1n9t)**

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**Edina Sun Current** @EdinaSunCurrent · Mar 13

**City council round up: Wooddale Avenue center line, SWLRT, possible street improvement districts, food trucks: [ow.ly/iPYCU](http://ow.ly/iPYCU)**

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## call to action & news

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**ATTENTION ALL FOOD TRUCKS: FIRST MFTA GRASS ROOTS CAMPAIGN TO EFFECT CHANGE IN OUR COMMUNITY- PLEASE READ AND ACT. MUST RESPOND BY NEXT FRIDAY, JANUARY 31ST:**

ABOUT

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The City of Edina, MN has created a new initiative called "Speak Up Edina." It is intended to give a forum for residents and businesses to express their opinions on a variety of topics. The current topic is food trucks and whether or not they should be allowed in Edina. Currently, they are not, except in very limited circumstances such as during special events.

All of the Food Trucks need to urge their social media followers in Edina to chime in on the Food Trucks' behalf. This is the MFTA's first formal grass roots campaign. We need to galvanize our City of Edina followers on all of our social media outlets to take action.

Remember, the feedback that's given to Speak Up Edina goes to the City Council. So we want them to hear positive and constructive feedback. The following questions are posted by the city on their website. These questions are listed below, along ideas on what messages we want to convey to our supporters. The suggested answers below are merely suggestions; please encourage followers to put these in their own words.

Here is the link to the Speak Up Edina website. We only have until January 31<sup>st</sup> to make comments.

<http://speakupedina.org/discussions/food-trucks>

**Topic: Should food trucks be allowed?**

**Currently, City Code does not allow food trucks in Edina. Would you support food trucks? Why or why not?**

Yes, food trucks should be allowed to operate in Edina. Food trucks are great examples of job creating entrepreneurial enterprises, which provide many benefits to the communities they serve. These small businesses offer fun and very diverse experiences to their customers.

FALL FEAST  
FOOD TRUCK  
RALLY



CATEGORIES

All Categories

American

Asian

Charbroiled

**Topic: Protection for existing businesses.**

Coffee

Comfort

**Should there be protection in place for brick-and-mortar businesses against mobile food trucks? If so, what?**

Cupcake

Dessert

Empanadas

Food truck operators and food truck fans believe that brick-and-mortar business and food trucks can co-exist. Food trucks should not be restricted in order to protect restaurants from competition. In fact, food trucks benefit the local restaurant industry by increasing foot traffic. Customers look to food trucks for a very different experience than what they get at brick-and-mortar restaurants. Food trucks and restaurants are not competing for the same dollar. Food trucks can only offer food to go.

French

Fusion

Gluten-Free

Hawaiian

Healthy

Hibachi

**Topic: Locations of food trucks.**

Homestyle

Indian

**If food trucks were allowed, should they be restricted to certain areas of the city? Where would you like to see them?**

Island

Italian

Italian Water Ice

In the entrepreneurial spirit of small business, food trucks favor fewer restrictions. However, operators are considerate of other businesses and local residents when they are operating. A food truck would not want to park and sell its food in a heavily trafficked area where its truck made it difficult for other vehicles to pass. A food truck would not want to park on a residential street with no other businesses close by. Food trucks need to be around people. Ideal places for a food truck could be at a local business, a popular hangout area, park or festival. Food trucks believe in and are happy to comply with public health and safety regulations.

Japanese

Latin

Local

Meat

Mexican

Middle Eastern

Midwestern

Minnesotan

Organic

**Topic: Licensing.**

Paleo

Portfolio

**Should the city limit the number of licenses available every year? Why or why not?**

Sandwiches

Seasonal

Food truck operators don't favor limiting the number of food trucks. Competition within the food truck industry and market saturation dictates the appropriate number of food truck operators.

Sorbets

Spanish

Vegetarian

**Topic: Hours of Operation.**

Wieners

World

**When should food trucks be allowed? Only during summer, events, all year, or something else? What time of day?**

Food trucks need people around to be successful, and they should be able to operate year round. It should be up the food truck operator when to venture out and fire up the truck.

---



*The Chef Shack was a food truck vendor at the Southwest Minneapolis, Fulton Farmers Market during 2013.*

Food trucks may be coming to a crossroads in Edina. Food trucks are prohibited but discussions are going at full speed.

Take a glance at [Speak Up Edina](#). Food trucks are sparking lively debate.

## Public Comments

The [City of Edina](#) is asking for public comment throughout January and not just from Edina residents. While no change is proposed at this time, a debate is going full gear. Speak Up Edina poses questions about food trucks in Edina, including:

- Should food trucks be allowed? City code does not allow food trucks in Edina. Would you support food trucks coming to Edina?

- Should protection in place for brick-and-mortar businesses against mobile food trucks?
- If food trucks were allowed, should they be restricted to certain areas? Where would you like to see them?
- Should the city limit the number of licenses available annually?
- When should food trucks be allowed? What about time of day?

## Opinions About Food Trucks

The census seems to be that brick and mortar restaurant owners are opposed. On the other hand, foodies love the idea of new food options on wheels. Somewhere in the middle, the rest of the general public varies in opinion from “yea” to “nay.”

### “Yes” to Food Trucks at the Centennial Lakes Farmers Market

The Edina’s famers market could use more ready-made food selections. During my visits last year, the choices were limited to grilled hotdogs or bratwurst.

Sadly, [Big River Pizza](#) was not a vendor during the 2013 season and their slot remained empty. A food truck would be a perfect fit in that spot. A few more trucks could go in front of Hughes Pavilion and at the tail ends of the market beside the last vendors.

The market generates substantial foot traffic from 3 p.m. to 7 p.m. on Thursdays in [Centennial Lakes Park](#). Minnesota’s fickle weather is at its best during this period while the market is running from mid-June until the end of September. Food trucks would make a good fit at the market where all vendors are setting up a temporary shop.

### “No” to Food Trucks in the Rest of Edina

Location is everything. Consider Edina’s unique business climate and city dynamic.

- Competition: Brick and mortar restaurants have huge year-round, fixed expenses operating in Edina where rent and land values are some of the highest in the metro. Some casualties of the high cost of doing business in Edina include:
  1. Tejas
  2. Pandolfi Candy Gelato & Gifts
  3. Alix In Candyland
  4. [Franklin Bakery](#)
  5. Premiere Cheese Market
  6. [Bissinger French Confections](#)
  7. In Season (in nearby Southwest Minneapolis)
- Congestion: Edina has high traffic levels. The adjoining streets of the Crosstown and Highway 494 are not without bumper to bumper backups. [50<sup>th</sup> & France](#) and [44<sup>th</sup> and France](#) have ongoing parking issues, especially during peak business times. Food trucks would add to the traffic challenge.

- Noise: Edina business areas already have noise from traffic, airplanes, construction sites and general city clatter. Truck engines and generators would add to the clamor.
- Image: An upscale retail and restaurant mix is a draw for Edina Business. Would food trucks be upmarket additions?

## Just About Edina

Remember food trucks in Edina are the focus, not the validity of food trucks as a whole in general terms. The debate is whether food trucks would make Edina an even better place for living, learning, raising families and doing business. At the Centennial Lakes Farmers Market, they would do just that.

Tags: [44th & France](#) [50th & France restaurant](#) [Centennial Lakes Farmers Market](#) [Edina dining](#) [Edina Eater](#) [Edina Eating](#) [Edina Market](#) [Edina restaurant](#) [Seasonal foods](#)

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## Should the City of Edina allow food trucks?

ates%20and%20inspires%20the%20entrepreneurial%20business%20owners%20and%20key%20decision%20makers%20of%20Minnesota-

**The Minnesota Food Truck Association has formalized its first grassroots campaign around the issue**

POSTED ON 01/29/2014 - 4:41PM | FROM THE BLOG

It's a simple question that's garnered almost 100 answers: Should food trucks be allowed to operate in Edina, Minn.?

Through a new initiative called "Speak up, Edina," Edina city officials are collecting responses from community business owners and residents on the topic. And the Minnesota Food Truck Association has been quick to provide input.

In their [first grassroots campaign](http://mftruckassociation.org/call-to-action-news/) (<http://mftruckassociation.org/call-to-action-news/>), the state's food truck association is encouraging all food truck owners and operators to chime in on the [Speak up, Edina discussion board](http://speakupedina.org/discussions/food-trucks) (<http://speakupedina.org/discussions/food-trucks>). Discussion topics include [protection for existing businesses](http://speakupedina.org/discussions/food-trucks/topics/protection-for-existing-businesses) (<http://speakupedina.org/discussions/food-trucks/topics/protection-for-existing-businesses>), [locations of food trucks](http://speakupedina.org/discussions/food-trucks/topics/locations-of-food-trucks) (<http://speakupedina.org/discussions/food-trucks/topics/locations-of-food-trucks>), [hours of operation](http://speakupedina.org/discussions/food-trucks/topics/hours-of-operation) (<http://speakupedina.org/discussions/food-trucks/topics/hours-of-operation>), and [licensing](http://speakupedina.org/discussions/food-trucks/topics/licensing) (<http://speakupedina.org/discussions/food-trucks/topics/licensing>).

"Yes, food trucks should be allowed to operate in Edina," the Minnesota Food Truck Association says on their website. "Food trucks are great examples of job creating entrepreneurial enterprises, which provide many benefits to the communities they serve. These small businesses offer fun and very diverse experiences to their customers."

Not everyone is so sure.

"I...believe the trucks tend to be noisy and take away from the ambiance of the neighborhoods," Kip Clayton, an executive at Parasole Restaurant Holdings, said on [Speak up, Edina](http://speakupedina.org/discussions/food-trucks/topics/should-food-trucks-be-allowed) (<http://speakupedina.org/discussions/food-trucks/topics/should-food-trucks-be-allowed>). "We are of the mind that food trucks take business away from the many brick and mortar restaurants that already operate in Edina."

But food truck owners think brick and mortar businesses and food trucks can coexist because of the differences between the two services. Food trucks can only offer food to go, and most customers are looking for a quick bite, not a sit-down dining experience.

"Food trucks should not be restricted in order to protect restaurants from competition," the association says. "In fact, food trucks benefit the local restaurant industry by increasing foot traffic."

Other Edina community members agree, saying that the addition of food trucks will only bring more people to the city.

Currently, Edina city code doesn't allow food trucks in the community unless there's a special event. While officials say they aren't planning on making a change anytime soon, they still want to know what people think. To weigh in, [click here](http://speakupedina.org/discussions/food-trucks) (<http://speakupedina.org/discussions/food-trucks>).

---

### Keep Reading

#### [Tricking out food trucks](#)

[\(/blog/tricking-out-food-trucks\)](#)

How Chameleon Concessions has adapted to the role

#### [Hospitality: Test drive](#)

[\(/article/hospitality-test-drive\)](#)

World Street Kitchen validates the 'food truck first, restaurant second' strategy

#### [Retail: Stores on wheels](#)

[\(/article/retail-stores-wheels\)](#)

Want to test a retail concept? Do it from a truck in St. Paul

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### Food

## Edina opens online forum to discuss city's ban on food trucks

By Keane Amdahl Fri., Jan. 17 2014 at 10:00 AM

Categories: Food, Food Truck, Neighborhood Dining, News

36 Comments

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### Around The Web

**The city of Edina is asking citizens for their thoughts on mobile dining**

Will Edina, the city with a standing prohibition on food trucks, finally start to reconsider its stance on the overwhelmingly popular mobile restaurants? The short answer is: not any time soon. While the city of Edina has made it clear that they're not currently proposing any changes to the current food truck rules, they have **opened up an online discussion** to let the citizens of Edina give their input on the subject.

**See also:**

***First annual Great Minnesota Food Truck Rally a great success***

The city has what it calls an "online engagement site" called **Speak Up, Edina!**, where questions are posed to the general public. This month they've opened a discussion on whether the people of Edina actually want a food truck presence. Citizens now have until January 31 to go to the website and address the issue head-on in an online forum that so far has five topics surrounding the issue and a total of 51 responses.



**Should food trucks be allowed at 50th & France?**

The topics up for discussion include whether people support food trucks; if allowed, what hours should food trucks be allowed to operate; and where the trucks should be allowed to conduct business. So far the majority of the commenters seem to be largely supportive of food trucks, although several mention certain caveats.

One commenter, who is in support of the trucks, suggests Edina should "focus them on the parts of the city where there is not already an abundance of food outlets, or at corporate, school, church, or park based events." Another says, "If done properly, I believe food trucks will attract people to areas and increase sales in businesses, including restaurants. There should be limits on locations, hours, and number."

Another commenter, identifying himself as a VP at Parasole, has taken a negative stance on the trucks. According to his comment, "I am with Parasole Restaurant Holdings. We operate several restaurants in Edina. We are of the mind that food trucks take business away from the many brick-and-mortar restaurants that already operate in Edina. Edina's current restaurants are first class and offer great diversity. I also believe the trucks tend to be noisy and take away from the ambiance of the neighborhoods."

The moderator for the discussion, identified as Jordan Gilgenbach, posted a message he received from An Nguyen, owner of Rice Paper, located at 50th and France. According to the restaurateur's letter, "it is extremely difficult just to compete and survive with the multitude of existing restaurants at 50th and France. To now be subjected to the possibility of competition from food trucks, which operate with a fraction of the investment and overhead as well as only maintain their presence in fair weather, is truly unfair."

These arguments likely sound familiar to those in the downtown Minneapolis area, where brick-and-mortar restaurants have been fairly vocal about their stance on food trucks. Will the city of Edina eventually give in to consumer demand, or will the voices of the local brick-and-mortars win out? Only time will tell, but if you live in Edina, now is your chance to speak your mind.

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**ron.fresquez**

Jan 20, 2014

I have lived in Edina for 20+ years so I have seen Edina grow at a conservative pace. The online forum is evidence of that. I am not sure where the food trucks would set up. Southdale, Centennial Lakes, Cornellia Park water slide. I do patronize the food trucks downtown so I am not anti food truck. I suggest the citizens of Edina should decide. It is our city.

Like Reply



**bkmnus**

Jan 20, 2014

And that is why I will gladly spend my money at the food trucks that operate as part of the Fulton farmers market three blocks away from the Edina border.

It sounds like some places just want to rest on their laurels and fear that better eats may come off of a truck.

Like Reply



**Padre Pienbique** from Facebook

Jan 18, 2014

I want them here- Come to St Johns Ave: I don't think the cops even know where this street is!

Like Reply



**Rich Rudin** from Facebook

Jan 18, 2014

WHO CARES?!

Like Reply



**Bob B Bopp** from Facebook

Jan 17, 2014

Apparently Edina is only interested in Big Business chains and not the little guy. So much for the "free market".

Like Reply



**midwestexplorer81**

Jan 18, 2014

More like Edina is protecting their tax payers and people that have paid licenses and fees to them for years in order to be ALLOWED to sell food out of a building in Edina. To allow a food truck to park in front of one of their restaurants is a slap in the face to the people who pay the bills for Edina. Also where would people eat in the winter after all the indoor restaurants go bankrupt?

Those big business chains you speak of are actually owned locally too and they pay for your cities through their property taxes.

Like Reply



**midwestexplorer81**

Jan 17, 2014

It really isn't fair to current restaurant owners to allow food trucks. I've worked for two different small business owners in my life, both food places. The owners aren't rich by any means. Even the big chains often have local owners. If more and more food trucks are allowed you'll see more and more empty storefronts and a big loss in desperately needed property taxes. The empty storefronts are proven to be contagious and they attract criminals. People should think about what kind of neighborhood they want before they say yay for food trucks.

Like Reply



**Marty Richie** from Facebook

Jan 17, 2014

You can't control what the market demands! Food trucks will continue to kill weak restaurants the same as Netflix killed blockbuster, it's the market. Cities like Edina and Bloomington fear them because it's a threat to their tax dollars. Place like subway in the MOA are paying upwards of \$35,000 a year, that's one small little place so can you imagine what the total annual dollar at stake looks like.

Like Reply



**midwestexplorer81**

Jan 17, 2014

Except it's not the market. A brick and mortar owner has way more expenses. For a true market competition either regs and fees need to be reduced on shop owners or either regs and fees need to go way up on food trucks. Right now the government basically has brick and mortar owners hand's tied behind their backs with regulations.

Like Reply



**BigLex SouthSide Wherevalmat** from Facebook

Jan 17, 2014

That's soooo Edina... no food trucks, fine dining only please. [REDACTED] snobs!

Like Reply



**ron.fresquez**

Jan 19, 2014

Nobody is forcing you to come to Edina. Stay in your trailer park in Circle Pines. You belong there. We are doing just fine without people like you. Edina only has municipal liquor stores and that is another thing I like about Edina. Edina is very selective when it issues liquor licenses and I like that also.. If it was not for the rift raff that comes to Southdale to commit crimes Edina would have an even lower crime rate than the already low crime rate it currently has.

Like Reply



**Snag**

Jan 20, 2014

Speaking as someone who grew up in Edina and now lives in Circle Pines:

1. There aren't any trailer parks in Circle Pines;
2. Many of the people who live in Circle Pines, and in trailer parks, are just as smart, hard-working, and law-abiding as their counterparts in Edina; and
3. If you wanted to be a caricature of the reason people don't like Edina, mission accomplished.

Like Reply



**ron.fresquez**

Jan 21, 2014

**@Snag**

mobile home parks in circle pines mn

<https://www.google.com/#q=mobile+home+parks+in+circle+pines+mn>

Restwood Terrace Mobile Home

[www.mhvillage.com](http://www.mhvillage.com)

3631 91st Dr NE

Circle Pines, MN

(763) 786-7366

Paul Revere Community

[prcoop.org](http://prcoop.org)

3832 Boston Ln

Lexington, MN

(763) 784-8193

Baldwin Lake Estates

[summitre.net](http://summitre.net)

Like Reply



**Snag**

Jan 22, 2014

**@ron.fresquez**

Circle Pines is simply the post office for 55014. None of the parks is in the city. Restwood is in Blaine. Paul Revere is in Lexington. Baldwin Lake Estates is in Lino Lakes. That said, there are decent people in all those places, as well as jerks. Just like Edina.

Like Reply



**Alex Browne** from Facebook

Jan 17, 2014

Welcome to the great land of the United state. This is how laws were meant to be decided. Laws representing the views of the people within the voting area. If you don't like then move to

Zimbabwe. Smaller government is never a bad thing.

1  Like Reply



**Grill Works Truck** from Facebook

Jan 17, 2014

I may have a bias opinion ;-)

Like Reply



**Grill Works Truck** from Facebook

Jan 17, 2014

Seems like a double standard to me. Restaurants are Ok, food trucks are not?

Like Reply



**Melissa Barnes** from Facebook

Jan 17, 2014

Diamond tennis bracelets don't look nice with mustard.

Like Reply



**eddogg67**

Jan 17, 2014

Edina should just surround themselves with high walls and guard towers. Let them be their own [redacted] city state. The pretentious [redacted] can then be on their own private island so to speak!

Like Reply



**Reier Erickson** from Facebook

Jan 17, 2014

I didn't know they had Cake Food Trucks...

Like Reply



**Angela Salzl** from Facebook

Jan 17, 2014

I get it. I think its primarily because they prefer business stay within the city for a higher value stand point..... that I do understand. however, I love the ability to get different food without traveling far like a food truck offers! and the food is always delicious. but Edina is a bit of older money who are accustomed to a certain way. so I am not surprised at all.

1  Like Reply



**Kris Raff** from Facebook

Jan 17, 2014

.E.very.D.ay.I.N.eed.A.ttention...

Like Reply

**brill029**

Jan 17, 2014



"To now be subjected to the possibility of competition from food trucks, which operate with a fraction of the investment and overhead as well as only maintain their presence in fair weather, is truly unfair."

I AM THREATENED BY A SUPERIOR BUSINESS MODEL, SAVE ME GOVERNMENT!

2 Like Reply



**midwestexplorer81**

Jan 17, 2014

**@brill029** Are you going to pay higher property taxes or higher rent to pay your landlord's taxes when all the small business owners currently paying taxes shut down because you want to stuff your face at a food truck instead of a table? That is what it will come down to. That is what you should be asking yourself.

Like Reply



**Andrew Sass** from Facebook

Jan 17, 2014

Edina sucks. Edina,

Like Reply



**Pete St Martin** from Facebook

Jan 17, 2014

Gotta change with the times. No one selling covered wagons is trying to ban cars.

Like Reply



**Marie Cyr Anderson** from Facebook

Jan 17, 2014

I loved foxy falafel truck at centennial lakes. Ban the ban.

Like Reply



**Daren L. MN** from Facebook

Jan 17, 2014

Edina has many outdated laws regarding business that reinforce the "snooty suburb" stereotype it often gets. Change!!

Like Reply



**Leif Lundeen** from Facebook

Jan 17, 2014

Surprised Edina hasn't requested a diamond covered gate around the town to keep horrible things like food trucks, city people, etc out.

1 Like Reply

**Dan Zeug** from Facebook

Jan 17, 2014



Edina sucks!!!!

Like Reply



**Daren L. MN** from Facebook

Jan 17, 2014

Food trucks don't belong in suburbia? Why would a businessperson not want to serve all the commercial business parks in suburbia during lunch? Seems like Capitalism 101.

1 Like Reply



**Steve**

Jan 17, 2014

The VP of Parasole's concerns over Edina's laws are curious, considering the restaurants operating at 50th & France are only a stone's throw from the Mpls border where food truck restrictions are limited. Chef Shack operates every Saturday when the Fulton Farmers Market is in season, and this is a mere 3-4 block walk from their establishments. I'm hopeful the food truck ban will go the way of the happy hour ban in Edina.

-Steve, an Edina Resident, and apparently a pretentious

1 Like Reply



**chuckmcgu**

Jan 17, 2014

**@Steve** Don't really like food trucks, but really like the signature

Like Reply



**Craig Kent** from Facebook

Jan 17, 2014

Ban Edina, makes more sense.

Like Reply



**Joshua Warren** from Facebook

Jan 17, 2014

I love food trucks, but they don't belong in suburbia as a permanent fixture. The premise for food trucks is restaurant style variety in densely populated urban business areas. I could see them allowing food trucks for special events such as carnivals, concerts, etc. but not for daily service.

1 Like Reply



**balance55113**

Jan 17, 2014

Edina sucks anyway! A bunch of pretentious

1 Like Reply

## Jordan Gilgenbach

---

**From:** Mark Karason <karason.mark@gmail.com>  
**Sent:** Tuesday, January 14, 2014 7:29 PM  
**To:** Jordan Gilgenbach  
**Subject:** No to Food Trucks

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

Jordan Gilgenbach

On the subject of mobile food trucks in our neighborhood, we invite you to visit with the restaurant owners and hear what they have to say on the matter. Sit at one of their tables and talk to their staff. Would you like to see them close their doors and send their employees elsewhere? It is at best, a very "band-wagon jumping" marketing decision to consider allowing these mobile food vendors to do business in our neighborhood. We believe that there already exists a charm and a unique food culture here and we enjoy supporting it with our appetites and our partnership.

It is an unfair advantage for someone to be able to come in and set up a restaurant during prime time without the commitment that we've all put in to our brick and mortar businesses. We're not against food trucks. We do think Edina needs a vibrant food scene, our only issue with that is that we're already have a solid base of committed restaurateurs who are valuable members of the community.

Food trucks have little, if any, investment in our community and do not provide a stable tax base for the city. Our many restaurant owners have committed time, resources, and millions of dollars in the 50th & France neighborhood. It is unfair to allow food trucks, with little or no investment in the business community to poach the lunch and dinner business at their leisure.

Mark Karason  
OSKA-Edina

[karason.mark@gmail.com](mailto:karason.mark@gmail.com)  
651-226-5399



## Jordan Gilgenbach

---

**From:** Bill Neuendorf  
**Sent:** Tuesday, January 14, 2014 1:21 PM  
**To:** 'Klaus C. Freyinger'; Rachel Thelemann; Jordan Gilgenbach  
**Cc:** KCS Management; Haugland Gene; Kent Jenifer; Nelson James W.; John john.breitinger@cushwakenm.com; Dan.Coyle@kimley-horn.com  
**Subject:** RE: Should Edina allow food trucks at 50th & France...

**Follow Up Flag:** Follow Up  
**Flag Status:** Flagged

Thanks for your opinion and insight Klaus!

I'll forward to the City's Communication Dept who is tracking this issue.

Bill N



**Bill Neuendorf, Economic Development Manager**

952-826-0407 | Fax 952-826-0390 | Cell 952-491-1143

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

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

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**From:** Klaus C. Freyinger [<mailto:kffreyinger@mac.com>]  
**Sent:** Tuesday, January 14, 2014 1:18 PM  
**To:** Rachel Thelemann  
**Cc:** Bill Neuendorf; KCS Management; Haugland Gene; Kent Jenifer; Nelson James W.; John john.breitinger@cushwakenm.com; Dan.Coyle@kimley-horn.com  
**Subject:** Fwd: Should Edina allow food trucks at 50th & France...  
**Importance:** High

Rachel,

I think the idea of introducing food trucks to the Edina business district, is not a good one and should be abandoned asap. I think it would potentially hurt the businesses of restaurants in the area at least temporarily. My son is an independent architect who works and lives in Venice Beach / CA. The introduction of food trucks there caused a lot of commotion, and this is why:

There will be a problem with toilets, because food trucks are not required to have toilets. But we all agree, that where there is food, there ought to be toilets. There is typically a mess from thrown away napkins, plastic flatware, paper plates etc. And the local merchants get upset, because they pay the taxes.

There are only a few places, where it works. One of them Santa Monica, where they use a parking lot. I do not think we have the opportunity here in Edina.

Here is a statement from my son: "After some initial excitement we now go home, when the food trucks show up."

There is also a persona lobservation by me: In NY on 5th Ave. I counted a line of 40 people in front of a food truck. Figure 1 minute per customer and You arrive at a wait of 40 minutes, but probably more. Do we want that in Edina? NO WAY !!! Do not even think about it.

Klaus C. Freyinger  
for: France Ave. Partnership  
[kffreyinger@mac.com](mailto:kffreyinger@mac.com)

Begin forwarded message:

**From:** Rachel Thelemann <[director@50thandfrance.com](mailto:director@50thandfrance.com)>  
**Subject:** Should Edina allow food trucks at 50th & France...  
**Date:** January 10, 2014 10:31:59 AM CST  
**To:** Rachel Thelemann <[director@50thandfrance.com](mailto:director@50thandfrance.com)>

Good Morning!

The City is currently holding an online discussion about what residents and businesses think about the possibility of Edina allowing food trucks. Being Edina’s thriving downtown business district, we need to hear from business leaders and what you think about this idea. Please take the time to respond, click on the attached link below.

[http://edinamn.gov/index.php?section=pressroom\\_pressreleases&prid=581](http://edinamn.gov/index.php?section=pressroom_pressreleases&prid=581)

<http://speakupedina.org/discussions/food-trucks>

Thanks!  
Rachel

**Rachel Thelemann | Executive Director | 50th & France Business Association | Edina Art Fair**  
(952)922-1524 Phone | (952)922-4413 Fax | [director@50thandfrance.com](mailto:director@50thandfrance.com) | [www.50thandfrance.com](http://www.50thandfrance.com)



Best Neighborhood Shopping Area voted by Minnesota Monthly 2012.  
Voted 2011 Best Eat, Shop, Play by Mpls/St.Paul Magazine.  
Best Place to Take Out-of-Town Guests by Edina Magazine 2011.

Art Fair Source book ranked the Edina Art FAir #1 in MN and 32nd in the nation for 2013.  
Sunshine Artist ranked the Edina Art Fair the #48 best art fair in the country  
& ranked #69 out of the Top 100 Fine Art Fairs by the Art Fair SourceBook



About the Author

Scott Neal began work as Edina City Manager in 2010. Prior to joining the City staff, he served as City Manager of Eden Prairie since 2002. He has also held the positions of City Administrator for the communities of Northfield, Minn.; Mt. Pleasant, Iowa; and Norris, Tenn. Neal was the first City Managers in Minnesota, and one of the first in the country, to share his experiences and observations in city government in a blog and has travelled internationally to speak about his experiences with leadership blogging. Follow Scott Neal on Twitter. @edinacityman

Scott Neal -- posted in January 24, 2014

Subscribe to this RSS feed



City Manager Scott Neal's Blog

Food Truck Discussion

Scott Neal, January 24, 2014 | Posted in Scott Neal

There is a community dialogue tool on the City's website called "Speak Up, Edina!". We use the tool a couple of different ways. One way is passive. We wait and see what residents bring to us. The second is active. We bring an issue to residents and encourage them to share their thoughts, comments and opinions with us.

We've started a new initiative this year to be more active in our use of Speak Up, Edina! We have identified a hand full of community issues that residents might be interested in and that are in some level of consideration or flux. We will actively seek thoughts, comments and opinions on the issue. We will highlight one of these community issues each month. Then, we will share the feedback and input with the City Council at a City Council meeting the following month. Then, we will move on to another issue the next month.

The Speak, Up Edina! issue for January is Food Trucks. Currently, Edina's city regulatory environment is not accomodating of food trucks. We get questions and suggestions every summer that we ought to be more open to food trucks. What do you think? Care to join the conversation, click here: http://speakupedina.org/discussions/food-trucks

The Council may decide to take up the issue for serious discussion or let it lay right where it is, depending on the tone and content of this conversation. If you have thoughts or opinions on this issue, regardless of what they are, I encourage you to engage, and speak up.

One Response to Food Truck Discussion

Shirley Ramberg says: January 27, 2014 at 7:32 pm (Edit)

I don't think Edina is a place for food trucks, period. It's not big enough for the many small restaurants and the trucks too. It would take away business from the current restaurants, who I suspect some are struggling with the economy, higher rent and taxes on their property too. I connect food trucks with a large cityscape where restaurants are sometimes hard to find and there is much more foot traffic than what downtown Edina has. Keep the city like it is. As a former employee in downtown Edina, I talked to many people who loved to come shopping because of the quiet atmosphere and quality businesses. Unfortunately some of them have left since then.

Leave a Reply

Logged in as Jordan Gilgenbach. Log out?

Comment

Text input field for comments

DISCLAIMER: We welcome any and all comments and interaction on this page. However, posts will be moderated. Posters shall not misrepresent their identity nor impersonate any person. Comments associated with unlawful activity or that contain offensive or vulgar language or photos, personal attacks on staff members

Print

City Blogs

City Manager Scott Neal's Blog (290 posts)

Edina Liquor Blog (41 posts)

EFD Pulse Blog (42 posts)

Parks & Recreation Blog (107 posts)

Police Chief Jeff Long's Blog (70 posts)

Public Works Blog (23 posts)

HELLO NAME Blog your neighborhood! (28 posts)

Speak Up

