

REPORT / RECOMMENDATION



To: MAYOR AND COUNCIL

Agenda Item #: IX. A.

From: Debra Mangen
City Clerk

Date: April 2, 2013

Subject: CORRESPONDENCE

Action
Discussion
Information

Action Requested:

Attached is correspondence received since the last Council Meeting.

No action is requested.

SRE

CONSULADO DE CARRERA
DE MÉXICO EN SAINT PAUL



Consulado de México
Saint Paul, Minnesota

Saint Paul, Minnesota, on March 21st of 2013

Mayor James B. Hovland
The City of Edina
4801 W. 50th St.,
Edina, MN 55424

Dear Mayor Hovland,

Dear Mayor,

As we know, not all good things last forever and now it is time for me to return to Mexico to continue working for a better present and future.

Secretary of Foreign Affairs, José Antonio Meade Kuribreña, has appointed me as the new Director General for North America, a position I will proudly begin this April 1st.

After almost five years of living in this wonderful state, it is difficult to say goodbye. The people of Minnesota, North Dakota, South Dakota, and of northern Wisconsin; their government, their academia, their social and cultural organizations, and their enterprises, showed me an efficient and kind world. I am sincerely grateful for this as it allowed us to reach many goals and develop new challenges. The Mexican people who live in these states and who contribute everyday to their growth through their work, their culture, and their traditions, taught me to tightly embrace new stories, always keeping strong ties with our beloved Mexico.

Thank you to all and each one of you for your support in representing Mexico with dignity and commitment and for being an important part of my professional and personal growth.

I will miss you all deeply.

You may always reach me at this email: afajer@sre.gob.mx

Respectfully,

Ana Luisa Fajer

Ana Luisa Fajer

Consul of Mexico

*I will miss
Edina! My
family and
I were very
happy here.*

Susan Howl

From: Lynette Biunno on behalf of Edina Mail
Sent: Thursday, March 28, 2013 1:12 PM
Cc: Susan Howl
Subject: FW: Apathy Project 2013



Lynette Biunno, Receptionist

952-927-8861 | Fax 952-826-0389

lbiunno@EdinaMN.gov | www.EdinaMN.gov

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

From: Ellen Pflaster [<mailto:ellenp18816@apps.edina.k12.mn.us>]

Sent: Thursday, March 28, 2013 1:04 PM

To: Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com

Cc: Jennifer Buckley

Subject: Apathy Project 2013

Dear Mr. Hovland, Mr. Sprague, Ms. Brindle, Ms. Bennett, and Ms. Swenson,

Our 7th grade Language Arts class at South View Middle School has been studying apathy for the past month. We've been asked to investigate a topic that the average person is apathetic toward, and come up with a solution. Our topic is tree conservation, and we focused more specifically on conservation at homebuilding sites.

After collecting data through an online survey, taking pictures, and analyzing the tree situation in Edina, we've come up with a potential solution. We hope you can join us, as we'd like to share the solution with you all. On April 11th, from 11:45 to 12:10, we'll be presenting in Dragseth Auditorium at South View Middle School. If you cannot attend, we'd be pleased to send you a link to our presentation. However, you can help us put a tree conservation ordinance in place, which is our final goal.

Thank you for considering our offer. We hope to see you on the 11th!

Sincerely,

Julia F. and Ellen P.

4725 South View Ln.

Edina, MN 55424

Judith A. Wryk
5729 Beard Avenue South
Edina, MN 55410-2343
952-920-8471

March 19, 2013

James B. Hovland, Mayor
City of Edina
4801 West 50th Street
Edina, MN 55424

Re: New Water Meters

Dear Mayor Hovland,

On February 21, 2013, Ferguson Waterworks installed a new water meter in my home at the direction of the City of Edina. The City had indicated this installation was mandatory and the installer assured me that the new meter would not present any risk to members of my household.

Since the installation of the new water meter in my home, a concerned neighbor referenced the February 14, 2013 *Edina Sun Current* "Letters to the Editor" item written by Erin Angelats. The contents of Ms. Angelats letter are alarming.

I do not have the time, expertise or financial resources to meaningfully research the claims of Ms. Angelats. I am thus requesting written assurance from you, the owner of the company manufacturing the new water meter and an unbiased authority on electromagnetic frequency (EMF) as it pertains to the new water meters, that the new water meters will present no risk to me and my family.

Thank you in advance, for ensuring the health, safety and peace-of-mind of the residents of the City of Edina.

Sincerely,


Judith A. Wryk

Susan Howl

From: Lynette Biunno
Sent: Thursday, March 28, 2013 9:12 AM
Cc: Susan Howl
Subject: FW: Mayor Hovland and City Council Members



Lynette Biunno, Receptionist

952-927-8861 | Fax 952-826-0389

lbiunno@EdinaMN.gov | www.EdinaMN.gov

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

From: LOIS RING [<mailto:llrdesigns@msn.com>]
Sent: Thursday, March 28, 2013 8:41 AM
To: Lynette Biunno
Subject: Mayor Hovland and City Council Members

Re: Lunds/Byerlys Apartment Project

Rather than attend the hearing on the above project I choose to write to express my concerns. I watched the March 19 meeting on Channel 16.

The exterior of the Byerly's store appears to be very well designed and has a pleasant skin from the sketches and description. However, my concerns are for the apartment buildings especially since they are planned so close to the Edina Promenade. I heard in the description that the exterior will be part metal panels.

I urge you to tour other buildings (so there will not be any surprises with the end result) with the same materials to ensure that the exterior skin will be of the highest quality and appearance. There may be some other exterior material with more appeal for this very visible to the eye location for the many users of the Promenade.

Thank you.

Lois Ring
7440 Edinborough Way
Edina MN 55435



March 25, 2013

Dr. Frank Wei, MD
6600 Naomi Drive
Edina, MN 55439

RE: Letter to the Mayor dated March 18

Dear Dr. Wei:

Thank you for your letter sent to the Mayor regarding sidewalks along W 66th St. The recent approval of the Pedestrian and Cyclists Safety fund will enable the City to properly plan and implement a sidewalk such as the one you are suggesting.

The City is currently hiring a Transportation Planner. The first goal of the Transportation Planner will be to refine the current sidewalk master plan, prioritize the missing gaps, and then coordinate an implementation plan. The sidewalk you are referring is currently on our master plan, see attached. We are anticipating the master plan and prioritization to be completed in 2013.

Our new Transportation Planner will contact you for input when we start to analyze this area of the City. Thank you again for your letter and please contact me at 952-826-0443 or at whoule@ci.edina.mn.us if you have additional questions.

Sincerely,

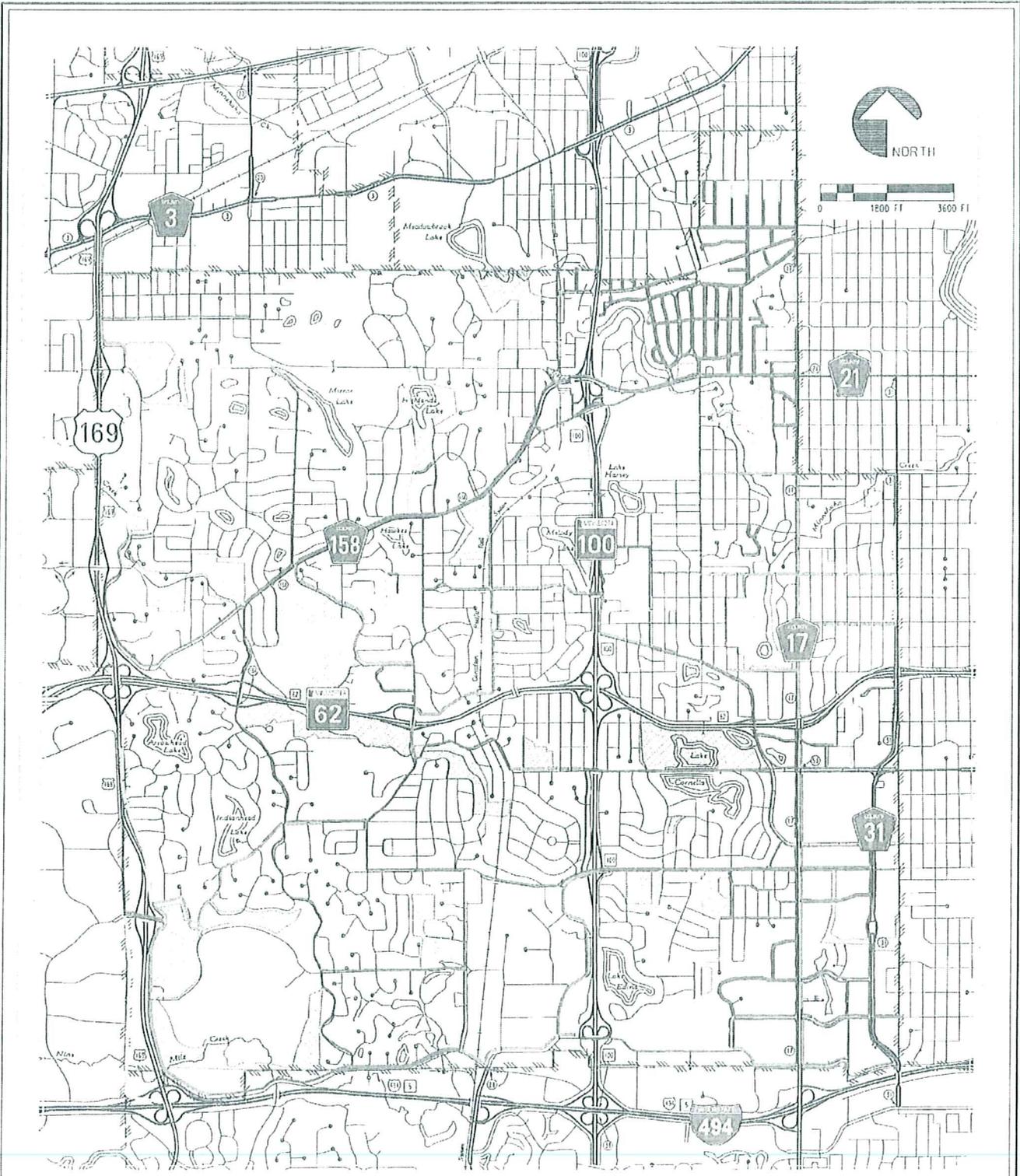
A handwritten signature in cursive script that reads "Wayne D. Houle".

Wayne D. Houle, PE
Director of Engineering

Enclosure

C: Mayor and City Council
Scott Neal – City Manager

G:\P\W\ADMIN\COMM\EXTERNAL\GENERAL CORR BY STREETS\IN Streets\20130325 WH-Edina to 6600 Naomi Dr.doc



LEGEND: — Existing Sidewalk Proposed School / Business Sidewalk Proposed State-Aid Sidewalk

Note: Park Pathways are included on Figure 7.11



**City of Edina
2008 Comprehensive Plan Update**

Sidewalk Facilities

Figure 7.10

Date Printed: 10/22/2008
 File Name: K:\1666-03\Cad\Plan1\Fig-7-10.dwg

March 18, 2013

Mayor Jim Hovland
City of Edina
4801 West 50th St
Edina, MN 55424

Dear Mayor Hovland:

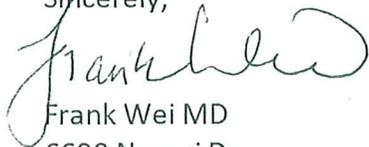
Congratulations on your re-election! I read your column in the latest Winter 2013 About Town. I agree with initiative that Edina is working on to improve our network of sidewalks and trails. This encourages the health and wellness of our citizens and a sense of community and connectivity.

I live at the bottom of W 66th St. right across from Normandale Park. So many people, including myself, walk for exercise, and there are many active walkers who are forced to walk in the street on 66th to get to Cornelia Park or conversely to Normandale Park. We have two great facilities at either end...the city pool and a recreational park that has an ice rink and tennis/basketball courts at the other end.

It has always confounded me as to why there is a sidewalk on the bridge that crosses over Hwy 100 but then suddenly stops. There is a lot of traffic on 66th which warrants a sidewalk to allow community members to walk/bike safely to get up or down the hill just west of Hwy 100 on 66th. Adults and children are essentially segregated by this lack of a safety lane from crossing Hwy 100. This is especially true during the winter or at sunset when the low sun makes visibility difficult heading west. Likewise if you follow proper precautions and walk west opposing traffic, cars barreling up the hill can't see pedestrians in the street walking. It is an accident waiting to happen.

Therefore I propose creating a sidewalk on W. 66th west of Hwy 100 at least to Normandale Park. It would be a great addition to the community that would be highly used in addition to fighting the epidemic of obesity, diabetes, hypertension and sedentary lifestyles that is the scourge of our modern society.

Sincerely,

A handwritten signature in black ink, appearing to read "Frank Wei", written in a cursive style.

Frank Wei MD
6600 Naomi Dr.
Edina, MN 55439

CC:

Scott Neal, City Manager
Ann Kattreh, Director Parks and Recreation
Brian Olson, Director Public Works
Joni Bennett, Council Member
Mary Brindle, Council Member
Josh Sprague, Council Member
Ann Swenson, Council Member

Subject: Dan Patch Corridor (All Passenger Rail)

Good afternoon Mayor Hovland and Edina City Council Members,

Attached below is a link to a KSTP article regarding a heavy oil freight car spill by CP Rail in Otter Tail county that happened today. <http://kstp.com/news/stories/S2977597.shtml?cat=1>

The current Status Quo under the Federal Commerce clause means CP Rail could haul that and any other hazardous material right through Edina.

If all the cities along the Dan Patch line from Rochester, Owatonna, Faribault, Northfield, Lakeville, Burnsville, Savage, Bloomington, Edina, St.Louis Park, got together (formed a passenger rail alliance) and charged each homeowner \$115.00 in a one time assessment charge you could raise anywhere between \$12 to \$15 million, done for just two years and we could raise \$24 to \$30 million to purchase the line from CP Rail & implement Commuter Passenger Rail.

Benefits:

- Guarantee of no toxic pollutant spills in our neighborhoods from CP Rail along the Dan Patch Line.
- Ability to implement passenger rail that would connect us to Minneapolis & Rochester/Mayo Clinic
- City Rail Alliance could then control or have input in the following: Schedule, Speed, Implementation of Noise & Vibration technology from Dow Industries, Safety at Intersections, Station & Train Advertising Revenue
- City of Lakeville would see the removal of Progressive Rail Freight Cars which are a blight on their neighborhoods
- City of Edina could then use a station at Grandview to generate greater and higher value development prospects in and around the Old Public Works facility.
- Increased Smart Development in the Grandview District could potentially pay for more sound walls for neighborhoods along Hwy 100 & Hwy 62
- City of Bloomington Stop could connect potentially with BRT service expected along American Blvd and would connect the line to the Mall of America
- High School & College Students would benefit by having daily access to St.Olaf & Carleton College without having to pay for room & board.
- Neighbors could have direct input or even serve on the City Rail Alliance, allowing for community buy-in.

Sincerely,

Andy Brown

5512 Park Place

Edina MN 55424

612-220-3045

Susan Howl

From: Lynette Biunno on behalf of Edina Mail
Sent: Wednesday, March 27, 2013 9:42 AM
Cc: Susan Howl
Subject: FW: Invitation to Apathy Project Presentation on Houses in Edina



Lynette Biunno, Receptionist

952-927-8861 | Fax 952-826-0389

lbiunno@EdinaMN.gov | www.EdinaMN.gov

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

From: Emily Kompelien [<mailto:emilyk18145@apps.edina.k12.mn.us>]
Sent: Wednesday, March 27, 2013 9:08 AM
To: Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com
Cc: elimickleson@edina.k12.mn.us; Emma May; Ellery Mahlum
Subject: Invitation to Apathy Project Presentation on Houses in Edina

Dear Edina City Council,

Our names are Ellery M., Emma M., and Emily K. In our 7th grade Language Arts class, we have been studying the idea of apathy.

For this unit, we were asked to find a problem in our community and come up with a solution. We would like to invite you to our presentation on large houses in Edina neighborhoods, specifically the Country Club Neighborhood. Our problem is that construction companies are being apathetic towards citizens who want to keep their neighborhood's originality. New houses that are going up are taking away from the authenticity because they are all too large and generic for the neighborhoods they are being built in. We believe we have gathered enough data to provide a solution, and we'd like to share it with you. We would appreciate if you could come to our presentation at the Dragseth Auditorium at Southview Middle School on Friday, April 12th at 8:15 am.

If you are unable to attend, but would still like to see our presentation we are very willing to send you a link. Thanks for your help, and we hope to see you on Friday!

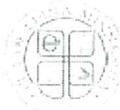
Sincerely,

Ellery M., Emma M., and Emily K.

4725 South View Ln.
Edina, MN 55424

Susan Howl

From: Lynette Biunno on behalf of Edina Mail
Sent: Tuesday, March 26, 2013 3:53 PM
Cc: Susan Howl
Subject: FW: Edina and Colonial Church's Innové



Lynette Biunno, Receptionist

952-927-8861 | Fax 952-826-0389

lbiunno@EdinaMN.gov | www.EdinaMN.gov

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From: jack.r.jorgensen@gmail.com [<mailto:jack.r.jorgensen@gmail.com>] **On Behalf Of** Jack Jorgensen

Sent: Tuesday, March 26, 2013 3:29 PM

To: Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com

Subject: Edina and Colonial Church's Innové

My name is Jack Jorgensen and I represent a semi-finalist project for Colonial Church's Innové initiative. The project, GoVo, will be a website and mobile application that connects volunteers to volunteer opportunities in our community. I am emailing you all to see if you would be willing to support our project.

GoVo is designed to be a bridge between those who have needs in our community and those who are looking to serve. Volunteers looking for service opportunities will be able to use our website and app to sign up for local opportunities as they are posted, while organizations, such as churches, the schools, the city, and local non-profits, will be able to use our service to easily recruit and manage volunteers from the community. No web-based service currently exists that performs such a function, especially on the local level, and we intend to fill that gap.

In the long run, our goal is to create a functioning web-based service in Edina that can then be copied-and-pasted to other communities locally, then regionally, and perhaps even nationally.

For those of you that don't know, Innové is an initiative started by Colonial to provide young entrepreneurs the financial resources to turn their ideas for social good into reality. More information on the project can be found [here](#). We also [have a video](#) from our project proposal as well.

And a little about us: the group is composed of me, Megan Mooty, and Andrew Helseth. Each of us have lived in Edina for as long as we can remember, and we all graduated from Edina High School in 2008. I am currently a graduate student at Stanford University, and will be completing my masters degree this June.

We are passionate about this project and hope you will each share some of our enthusiasm as well. We officially pitch our idea on April 1st, and we would love it if we could have your support.

If you are interested in supporting us or have any comments or questions about our project, please email me at jackj@stanford.edu or call me at 952-797-3930.

Thank you for your time.

Jack Jorgensen

Susan Howl

From: Lynette Biunno on behalf of Edina Mail
Sent: Tuesday, March 19, 2013 1:48 PM
Cc: Susan Howl; Ariel Klugman
Subject: FW: defer ordinance



Lynette Biunno, Receptionist

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lbiunno@EdinaMN.gov | www.EdinaMN.gov

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From: Ring, Joseph H [<mailto:JHRing@CBBURNET.COM>]
Sent: Tuesday, March 19, 2013 1:28 PM
To: Edina Mail
Subject: defer ordinance

Defer ordinance No. 2013-3.

The information in this electronic mail message is the sender's confidential business and may be legally privileged. It is intended solely for the addressee(s). Access to this internet electronic mail message by anyone else is unauthorized. If you are not the intended recipient, any disclosure, copying, distribution or any action taken or omitted to be taken in reliance on it is prohibited and may be unlawful.

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Nothing in this email shall be deemed to create a binding contract to purchase/sell real estate. The sender of this email does not have the authority to bind a buyer or seller to a contract via written or verbal communications including, but not limited to, email communications.

Susan Howl

From: Lynette Biunno on behalf of Edina Mail
Sent: Tuesday, March 19, 2013 4:22 PM
To: Brian Olson; Wayne Houle; Scott Neal
Cc: Susan Howl; Ariel Klugman
Subject: FW: parking around tear downs
Attachments: DSC_1552.JPG; DSC_1553.JPG



Lynette Biunno, Receptionist

952-927-8861 | Fax 952-826-0389

lbiunno@EdinaMN.gov | www.EdinaMN.gov

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

From: Steven J. Timmer [<mailto:stimmer@planetlawyers.com>]
Sent: Tuesday, March 19, 2013 4:09 PM
To: Edina Mail
Subject: parking around tear downs

This is for the Mayor, the City Manager, and the Public Works Director

Gentlemen,

Here are a couple of photographs I took this afternoon. There is a tear down a couple of doors down from us (we live at 5348 Oaklawn Avenue) and a situation such as the one that is shown here from today has been common in recent days. This particular truck has been there all day. As you can see, there isn't even anything parked behind it.

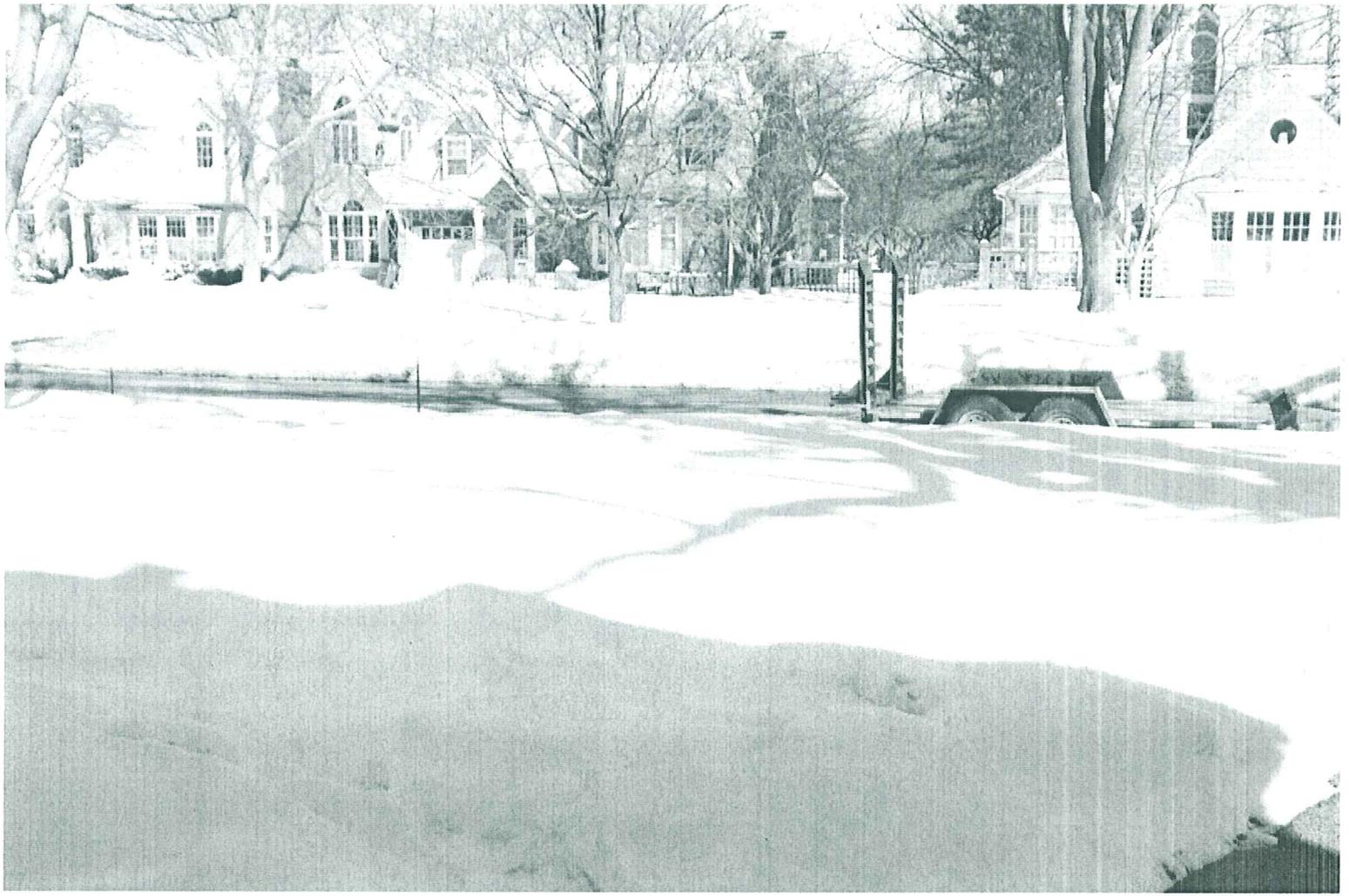
Now I know, the contractors have to have access to the site; I understand that. But they've been denying anybody access, including the mail carrier and package delivery personnel, to our sidewalk. This is not acceptable to me; it's rude on the contractor's part. I presume they wouldn't park in front of somebody's drive way.

Not to mention that the truck is too close to the stop sign on 54th.

It promises to be a long spring.

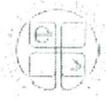
Steve Timmer
stimmer@planetlawyers.com





Susan Howl

From: Lynette Biunno on behalf of Edina Mail
Sent: Tuesday, March 19, 2013 2:31 PM
Cc: Susan Howl; Ariel Klugman
Subject: FW: ordinance #2013-3



Lynette Biunno, Receptionist

952-927-8861 | Fax 952-826-0389

lbiunno@EdinaMN.gov | www.EdinaMN.gov

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From: Weber, Corky [<mailto:CorkyWeber@edinarealty.com>]
Sent: Tuesday, March 19, 2013 2:20 PM
To: Edina Mail
Subject: ordinance #2013-3

We do not need any more Government in our lives and ask for a delay of 30 days to study and void the ordinance. Government is the problem not the solution

CORKY WEBER REALTOR
EDINA REALTY
952-927-1198 WK
612-590-0978 CELL
[HTTP://CORKYWEBER.EDINAREALTY.COM](http://CORKYWEBER.EDINAREALTY.COM)

To Mayor Hovland, City Manager Neal and the Edina City Council:

I read with dismay the recent Star Tribune article regarding a new Edina Teardown Czar.

At a time when many governments are working to streamline their operations to make them more cost effective, Edina proposes to create a position that shouldn't be needed if existing employees – building inspectors and all others responsible for approving and monitoring new construction – were doing their jobs. If setbacks, height restrictions, etc. are being violated, then enforce them with current staff. If the regulations need tweaking, then weak them.

The Edina city manager's comments, as quoted by the Star Tribune, imply that this new position carries no real cost, as it would easily be covered by significant increases in fees. Those fees don't materialize out of thin air: they either will be passed directly by the builder to the new home buyer or effectively paid by the owner selling his "teardown" at a lower price. There is no free lunch.

While we all hope that Edina will remain a desirable place to live, the current pace of tear downs is unlikely to continue long-term. Much of it is spurred by our extremely low interest rate environment. But, once hired, how quickly will Edina shed an unneeded employee? How many administrative positions were added over the years while Edina's population size remained essentially unchanged?

The city manager's proposals, as described, would yield a very cumbersome process. Builders meeting with neighbors to discuss their plans - Who is a "neighbor?" Are such neighbors likely to reach a consensus on what they want? Why is it their call? What about the buyer looking to purchase a tear down - Is he supposed to spend a half million dollars or more for a lot and then wait while his potential neighbors design his home?

If the process now is inefficient, it's difficult to see how these ideas will streamline it! Perhaps the responsibilities of existing employees can be better defined to encourage departments to work together to implement the construction requirements now in place. We already have multiple layers of City management.

To be clear, I am not against reasonable building codes and regulations to control setback, height, etc. But soil investigation reports for a lot which has had a home on it for 75 years? I live in South Harriet Park, one of the areas at the epicenter of the current building boom, so I'm familiar with the pros and cons of living amidst new construction. (I own neither a newly built home nor one that is likely to be torn down.) Some of the recent construction is attractive; some less so. But, to be fair, many of the demolished houses were in need of repairs and would not have won any architectural awards. The neighborhoods are, at best, eclectic and we simply are seeing the tract houses of 1939 being replaced by the tract houses of 2013.

This past year has seen our City government focus on a name your neighborhood initiative that few citizens wanted or even cared about, and experiment with bike lanes that many consider dangerous, while being caught flat-footed as the FAA and MAC decided to send more planes over our homes. Let's not again spend excessive time and money on complicated new processes of dubious value. If in fact we really have a problem - and it's not clear that we do - let's address it through better use of existing resources.

Respectfully,

Barbara Whalen
5301 Kellogg Avenue

Subject: City Planning Enforcement

I am writing in support of adding resources to City Planning to actively review and enforce the existing city code.

Believe me, I am no fan of adding expensive resources to Edina government, but I am frankly tired of what paying taxes to support what Gary Teague is quoted as being “passive” city plan enforcement – enforcement which originates with the residents and is often diluted or ignored by the present planning department.

My family reside at 4622 Bruce Avenue. Five years ago, I joined with other residents appealing to the Heritage Preservation Board against a JMS project on our street which included the following:

- Removing a 70 yr.-old tree from the median;
- Adding a steel plate retaining wall, shiny hardy board and dyed concrete stones, all of which were not in the approved plans:
- Adding height and mass unseen in the neighborhood (fooling City staff with elevations);
- And re-grading the lot, changing drainage (even Minneapolis does not allow re-grading).

After inaction with the Preservation Board, I personally appealed to the City Council. My quote was that Planning needed to “up their game”, especially in a designated historic district.

Here we are today. The JMS project at 4524 has been an unmitigated disaster. My modest asks of the development at 4624 Bruce on setback and re-grading were ignored by the admittedly lay person Heritage Preservation Board. While better than JMS, this developer here befuddled Planning staff, which initially stated that the Building Code setback standard should include the unenclosed porch to the South. When I challenged, they then stated that it was 4622’s own (raised, fenced) “patio” which allowed the new home to be set two feet in front of the line between the adjacent homes. They supplied a wandering legal opinion which only restated the code. Now, we can only wait nervously for the combination of the new home’s mass and lot grading to likely send drainage to my basement (Note, the rehab of the home behind me actually included a French drain through their rear retaining wall onto my lot!).

The current Planning Department might well be labeled “Developer Services”. With my tax dollars, they are rubber-stamping developer plans; “selling” them to nervous neighbors, and performing “dry lab” inspections.

City Planning relying on residents against savvy developers is not adequate. While I would like to see changes in current department personnel; I will accept adding a resource to deliver on the true mission of a city planning department: to enforce the City Code.

Thank you for your attention.

Paul Runice
4622 Bruce Avenue

Susan Howl

From: Lynette Biunno on behalf of Edina Mail
Sent: Wednesday, March 20, 2013 1:59 PM
Cc: Susan Howl
Subject: FW: Benefit of All Passenger Rail on Dan Patch Corridor



Lynette Biunno, Receptionist

952-927-8861 | Fax 952-826-0389

lbiunno@EdinaMN.gov | www.EdinaMN.gov

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

From: Andrew Brown [<mailto:andrew.r.brown@att.net>]
Sent: Wednesday, March 20, 2013 1:14 PM
To: Edina Mail; swensonann1@gmail.com; joshsprague@edinarealty.com; jonibennett12@comcast.net; Mary Brindle; Scott Neal; Wayne Houle
Cc: Sen.Melisa.Franzen@senate.mn; rep.ron.erhardt@house.leg.state.mn.us
Subject: Benefit of All Passenger Rail on Dan Patch Corridor

Dear Mayor Hovland,

Please read the linked article from Minn Post.

This is the biggest reason why the Dan Patch Corridor should be bought and turned into all Passenger rail service, eliminating any danger for Edina to have unknown cargo going through the center of Edina.

<http://www.minnpost.com/greater-minnesota/2013/03/train-carried-hazmat-may-go-through-your-town-you-don-t-know-about-it>

Sincerely,

Andy Brown

5512 Park Place Edina MN 55424

612-220-3045

Susan Howl

From: Lynette Biunno on behalf of Edina Mail
Sent: Friday, March 22, 2013 9:41 AM
Cc: Susan Howl
Subject: FW: Thank you!

Lynette Biunno, Receptionist

952-927-8861 | Fax 952-826-0389

lbiunno@EdinaMN.gov | www.EdinaMN.gov

...For Living, Learning, Raising Families & Doing Business -----Original Message-----

From: Susan Dixon [<mailto:sdixon410@gmail.com>]

Sent: Thursday, March 21, 2013 2:54 PM

To: Edina Mail

Subject: Thank you!

Mayor Hovland,

After watching the council meeting on line today, I walked the Promanade from my townhome at 802 Coventry Place to Target to pick up a few things and was feeling very grateful that the city council accepted the proposal for the new mixed living development for Byerlys. We are constantly "on foot" for many trips to shop, eat and exercise....let alone enjoy Centennial Park!

We feel this will make our neighborhood more desirable. We walk to Southdale, Galleria, Target and Yorktown all the time without the headache of traffic and parking.

We appreciate all you do to

make Edina a better place to live! Both my husband and I have been raised here....raised our family here and now continue to enjoy it each day!

Thanks again, Mark and Sue Dixon

Sent from my iPad

Friends

My name is Julie Rogers Bascom and I am the Edina Public Schools' Service-Learning Coordinator. I want to tell you about the 7th graders at South View Middle School - you may be hearing from them

The Apathy Project is part of the 7th grade Language Arts Curriculum. The students are tasked with identifying an issue or problem in our community that they feel others are apathetic about - such as garbage, hunger, or bike lanes. In an attempt to understand perspectives on their selected issue, they have been researching, surveying, and discussing the issue with students, teachers, and community leaders and members.

Here's where you may come in - - this week, we had a discussion about TARGETED AUDIENCE and STAKEHOLDERS. These are people who are impacted by an issue, would benefit from a solution to the problem or may be able to support change. As the students dutifully did their research, some may have found your name, department or community effort as being linked to the issue they have chosen. For instance, if a student is concerned with bike lanes in the city of Edina, they may have identified the city council or bike task force as stakeholders they would like to contact.

My hope is that some of the seventh graders connect with you - - and that you will answer and ask questions that help them gather multiple perspectives. AND I hope you will consider joining us when students present their suggested solutions in Mid-April. I will have a list of times and topics in the coming weeks and would be happy to pass that along to you. If a student does talk with you, ask them when s/he is presenting.

I am very excited about this project - it's using the teaching strategy of service-learning that encourages students

- * to solve real world problems
- * to research the WHY of these problems
- * to see themselves as active citizens and able to solve community issues.

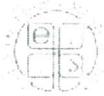
Please feel free to contact me should you have any questions, comments or if I can be of assistance to you and the important work you all are doing.

Regards,
Julie

Julie Rogers Bascom
Service Learning Coordinator
Edina Public Schools

Susan Howl

From: Lynette Biunno on behalf of Edina Mail
Sent: Monday, March 25, 2013 9:59 AM
Cc: Susan Howl
Subject: FW: DOME



Lynette Biunno, Receptionist

952-927-8861 | Fax 952-826-0389

lbiunno@EdinaMN.gov | www.EdinaMN.gov

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

From: Joan White [<mailto:Joan.White@senate.mn>]
Sent: Monday, March 25, 2013 9:55 AM
To: Edina Mail
Subject: DOME

Dear Mayor and city council members,

It is ridiculous that we do not have a dome in the city of Edina. It has been over a year since the golf dome collapsed. I think you've been given ample time to "study" the issue, which didn't need much studying if common sense was factored into the equation. Please spend less money fixing botched bike lanes and build a dome for our kids! We are at a significant competitive advantage, and further, if you really think the obesity epidemic is real, give the kids somewhere to train when it's too cold and there's too much snow to train for sports outside.

Thank you,
Joan White



March 25, 2013

Mayor and City Council Members
City of Edina
4801 West 50th Street
Edina, MN 55424

RE: Southdale Place Apartments

Mr. Mayor and City Council Members:

I have watched the tape of your March 19 meeting when you considered changes to Southdale Place Apartments and am sorry I could not attend due to previous plans to be out of town. I appreciate your tabling this issue until April 2 which I will attend.

I was pleased to hear your approval of most of the requested revisions presented to you and your excitement of the original architecture. I assure you our intent was not to diminish it but rather to respond to necessary interior changes that affected the exterior. We agree that the elevations you saw on March 19 were not acceptable and appreciate your opinions. Those elevations were the result of:

- (1) Inferior computer generated graphic design and
- (2) Our wrongful focus on other elements of Southdale Place Apartments that had been changed and needed your approval.

We agree with your critique of the exterior and are working with our architects to return the exterior appearance to one that is not only acceptable to you but also to become a rental housing project that the City of Edina and us are proud to have created.

We look forward to that discussion on April 2.

Sincerely,

STUART COMPANIES

Stuart H. Nolan
Chairman

cc: Scott Neal, City Manager
Cary Teague, City Planner

Corporate
Headquarters

1000 West 80th Street
Minneapolis, MN 55420-1000
☎ (952) 948-9500
fax: (952) 948-9570

www.stuartco.com

Susan Howl

From: Jennifer Bennerotte
Sent: Monday, March 25, 2013 10:48 AM
To: ED Everyone; Ann Swenson; James Hovland (jhovland@krausehovland.com); Joni Bennett; Josh Sprague; Mary Brindle (Comcast)
Subject: February website statistics

Good morning!

We use Google Analytics to monitor activity on our website. Activity on the City of Edina website reflected the following activity during the month of February 2013:

Total visits: 56,727
Number of unique visitors: 39,981
Average time of each visit: 2 minutes, 44 seconds
Total page views: 166,764

About 56 percent of visitors came just one time. Nearly 44 percent visited more often.

Besides the home page, the most visited page was the Edinborough Park home page with 11,339 page views. Other top pages included the following (with number of page views):

Edinborough Park General Info – 6,756
Edinborough Park Adventure Peak – 7,758
Centennial Lakes Park Ice Skating – 4,879
Braemar Golf Course – 3,779
Centennial Lakes Park – 3,552
Job Opportunities – 3,262
Police Chief Jeff Long’s blog post, “Why We Leave Our Squad Cars Running” – 2,344
Adventure Peak Birthday Parties – 2,326
Edina Art Center – 2,144

The most frequently accessed PDF among visitors was the January-February calendar of events at Braemar Arena. Other frequently downloaded files included the following:

Section 850 of the City Code (Zoning)
Section 450 of the City Code (Swimming Pools)
Dan Patch Study
Phase I Rezoning Development Review
Bike Plan
Section 1000 of the City Code (Crimes & Forbidden Conduct)
Section 1350 of the City Code (Commercial Photography)
Section 1341 of the City Code (Massage)
Community Street Map

The most popular blog category was the Parks & Recreation Department, followed by Police Chief Jeff Long’s and City Manager Scott Neal’s blogs. The most popular blog posts were “Why We Leave Our Squad Cars Running,” “Civility” and “Keeping Guns in Safe Hands.”

The most searched for words or phrases were “dog license,” “jobs,” “employment,” “recycling,” “tennis,” “wedding,” “zoning map,” “permits” and “Braemar.”

Speak Up, Edina

Activity on the “Speak Up, Edina” website reflected the following activity during the month of February 2013:

Total visits: 1,228
Number of unique visitors: 612
Average time of each visit: 5 minutes, 13 seconds
Total page views: 4,654

More than 57 percent of visitors came just one time. About 43 percent visited more often. Nearly all of the site's activity was centered around the residential redevelopment discussion.

Ecommerce

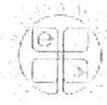
E-commerce on our site totaled \$59,484.90 in February. Top sales were golf lesson registration, \$25,934.83; dog licenses, \$7,717; building permits, \$7,309.25; golf league registration, \$6,045; Adventure Peak birthday party, \$4,440; Art Center class registration, \$2,394; and Aquatic Center season passes, \$2,216.56.

Webstreaming

We have been streaming video on our website through Granicus for several years. In February, there were 906 views through Granicus. The most requested videos on Granicus in February were the Feb. 19 City Council meeting, 276 views; Feb. 5 City Council meeting, 180; Jan. 22 City Council meeting, 44; January Art Center Board meeting, 38; February Park Board meeting, 32; Feb. 13 Planning Commission meeting, 31; January Energy & Environment Commission meeting, 20; Jan. 23 Planning Commission meeting, 19; February episode of "Beyond the Badge," 19; and Jan. 8 City Council meeting, 14.

We have been streaming all programming on YouTube since January 2011. In February 2013, there were 3,302 views on the City's YouTube channel. The most requested videos on YouTube in February were pilot episode of "Enterprise Edina," 320 views; Jan. 31 meeting of the Rotary Club of Edina, 233; "Agenda: Edina" segment on the Braemar Golf Dome, 152; "Agenda: Edina" segment on Winter Neighborhood Night Out, 130; Braemar Golf Dome commercials, 118; Braemar Golf Dome commercial featuring "Fred," 95; late January episode of "Agenda: Edina," 90; "Agenda: Edina" segment on the Hornets Nest, 81; "Agenda: Edina" segment on the City's property acquisition at 50th & France, 73; and 2012 July 4 parade, 68.

Please continue to review our new website and think about ways to improve it. If you have suggestions or questions, contact me. If you have things that need to be fixed, please write to helpdesk@EdinaMN.gov. Thanks! Have a great day!



Jennifer Bennerotte, Communications & Technology Services Director

952-833-9520 | Fax 952-826-0389

JBennerotte@EdinaMN.gov | www.EdinaMN.gov

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