

**From:** Bobby Jackson <thenewyorkjets@yahoo.com>  
**Sent:** Monday, July 29, 2013 5:12 PM  
**To:** mayor@ci.stpaul.mn.us; abrede@rochester.mn.gov; dnese@duluthmn.gov; gwinstead@ci.bloomington.mn.us; Jeffrey.Lunde@brooklynpark.org; KSlavik@ci.plymouth.mn.us; Dave.Kleis@ci.stcloud.mn.us; citycouncil@cityofeagan.com; council@ci.woodbury.mn.us; msteffenson@ci.maple-grove.mn.us; howe@ci.coon-rapids.mn.us; allcouncil@edenprairie.org; elizabeth.kautz@ci.burnsville.mn.us; tryan@ci.blaine.mn.us; mlittle@lakevillemn.gov; tschneider@eminnetonka.com; info@ci.apple-valley.mn.us; Edina Mail; jacobsjeffrey@comcast.net; eanderson@city.mankato.mn.us; mark.voxland@ci.moorhead.mn.us; will.rossbach@ci.maplewood.mn.us; btabke@ci.shakopee.mn.us; citycouncil@cityofrichfield.org; myronbailey@aol.com; city.council@ci.roseville.mn.us; cm.gamache@andovermn.gov  
**Subject:** Dan Wilcox Super Bowl Champion, Tampa Bay Buccaneers TE  
**Attachments:** 1#StudentLeadership.pdf; 8ReferenceLetters.pdf; CelebrityBullyPreventionProgram.pdf; CEO.pdf

Dear Honorable Mayor:

This is a follow-up e-mail message. I am still interested in speaking with you (or the Deputy Mayor) regarding our youth/student leadership programs and national leadership, Stop Bullying, and wellness tour in your area. Call me anytime, I am available.

**Fox 13 News interviewed our CEO on July 23, 2013 during our national anti-bullying, leadership and wellness tour. The Fox 13 News interview is on the home page of our website, [nbctelevision.org](http://nbctelevision.org). Take a look at it. The news clip is short (2:37 seconds). Go to [nbctelevision.org](http://nbctelevision.org) or google Fox 13 Duane West.**

Respectful, if you would be so kind, please share our celebrity leadership programs and bully prevention program with the **Superintendent of Schools**. Our Bound For Greatness celebrity youth leadership tour has been very successful this summer, so we've extended it to August. The leadership tour will be over shortly; however, our celebrity leadership, character enhancement, mentoring, motivational workshops, assembly programs and bully prevention/intervention programs are year round.

For an immediate reference regarding our programs, please e-mail **Mayor Sharon Goldsworthy, Germantown, TN, [mayor@germantown-tn.gov](mailto:mayor@germantown-tn.gov)**, Dr. Garnell Bailey, Superintendent of Pleasantville Public Schools [bailey.garnell@pps-nj.us](mailto:bailey.garnell@pps-nj.us), Dr. Kenneth Hamilton, Superintendent of Monroe Township Schools, [kenneth.hamilton@monroe.k12.nj.us](mailto:kenneth.hamilton@monroe.k12.nj.us), Dr. Kevin West, Superintendent of Roselle Public School, [kwest@roselleschools.org](mailto:kwest@roselleschools.org), and Lewis Benfatti, Principal, Durban Ave Elementary School, NJ, [lbenfatti@hopatcongsschools.org](mailto:lbenfatti@hopatcongsschools.org).

Our program is ideal for schools grades K-12, leadership programs, at-risk children/teens, Parks & Recreation programs, juvenile detention programs, summer camps, and citywide sports and athletic programs. Our Bound For Greatness leadership programs are having immense success in schools and on national television.

The Bound For Greatness Leadership Program addresses students emotional, social and psychological development. We help communities minimize the social issues and behavior management problems that frequently occur in the beginning, middle and end of the year. Our

Founder is America's leading national celebrity youth motivator on national TV. He worked with NBC TV for 10 years as an On-Air, Motivational TV Personality.

The duration of our educational program is contingent upon your needs, objectives and programming budget. Local businesses and companies in the community often support the Mayor's Office (sponsor our pro player celebrity youth empowerment program in the community). Our celebrity tour workshops are 30 minutes, 1 hour, half-day, and full-day. The full-day workshop includes 4 - 5 months of follow-up support. Please feel free to go to our website [nbctelevision.org](http://nbctelevision.org).

Our topics of discussion: Leadership, Character Development, Integrity, Acceptance, Bully Prevention (research based, the New Jersey State Bar Foundation), Anti-violence, Goal Setting, Making good choices and decisions, Respect, Tolerance, Discipline, Diversity, Anti-drugs, Career Development, Dropout Prevention, Conflict Resolution, Behavior Management, Gang Prevention and Intervention, African American History, Compassion, Kindness, TV Broadcasting, Peer pressure, Vandalism, Adapting To Change, Self-esteem, Life Skills, Teamwork, Sportsmanship, Hazing, Transition from Middle School to High School, Health and Fitness/childhood obesity, Accountability, The Teacher As Instructional Leader - Staff Development.

**Some of our celebrity leadership programs, character education programs and bully prevention discounted rates are only applicable in the Spring and Summer. Some discounted programs have to be scheduled in advance before September 1, 2013 (see page 2 on the fee schedule).** Please feel free to go to our website [nbctelevision.org](http://nbctelevision.org).

If there is anything I can do to help you improve the quality of life in your community, let me know. You have my direct line, you can call me anytime! I can be reached at (404) 399-8805 ([thenewyorkjets@yahoo.com](mailto:thenewyorkjets@yahoo.com) or [nbctelevision.org](http://nbctelevision.org)). Thanks again, stay on top of the world! Have an amazing day! God bless.

Best regards,

Dan Wilcox  
Super Bowl Champion, Tampa Bay Buccaneers TE  
Baltimore Ravens TE

cc: Bobby Jackson  
New York Jets Hall Of Fame #40 DB  
Florida State University Hall of Fame #40 DB  
President of National Leadership Program

cc: Duane West, Founder and CEO  
National On-Air, Motivational TV Personality (NBC TV, 10 years)  
Florida Bobcats, AFL Pro Football Team DB #42

# Pro Athletes, Inc.

## LEADERSHIP AND EMPOWERMENT

Duane West  
Founder & CEO  
On-Air TV Personality  
Florida Bobcats AFL  
Defensive Back #42

Bobby Jackson  
President of Leadership  
New York Jets Hall Of  
Fame #40 DB  
FSU Hall Of Fame DB

Johnny Davis  
Leadership Facilitator  
Coach And Mentor  
Super Bowl Champion  
San Francisco 49ers FB

Dan Wilcox  
Leadership Facilitator  
Super Bowl Champion  
Tampa Bay Buccaneers  
Baltimore Ravens TE

Kenneth Reese  
Leadership Facilitator  
Director of Programs  
Super Bowl Champion  
Dallas Cowboys TE

Odessa Turner  
Leadership Facilitator  
Coach And Mentor  
Super Bowl Champion  
New York Giants WR

Mark Lockhart  
President of Youth  
Pro Player Programs  
Former Pro Basketball  
Player Belgium Tigers

Dear Educational Leaders:

I am coordinating our celebrity **Bound For Greatness** anti-bullying programs, leadership workshops and assembly programs in your area. Our Bound For Greatness leadership program is having immense success in schools and on national television. The Bound For Greatness program addresses students emotional, social and psychological development. We engage students in the learning process, enhances students leadership skills, improve school climate and navigate students toward productive roles in school and the community. We help schools minimize the social issues and behavior management problems that frequently occur in the beginning, middle and end of the school year.

Our celebrity facilitators use the power of their celebrity influence to direct students toward academic leadership initiatives and higher achievement. For an immediate reference regarding our programs, please e-mail Dr. Garnell Bailey, Superintendent of Pleasantville Public Schools [bailey.garnell@pps-nj.us](mailto:bailey.garnell@pps-nj.us) and Dr. Kevin West, Superintendent of Roselle Public School, [kwest@roselleschools.org](mailto:kwest@roselleschools.org), Dr. Kenneth Hamilton, Superintendent of Monroe Township Schools, [kenneth.hamilton@monroe.k12.nj.us](mailto:kenneth.hamilton@monroe.k12.nj.us), Lewis Benfatti, Principal, Durban Avenue Elementary School, New Jersey, [lbenfatti@hopatcongschools.org](mailto:lbenfatti@hopatcongschools.org).

We have celebrity assembly programs and leadership workshops, grades K - 12. The target audience is up to each school and/or school district. The duration of our educational program is contingent upon your needs, objectives and programming budget. Our workshops and assemble programs are 30 minutes, 1 hour, half-day, and full-day. Our long term program options are 3 - 6 months and a full fiscal school year. Topics of discussion:

- Leadership
- Bully Prevention/Intervention (research based, the New Jersey State Bar Foundation)
- Character Development, Making Good Choices and Decisions, Conflict Resolution
- Goal Setting, Accountability, Acceptance, Compassion, Gang Prevention and Intervention
- Respect, Anti-drugs, Tolerance, Integrity, Adapting To Change, Discipline
- Diversity, Conflict Resolution, Career Development, Life Skills, Dropout Prevention
- Dropout Prevention, Self-esteem, TV Broadcasting, African American History, Hazing
- Peer Pressure, Vandalism, Health, Fitness, Teamwork, Sportsmanship

Our celebrity **Bound For Greatness** leadership programs have student assessment, follow-up reinforcement support and progress evaluation incorporated in them. We connect students and teachers to districtwide leadership objectives and goals. I look forward to speaking with you. I can be reached at (404) 399-8805, [thenewyorkjets@yahoo.com](mailto:thenewyorkjets@yahoo.com), or [nbctelevision.org](http://nbctelevision.org).

Best regards,

*Bobby Jackson*

Bobby Jackson  
New York Jets Hall Of Fame #40 DB  
Florida State University Hall of Fame #40 DB  
President of National Leadership Program

[thenewyorkjets@yahoo.com](mailto:thenewyorkjets@yahoo.com)

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

[thenewyorkjets@yahoo.com](mailto:thenewyorkjets@yahoo.com)

Student Leadership K-12

**Pro Athletes, Inc.**  
44 Glen Ridge Ave., Glen Ridge, NJ 07028

(404) 399-8805

# Bound For Greatness

## PROACTIVE LEADERSHIP

### MISSION

We aim to inspire and motivate thousands of students with our leadership program. Our focus is student leadership, character development, anti-bullying, diversity, respect, tolerance, acceptance, anti-drugs, wellness, and integrity.

### GOAL

- Provide support, leadership, solutions and hope for students.
- Connect students (grades K-12) to their dreams, goals, academics and passion in life.
- Create an educational platform for students. A learning environment to enhance student's leadership and character development skills. We want to engage students in the learning process, particularly the disengaged students.
- Provide interactive resource for students to express themselves, meet elite role models, discuss their thoughts, feelings, concerns, problems, fears and future.
- Establish partnerships with school districts nationally to help provide viable alternatives for students.
- Address the systemic issues and problems that challenge and affect today's students.
- Challenge students to commit to worthy causes in the community, and focus on things that are essential and priority, such as their education, health, family, community and future.
- Help schools improve the achievement gap, decrease bullying and childhood obesity.
- Inspire students to get fit (exercise), live healthier and balanced lifestyles and be physically active more often.



### TARGET AUDIENCE

- Schools K - 12
- All Students
- Special Needs Students
- At-Risk Students
- Alternative Education Students/Schools
- Disadvantaged Students and Communities
- Gifted and Talented
- Youth Parks & Recreation Programs and Summer Camps



### DURATION OF OUR PROGRAMS

- 30 minutes, 1 hour, Half-day, Full-day, 3 - 6 months and a Full year.

# Bound For Greatness

## LEADERSHIP

### TOPICS OF DISCUSSION

- Leadership
- Character Development
- Goal Setting
- Discipline
- Respect
- Tolerance
- Diversity
- Adapting to Change
- Accountability
- Acceptance
- Peer Pressure
- Making Good Choices and Decisions
- Bully Prevention/Intervention
- Conflict Resolution
- Self-esteem
- Hazing
- Vandalism
- Anti-violence
- Anti-Drugs
- Drop Out Prevention
- Gang Prevention/Intervention
- African American History
- Health and Fitness
- Career Development



## EMPOWERMENT

# Bound For Greatness

## Program Format

### ASSEMBLIES AND WORKSHOPS

- **One Hour Assembly Program** - The assembly presentation is forty five minutes in its entirety which includes fifteen minutes of autograph signing and Q & A in various classrooms, grades K-12.
- **Half-day Program** - The half day presentation includes the following: one or two forty five minute (morning) assembly programs hosted by Duane West and/or a member of our professional consulting group, Q & A in classrooms, autograph signing and an early lunch with the children.
- **Full-day Program** - The full day presentation includes the following: one or two forty five minute assembly programs hosted by a member of our professional consulting group, Q & A in classrooms, autograph signing, two periods of lunch with your students and faculty. We conclude the full day program by visiting classrooms in the building to discuss the significance of goal setting, the art of leadership, discipline, teamwork, time management, and the ideal attitude to achieve desired results inside and outside of the classroom. After the full-day presentation, our celebrity speaker returns to the school once a month (3 months) to follow up with the students and teachers. The celebrity facilitator visits classrooms throughout the building reinforcing the principal's leadership goals, mission and objectives. The classroom visits are 6 - 8 minutes, Time-on-Task is not compromised with this leadership approach. The short visits are inspirational sessions that have Q & A, advice, encouragement, and motivation for the students and teachers.

### THE AUDIENCE SIZE IS UNLIMITED

All schools are different in terms of their academic make-up, daily social problems and issues that challenge teachers, students, administrators, parents and counselors weekly. Please review our topics of discussion carefully and then decide on the topics that are feasible for your school and/or school district. Your targeted student body is contingent upon your school's/school district's goals, objectives, concerns and initiative programs.

If you are interested in specific topics of discussion from our presentation list, please let us know and include that in your confirmation letter. We will tailor the assembly program or seminar/workshop to your school's needs and specifications. We look forward to motivating your students, faculty and parents. Have an amazing day!



*Management Team*

K - 12 Leadership

(404) 399- 8805

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

[thenewyorkjets@yahoo.com](mailto:thenewyorkjets@yahoo.com)

**Pro Athletes, Inc.**

(404) 399-8805

# Bound For Greatness

## STUDENT LEADERSHIP

4 MONTH PROGRAM SYLLABUS

### SEPTEMBER - TOLERANCE

#### Leadership

Anti-bullying, Acceptance  
Discipline, Respect

#### Celebrity Guest Speaker

Self-control, Tolerance  
Making Good Choices and Decisions  
Service Learning Discussion  
Student Pre-assessment

### OCTOBER - CHARACTER

#### Leadership

Honesty, Kindness  
Generosity, Integrity

#### Celebrity Guest Speaker (NFL)

Trust, Morals, Accountability  
Compassion, Loyalty, Pride  
Service Learning Project  
Assessment of Progress

### NOVEMBER - ACCOMPLISHMENT

#### Leadership

Goal Setting, Honor  
Self-reliance, Productivity

#### Celebrity Guest Speaker

Persistence, Commitment  
Service Learning Discussion  
Take Action Plan  
Assessment of Progress

### DECEMBER - RESILIENCE

#### Leadership

Flexibility, Vision  
Ambition, Work Ethic

#### Celebrity Guest Speaker (NFL)

Time Management, Teamwork  
Resourcefulness, Self-confidence  
Service Learning Project  
Assessment of Progress

### On Campus Leadership Support

Workshops For The Following

- Elementary School (K-8)
- Middle School
- High School

### Motivation

There will be motivational support for students and teachers by D. West, CEO or a former professional athlete. Our elite celebrity and/or professional athlete will be on the Elementary School, Middle School and/or High School campuses biweekly, September - December.

### Parental Involvement Reinforcement Support

We give parents feedback, updates, leadership guidance, reinforcement strategies, and help parents set goals for their children.



# Bound For Greatness

Leadership And Empowerment

## CELEBRITY FEE SCHEDULE

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

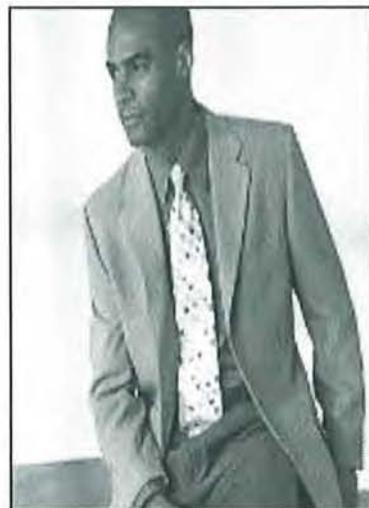
If you need a price schedule, please call and e-mail us at  
[thenewyorkjets@yahoo.com](mailto:thenewyorkjets@yahoo.com)



### Call Sarah Curry

Vice President of Leadership Projects

(404) 399-8805



Call Bobby Jackson

New York Jets Hall of Fame

President of National Leadership Programs

[thenewyorkjets@yahoo.com](mailto:thenewyorkjets@yahoo.com)

**Pro Athletes, Inc.**  
44 Glen Ridge Ave., Glen Ridge, NJ 07028

(404) 399-8805

**Dr. Kevin R. West**  
*Superintendent of Schools*  
Kwest@roselleschools.org  
(908) 298-2040 x2041  
Superintendent's Office Fax (908) 298-3353  
Personnel Office Fax (908) 620-1189

**Mr. Erick Cedano**  
*Board President*  
Ecedano@roselleschools.org

**Roselle Public Schools**  
710 Locust Street  
Roselle, New Jersey 07203

**Mrs. Dana Walker**  
*Assistant Superintendent for  
Curriculum and Instruction*  
Dwalker@roselleschools.org  
(908) 298-2040 x 1502  
Fax (908) 298-6928

**Mr. Luiggi Campana**  
*Business Administrator/Board Secretary*  
Lcampana@roselleschools.org  
(908) 298-2040 x2036  
Fax (908) 298-8794

August 16, 2012

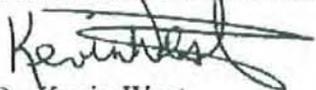
Dear Mr. West,

It is with great ebullience that I take this opportunity to thank you for the enthusiastic, informative and insightful presentation that you delivered to our students of the Roselle Public Schools (Abraham Clark High School, Grace Wilday Junior High School, and Leonard V. Moore Middle School) on April 4<sup>th</sup> and 5<sup>th</sup>, 2012. Your presentation provided powerful and important information relative to helping us with building character, leadership, respect, tolerance, gang awareness, and positive self esteem amongst our students. The strategies and techniques that you used to engage our students were creative, innovative, and successful with getting the messages across to each captive audience at all three of our schools.

I truly appreciate the tireless energy and enthusiasm that you have channeled towards helping us prepare our students for college, work and life. It proves once again that it takes a whole village to raise a child. We appreciate your commitment in partnering with us as we continually develop leaders one student at a time.

Thank you for all you have done, and continue to do, each and every day for the sake of our children.

Respectfully,  
Your Partner in Education,



Dr. Kevin West  
Superintendent of Schools





## Pleasantville Public Schools

Erin Jenkins Smith  
Assistant Superintendent  
of Educational Services



Erin Jenkins Smith, EJS@pps.k12.nj.us

February 17, 2012

Pro Athletes, Inc.  
Duane West, Founder and CEO  
Bobby Jackson, President of National Leadership Programs  
44 Glen Ridge Avenue  
Glen Ridge, NJ 07028

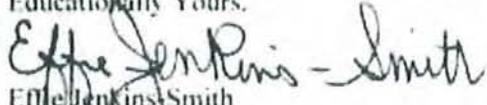
Dear Mr. West and Mr. Jackson,

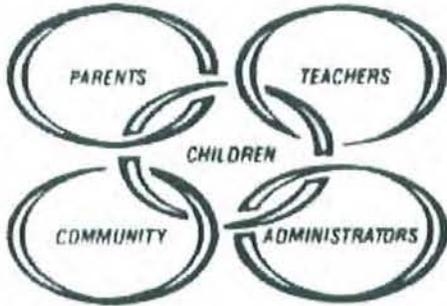
WOW! Is the word that expresses the impact that your Pro Athletes had on our middle school and high school students. They were impressed with the real life stories of hardship and pain that were presented and they were really impressed with how someone can keep their "eye on the prize" and overcome such obstacles. During the presentation, students were engaged and participated on stage. Footballs were also given out to students who volunteered. I am sure you are feeling the excitement that your Pros left on our staff, students and of course me. The messages that were given were so powerful that it reached everyone from homeless students, to students with domestic violence in their home, as well as those that live with poverty and low academic performers. The students were breathless during the program because they were amazed at the energy in the room.

When the Pro Athletes arrived at the high school, students were again "WOW-ed" at the energy and presentation of information that focused on all students tall and short, big and small. In fact, he had all the students who were less than 5'4" come to the stage and stand next to the tall athletes to demonstrate the advantage of being the "short guy" on the team. One Pro sang to the students. They had a wonderful time before and after the assembly talking in small groups with the students and enjoying a delicious lunch together.

You have a program that is worth sharing with other schools. I hope that you will be able to continue turning students around through real-life conversations and encouragement from others who have had good and challenging life experiences and still managed to "come out on top." Thanks again for a tremendous program.

Educationally Yours,

  
Erin Jenkins Smith  
Assistant Superintendent of Educational Services



Lewis V. Benfatti, Principal

# HOPATCONG BOROUGH SCHOOLS

## DURBAN AVENUE SCHOOL

P.O. BOX 1029  
HOPATCONG, NEW JERSEY 07843  
(973) 398-8805  
FAX # (973) 398-0971

October 16, 2012

Dear Mr. West:

I would like to, at this time, thank you for the energetic presentation you gave to our students here at the Durban Avenue School on Tuesday, October 9<sup>th</sup>. The students at Durban Avenue really enjoyed the assembly and how you focused on overcoming adversity, and why responsibility, commitment and respect toward others are extremely important. I was impressed with your enthusiasm and how you related to the serious issues our students face every day.

I was pleased at how you spoke at a level the students understood, and that you kept their attention. Thank you for getting them involved, and teaching them many important life lessons about bullying, respect, and leadership. When they left the all-purpose room, students described the assembly as one of the best they have ever experienced. Here are just a few examples of the students' comments:

*"I want to be a leader, not a follower." "He made me remember how important respect is."*

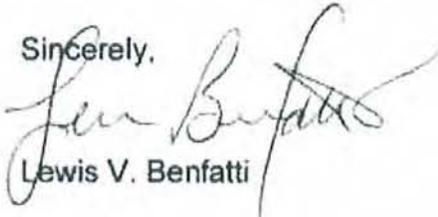
*"I think he changed a lot of kid's lives." "I think he made a big difference in our school."*

*"Mr. West inspired me and I think that goes for the whole school."*

*"He taught me if you believe, you can achieve." "I hope Mr. West comes back!"*

As you can see, we had very positive feedback. This is an assembly the students will never forget. Mr. West, you will be forever welcomed at our school!

LVB:ag

Sincerely,  
  
Lewis V. Benfatti

## ***13th Avenue/MLK School***

Ms. Kimberly Mackey  
Principal

Ms. Viveca Williams  
Vice Principal

359 13th Avenue  
Newark, New Jersey 07103  
**Phone: 973-733-7045**  
973-733-7046

Ms. LaShanda Gilliam  
Vice Principal

Ms. Simone A. Rose  
Vice Principal

December 7, 2012

Pro Athletes, Inc.  
Bobby Jackson, New York Jets Hall of Fame  
Duane West, Founder and CEO  
44 Glen Ridge Ave.,  
Glen Ridge, NJ 07028

Dear Mr. Bobby Jackson,

It is with great pleasure that I write this letter regarding the incredible program Mr. Duane West held for the 13th Avenue / MLK Renew School scholars on Friday, November 30, 2012. The children were immediately captivated by his energy, unique performance, positivity and heartfelt story. D. West shared intimate details from his childhood, which resonated so closely with many of those children with similar experiences. I have never seen our student body come together as a community as they did during D. West's presentation. His message was clear: *never* give up on your dreams and *never* let anything stand in your way of happiness and success.

Once the assembly was over, the children surrounded D. West for pictures and autographs. They were simply enamored with him. As D. West walked through the halls, the children would poke their heads out of their classrooms simply to "sneak a peek" as he walked by. The energy and positivity that he brought into our school was recognized not only by our students, but faculty, staff and administration alike.

I would highly recommend Mr. Duane "D" West to speak with the children at your school, as the impact he has made on our scholars is one that will remain with them in years to come.

Sincerely,

Melanie Siliato

Melanie Siliato  
Guidance Counselor / Anti-Bullying Specialist



Cami Anderson  
State District Superintendent

Dr. Tiffany Hardrick  
Assistant Superintendent

Aretha D. Malloy  
Principal

The Newark Public Schools  
**DR. E. ALMA FLAGG**  
150 Third Street  
Newark, New Jersey 07107  
(973) 268-5190  
Fax (973) 350-5816



Christopher D. Cerf  
Commissioner of Education

Kimberley Ebron  
Vice Principal

John Silveira  
Vice Principal

January 9, 2013

Duane West, Founder CEO  
Bobby Jackson, New York Jest Hall of Fame  
Pro Athletes, Inc.  
44 Glen Ridge Avenue  
Glen Ridge, NJ 07028

Dear Mr. Duane West,

Thank you, thank you, thank you for such an impressive program. Our children were very attentive and excited when you walked in with your football uniform. You immediately connected with them. Your animated faces and voices had the 200 plus children laughing uncontrollably while telling your childhood story; which was heartfelt and inspiring.

As the program continued on, I looked around at the faces of the children and you could hear a pen drop. Your story was so real and captivating, I know you touched and connected with many of the children in the audience. Your message about the importance of achieving goals, being a leader, and believing in one's self to accomplish goals resounded.

Mr. West, you left the children with an important message by letting them know that they can succeed and overcome any obstacles in their life; if they continue to reach for higher grounds and never let anything, anyone, or any past experience hold them back. I would recommend the *Bound for Greatness* program to all schools to help children build self-esteem and reinforce character education.

On behalf of our principal, Mrs. Aretha D. Malloy, students, and staff we thank you again.

Sincerely,  
**Yakima Johnson**  
School Operations Manager



February 7, 2007

Dear D. West:

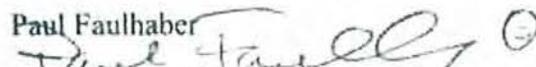
I am proud of you. Your work on our show has been incredible over the past nine seasons. Some of the programs you have appeared on were the highest rated in daytime television. You are truly a huge asset to the Maury Show.

Your words of encouragement and professional support create positive outcomes for countless guest on the show and sends messages of hope to millions of our viewers. In addition, the show receives numerous calls and letters from parents and concerned citizens regarding your help and support with their children, relationships and family issues. This is a true reflection of the outstanding job you are doing and have done for years.

Every year, you have grown as an on-air expert television personality. Communities, families, battered women and children are all benefiting globally from your motivation, leadership advice and life strategies on The Maury Show.

I value your commitment, honor your expertise, a most importantly, cherish your friendship. If there is anything that I can do to help you in anyway, please let me know. Friends for life!

Sincerely,

Paul Faulhaber  
  
Executive Producer

# Carlstadt Police Department

Carlstadt, New Jersey



OFFICE OF  
Carlstadt Municipal Alliance  
To Prevent Substance Abuse

500 MADISON STREET  
P.O. BOX 271  
TEL. (201) 438-4300  
FAX. (201) 939-4522

10/23/2006

Dear Mr. West,

I would like to take this time to thank you for the wonderful presentations you gave for the students of the Carlstadt Public Schools on Friday, October 20, 2006. The "Bound For Greatness Youth Leadership Program" that you presented made a tremendous impact on all of our students and me. I have heard nothing but positive feedback from the students, their parents, and the faculty, since your visit. The "positive energy" and "buzz" that went through our schools and community has been exciting. Every parent that I have met has told me that their children have not been able to stop talking about it.

I still can't get over how our Eighth Graders were captivated by your program and none of them had to be told to be quiet. Your presentation, which covered substance abuse, discipline, decision making, and self esteem was both dynamic and heart felt. You were able to cover every emotion. Your interaction with the students, some of whom I know have had their own problems, was indescribable. I know you were able to touch something within them that will affect them for the rest of their lives.

I was again amazed how you were able to give a presentation for our Kindergarten through Second Grade students, which was on their level and again had the same messages, energy, and impact. These children were captivated by your program and your message was heard by all. When I saw the looks on their faces, I knew that something special had happened. I can see that you truly enjoy your work with children of all ages.

Thank you for your generosity and wonderful program. We were lucky to have you visit us. The "Bound For Greatness Youth Leadership Program" has something for all of our students and has been a positive and special experience for us. I will do whatever I can to see that we bring you back to our school system in the future. If there is anything that I can do for you, in the future, please feel free to call me.

Thank you,

A handwritten signature in cursive script, reading "Sgt. Walter M. Beese".

Sgt. Walter M. Beese  
Carlstadt Municipal Alliance  
Chairperson



THE PRESIDENT'S COUNCIL  
ON PHYSICAL FITNESS  
AND SPORTS

December 2, 1994

Mr. Duane West  
303 Park Place  
Irvington, NJ 07111

Dear Mr. West:

On behalf of the President's Council on Physical Fitness and Sports (PCPFS), it is a pleasure to congratulate you on your many accomplishments in the field of sports and fitness.

As athletes, we credit much of our success in life to the benefits of exercise and being fit and the many rewards associated with a healthy lifestyle.

You obviously have become a legend in your community. You have positively influenced the lives of countless children through your work in area schools, teaching them the importance of physical activity and fitness.

You are to be commended for your guidance, patience and love of youth sports and fitness. We extend best wishes for continued success in all you do.

Sincerely,

Florence Griffith Joyner  
Co-Chair

Tom McMillen  
Co-Chair

# Bound For Greatness

## CELEBRITY BULLY PREVENTION AND INTERVENTION

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

**P**ro Athletes, Inc. facilitate an interactive bully prevention and intervention program for students, grades k - 12. Our workshops and assembly programs address the physical, verbal, social, electronic, cyberbullying, racial, religious, sexual and disability bullying. There are student and teacher role playing drama skits "Act It Out" incorporated in the presentation.



Act It Out exercises allow students to learn vicariously through our celebrity facilitator's experiences and stories. This format gives students an opportunity to model positive behavior. Students learn how to respond affectively to bullying situations. The duration of our short term programs are 1 hour, half day, full day.

The Bound For Greatness stop bullying program help students create a climate where bullying is not acceptable. We discuss the effects and consequences of bullying. Our celebrity speakers show target student body/audiences how to stand up and speak out against bullying. We educate students about the importance of respecting themselves, others and being accountable for their actions. We teach students how to deal with bullies with confidence. Students learn how to report bullying, who to tell and why. The duration of our long term mentoring, leadership programs are 2 - 6 months and a full year.

## Safe Environment, Safe Children

We focus on what students can do to avoid/stop bullying. The celebrity Bound For Greatness Stop Bullying Program addresses the systemic issues of bullying on and off school campus:

- Teasing
- Name Calling
- Physical
- Body Language
- Verbal
- Social
- Relationship Aggression
- Emotional
- Excluding
- Disability
- Sexual
- Racial
- Electronic
- Cyberbullying



Google: Ex-Pro Football Player Preaches Against Bullying

[thenewyorkjets@yahoo.com](mailto:thenewyorkjets@yahoo.com)

**Pro Athletes, Inc.**  
44 Glen Ridge Ave., Glen Ridge, NJ 07028

(404) 399-8805

# Bound For Greatness



## BULLY PREVENTION

### LONG TERM 5 MONTH PROGRAM SYLLABUS



#### JULY - ANTI-BULLYING

**Anti-bullying** - Teasing, Name Calling:  
Leadership, Respect, Teamwork  
Sportsmanship, Health and Fitness

#### AUGUST - TOLERANCE

**Anti-bullying** - Cyberbullying, Verbal,  
Disability: Tolerance, Discipline,  
Making Good Choices and Decisions  
Acceptance, Anti-violence  
Assessment of Progress

#### SEPTEMBER - CHARACTER

**Anti-bullying** - Body Language, Physical:  
Integrity, Kindness, Honesty  
Generosity, Accountability  
Trust, Loyalty, Morals  
Compassion, Honor, Pride  
Assessment of Progress

#### OCTOBER - ACCOMPLISHMENT

**Anti-bullying** - Relationship Aggression,  
Sexual, Electronic, Racial: Goal Setting,  
Productivity, Persistence  
Commitment, Self-reliance  
Assessment of Progress

#### NOVEMBER - RESILIENCE

**Anti-bullying** - Social, Emotional, Excluding:  
Resourcefulness, Flexibility  
Vision, Ambition, Self-confidence  
Work Ethic, Time Management  
Assessment of Progress

#### Leadership Support

Workshops For The Following

- Elementary Schools
- Middle Schools
- High Schools
- Youth Summer Camps
- Youth Parks & Recreation Programs
- Parents and Teachers

#### Motivation & Mentoring

There will be motivational support for students by D. West, TV Star or a former professional athlete. Our elite celebrity will work with your students (children) for 5 months.

#### Parental Involvement Reinforcement Support

We give parents feedback, updates, leadership guidance, reinforcement strategies, and help parents set goals for their children.



For an immediate program reference: E-mail, Dr. Garnell Bailey, Superintendent of Pleasantville Public Schools, [bailey.garnell@pps-nj.us](mailto:bailey.garnell@pps-nj.us)

[thenewyorkjets@yahoo.com](mailto:thenewyorkjets@yahoo.com)

**Pro Athletes, Inc.**

(404) 399-8805

# Bound For Greatness

## MEET THE FOUNDER

### Who Am I?

**I** am an inner-city kid who defied the odds. A special needs student who had the audacity to dream big and aim high. The little boy from the strong roots of poverty who dreamed of having a college degree. I'm a former homeless student who went on to graduate from Rutgers Newark-University despite the odds that were statistically stacked against me. I am a first generation college grad. I'm the youngest child from a single parent household who cried alone in silence, because I missed my dad. I am that intrepid kid from the hood who walked to school without a knife and hand gun. I am the student who chose education and studying over gang banging, hustling, thug life and drugs when I was recruited to join a gang.

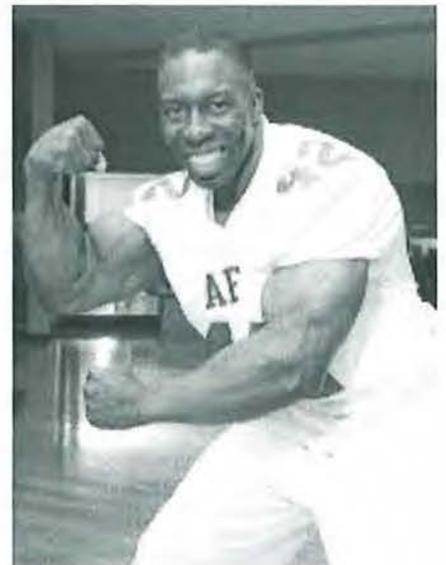
**I** am the bricks, the iron, the toughness, the anchor, the steel rods and beams of the nucleus they call the Inner-City. I am a survivor! I am the young man who lit candles for his mom when there was no electricity in our home. I am the alter boy who sang in the church choir. The boy scout who roasted marshmallows over a burning fire. I am the kid who sold lemonade on my front stoop for a nickel. The child who stood in line for government cheese when there was no food in the refrigerator to eat! I am the child who has a mom for a hero. I am the cement and foundation of the tallest skyscrapers. I am a winner, a Super Bowl Champ in life! The kid who paid for family groceries with food stamps. I am motivation, vision, pride, determination, integrity, and character. I am the full-time college student who took two city buses to school, a student athlete who maintained 3 part-time jobs who wrestled his way to the NCAA Div. III National Wrestling Championships.

**I** am the child who dedicated his life to helping children and battered women globally when I reached adulthood. I am the child who didn't have heat in his home during freezing winter nights. I am the little boy who sat shivering in front of an open oven door cuddled in blankets with my two older brothers. The inner-city student who boiled hot water in the morning to bathe before I went to school. I am the little boy from Newark, NJ who's mom sacrificed her life to give her 3 sons a fighting chance to live a better life than she lived. I struggled in reading and writing in grades 1 - 5, now I read books I have written to children in schools, grades K-12.

**I** am the kid who didn't make excuses for things I didn't have or pout about my living conditions. I'm the student who chose to be a leader not a follower. I am the young man who's first helicopter ride was to a trauma center, in 1996! I couldn't move my neck and lower body. I am a survivor who fully recovered. I am the child who had a hole in the bottom of my sneaker who ran and played with a 3 inch gash in my foot. I am the little boy who never complained about the hole in my shoe and blood on my sock. I am the little boy who dreamed of playing in the NFL on Sundays. The child who played hard through the pain. I am the inner-city child who went on to play professional football at age 31 with a permanent scar on my foot.

**I** am the student who was bullied in class practically everyday, the little boy from Brick City who thought about suicide and giving up, because I affirmed the demoralizing words I was told, day in and day out. I am Hope, the 3 year old toddler who drank a household cleaning acid. I'm the baby boy who was in the hospital one week shy of 2 months. I believe in miracles. I'm Duane West, Founder of the celebrity Bound For Greatness Program! "My dream is to inspire millions of children to live their dreams and enjoy life.

**Together, we can decrease bullying and save lives." - D. West**



# Pro Athletes, Inc.

## Leadership And Empowerment

Duane West  
Founder & CEO  
On-Air TV Personality  
Florida Bobcats AFL  
Defensive Back #42

Bobby Jackson  
President of National  
Leadership Programs  
New York Jets  
Hall Of Fame DB #40

Dan Wilcox  
Super Bowl Champion  
Tampa Bay Buccaneers  
TE - Current Player 2008  
Baltimore Ravens

Johnny Davis  
Leadership Facilitator  
And Mentor  
Super Bowl Champion  
San Francisco 49ers FB

Odessa Turner  
Leadership Facilitator  
And Mentor  
Super Bowl Champion  
New York Giants WR

Kenneth Reese  
Leadership Facilitator  
And Mentor  
Super Bowl Champion  
Dallas Cowboys TE

## CELEBRITY BULLY PREVENTION PROGRAM

### FEE SCHEDULE

If you need a price schedule, please call and e-mail us at  
[thenewyorkjets@yahoo.com](mailto:thenewyorkjets@yahoo.com)



### Call Sarah Curry

Vice President of Leadership Projects

(404) 399-8805



### Call Bobby Jackson

New York Jets Hall of Fame  
President of Leadership Programs

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

**Pro Athletes, Inc.**  
44 Glen Ridge Ave., Glen Ridge, NJ 07028

(404) 399-8805

# Duane West

National On-Air, Motivational TV Personality  
Author of Educational and Self-Help Books  
CEO and Founder of Pro Athletes, Inc.  
Motivational Speaker

Twenty two years motivational speaking, and CEO of Pro Athletes, Inc., presenting leadership and motivational consulting support services for school districts, TV and radio broadcasting stations, city, state governments and magazines. Author who specializing in leadership, youth empowerment, self-help, and fitness. Various shows appeared on as an On-Air TV Personality have received Nielsen highest ratings in daytime talk television.

## **Chief Executive Officer of Pro Athletes, Inc., 1991 - 2013**

Manage business operations and develop long-term youth, adult, family and community enrichment strategic plans. Provide national on-air television and radio leadership commentary, advice, counseling, mediation and life strategy facilitation. Design, develop and successfully implement a national celebrity leadership, mentoring and character development programs, ages 5 - 21. Facilitate and design drop out prevention and intervention programs that decrease dropout rates. Wrote The Navigator, a character and behavior modification teachers' resource guide including several fitness and self-help books. Founder of the celebrity Bound For Greatness Leadership Program.

## **NBC Universal-Television On-Air TV Personality, New York, NY 1998 - 2007**

Facilitated motivational life strategy support, advice, counseling, coaching and leadership guidance and mediation for show guest who appeared on the Maury Show, a nationally syndicated daytime talk show. Provided no nonsense tough love intervention and conflict resolution strategies for unruly, out of control, and emotionally dysfunctional children. Addressed the following issues on national television: cultural diversity, families and children in crisis, bullying, teen pregnancy, gang issues, drugs, adult and youth violence, relationships, conflict resolution, battered and abused women, obesity and health and wellness, and parental involvement. Conducted long-term support, follow-up and feedback for show guest (adults and youth). Co-field producer of show segments.

## **Education**

Rutgers Newark-University, Bachelors of Arts Degree in Psychology, May 1990.

## **Achievements And Accomplishments**

- Honored by the President's Office of the United States for my work with children and accomplishments in sports.
- Honored on national television as America's leading celebrity youth motivational consultant (NBC TV).
- Honored on the WGN TV Network, General Motors Minority Business of The Week and Entrepreneur.
- Runner-up in the Eastern Region Division III College Wrestling, Advanced to National Championship.
- Endorsed Health and Fitness Athlete/Spokesperson for Nike, Inc, 3 years.
- Endorsed Health and Fitness Athlete/Spokesperson for Fila, Inc., 4 years.
- Former AFL Professional Football Player Florida Bobcats Defensive Back, West Palm Beach, FL.

# DUANE WEST

## BIOGRAPHY

From homeless, disadvantaged, 12 year old, at-risk student to college graduate, motivational speaker, fitness guru, author, pro football player, and nationally acclaimed on-air, motivational TV personality, NBC TV. What A Journey!

Duane West was born and raised in Newark, New Jersey a city riddled with high crime, drugs, gangs, violence and poverty. He lived without the daily comforts of heat and hot water for a large majority of his childhood. Duane graduated from Irvington High School in Irvington, New Jersey. He was honor student of the month for his academic achievement and outstanding athletic accomplishments. While at Irvington High School, Duane captured over six wrestling championships. Duane attended Seton Hall University in South Orange, New Jersey his freshman and sophomore year in college.

A tragic motorcycle accident almost claimed Duane's life. For more than two years Duane's injuries left him sidelined rehabilitating his injuries at a physical therapy clinic. Duane's promising athletic career at Seton Hall University was over--temporarily. Withdrawn and depressed, Duane withdrew from Seton Hall University. "After the accident, I was emotionally withdrawn, depressed, and lacked motivation to continue school." However, Duane didn't give up. That fall, Duane enrolled in Union County College. He increased his grade point average and self-esteem. After conquering his fears in the classroom and elevating his grade point average, Duane transferred to Rutgers University. He maintained three part-time jobs while enrolled as a full-time student. Duane worked as a per diem school teacher, computer lab technician in a local hospital and owner operator of a landscaping business. Surprisingly that same year, Duane made an astonishing comeback on the wrestling mat. He finished the season ranked second in Division III college wrestling in the metropolitan area. He advanced to the Division III National Wrestling Championships.

Duane graduated from Rutgers University with a degree in Psychology. After he received his bachelors degree in psychology, he furthered his education at New Jersey's Elizabeth General School Of Nursing. Duane wrote several fitness books one which is endorsed by former NFL Hall of Fame Linebacker Lawrence Taylor of the New York Giants. He also volunteered his time to coach and train the United States Wheelchair World Record Weight Lifting Champion Joe Russell for the Paralympic Games in Barcelona, Spain. Duane also volunteered his time to establish, coordinate and host a local fitness show for community residents in New Jersey.

In the summer of 1992, Duane risked his life to save an elderly man. He rescued a trapped senior citizen from a burning automobile. Good fortune seemed to follow Duane as many entertainers, professional athletes and business professionals called on him for his fitness consulting services. Duane was determined to accomplish his goals and dreams. He directed, produced, and choreographed several of his own exercise videos. That same year, Duane captured several consecutive AAU Junior Olympic Wrestling Championships. In 1994 the President's Council On Physical Fitness And Sports recognized and honored Duane for his accomplishment in sports and work with children nationally. Duane's expert fitness advice has been featured in Source Magazine - Aug. 1999, Essence Magazine - Aug. 1994 and Ebony Man Magazine - Dec. 1997, Jun. 1997, Feb. 1996, Mar. 1996, Jan. 1995, Oct. 1994 and Aug. 1994. West was an exclusive endorsed Nike, Inc. health and wellness cross-training athlete for 3 years.

Duane appeared on the Oprah Show in February 1997. His business was featured on the national WGN network as the minority business of the week. He worked with Hot 97 FM radio station in New York City and V103.1 FM radio station in Atlanta, GA as an on-air celebrity fitness consulting expert. He was a guest fitness expert on Good Day New York. In 1998, Duane played professional football for the Florida Bobcats (AFL - defensive back). D. West has been a national on-air celebrity expert television personality for 15 years which is longer than any motivational speaker in America. He is the author of The Navigator Character Education Teacher's Resource Book, Peak Performance, Crunching To Success and Dream It, See It, Live It. Duane West devotes his time to his passion in life which is youth leadership, mentoring, coaching and motivational speaking at schools, grades K-12. West is an elite business professional, proven role model, renowned leader and philanthropist in the community. In 1997, he founded the Bound For Greatness Leadership And Character Mentoring Program. He was honored on national TV for his outstanding work with children, NBC TV.

Labeled at-risk as a child, Duane has overcome many odds and levels of adversity in life to achieve personal success. West once label the problem child, now writes and facilitates conducive at-risk strategies for school districts and organizations. He lectures students, teachers, administrators, parents and community leaders on sensitive issues concerning children who have been classified as at-risk students/youth. Duane West inspires millions on national television, in the schools and community. He has spoke to well-over 3,000,000 children from 1992 - 2013. From at-risk, special needs, homeless student and poverty to prosperity, college graduate!

**Anything Is Possible**

# DUANE WEST

## RESUME

NATIONAL ON-AIR TV PERSONALITY, MOTIVATIONAL SPEAKER  
FORMER PRO FOOTBALL PLAYER AFL FLORIDA BOBCATS (DB), FITNESS GURU  
FOUNDER AND CEO OF PRO ATHLETES, INC., BOUND FOR GREATNESS LEADERSHIP PROGRAM

### EDUCATION

WARREN STREET ELEMENTARY  
LAKEWOOD ELEMENTARY  
IRVINGTON HIGH SCHOOL  
CAPTURED OVER  
SETON HALL UNIVERSITY  
UNION COUNTY COLLEGE  
RUTGERS UNIVERSITY  
ELIZABETH GENERAL SCH OF NURSING

Newark, New Jersey  
Atlanta, Georgia  
Irvington, New Jersey  
Five Wrestling Championships  
South Orange, New Jersey  
Union, New Jersey  
Newark, New Jersey  
Elizabeth, New Jersey

Grades 2 - 6  
Graduate  
Graduate  
Irvington High  
Two Years  
One Year  
Degree In Psychology  
One Year

### TELEVISION

THE D WEST SHOW  
MAURY POVICH SHOW  
OPRAH SHOW  
MINORITY BUSINESS REPORT  
GOOD DAY NEW YORK

Host of Show, Executive Producer  
Expert Consultant, 1998 - 2007  
January 1997  
General Motors Business of The Week 1998  
Guest Appearance Health & Fitness

Network To Be Announced  
NBC TV Universal Studio  
ABC TV  
WGN Network  
FOX TV

### MAGAZINES

SOURCE MAGAZINE  
EBONY MAN MAGAZINE  
ESSENCE MAGAZINE

Featured August 1999  
Featured December 1997  
Featured June 1997  
Featured March 1996  
Featured February 1996  
Featured January 1995  
Featured October 1994  
Featured August 1994  
Featured August 1994

HEALTH & FITNESS  
HEALTH & FITNESS

### HONORS

PRESIDENT'S OFFICE  
GENERAL MOTORS MINORITY  
BUSINESS OF THE WEEK

March 1998 & DEC. 1994  
March 1998

President's Office  
WGN TV

### AUTHOR

DREAM IT, SEE IT, LIVE IT  
THE NAVIGATOR TEACHER'S RESOURCE BOOK  
PEAK PERFORMANCE - FULL BODY WORKOUT

SELF-HELP  
EDUCATIONAL  
HEALTH & FITNESS

# PROFILE SUMMARY

## Duane West



**Duane West** is a noted motivational speaker, national on-air TV personality, accomplished author, and fitness consultant. His personal journey to achieve success is inspirational.

**H**e progressively moved from being a homeless, disadvantaged, 12 year old, at-risk student to college graduate, motivational speaker, fitness guru, author, pro football player, and nationally acclaimed on-air, motivational TV personality, NBC TV. West is a first generation college graduate. He turns adversity into opportunity. Failure, excuses and giving up are not options.

**A**s a child there were nights he went to sleep with hunger pangs and woke up to a bitterly cold home that didn't have heat or hot water. Today, he dedicates quality time to feed the homeless and people in need. At the age of 3, he accidentally drank an acidic household liquid drain cleaner. He was hospitalized for two months without a guarantee of a full recovery of his speech. Miraculously, D. West made a full recovery and lives to tell his story! In elementary school he was classified as an at-risk student, and slow learner; now he writes conducive at risk strategies for school districts and organizations. He lectures students, teachers, parents, administrators, and community leaders on sensitive issues concerning children who have been classified as at-risk and disaffected.

**H**e is a selfless man who walks with unconditional love and humility. Some people consider him a hero! In 1992, he rescued a trapped senior citizen from a burning car. In 1996, he was taken by helicopter to a trauma medical center after a paralyzing slip and fall accident in a hotel. With extreme fortitude and resilience; two years later at the age of 31 he was playing professional football. Most professional football players careers come to an end before the age of 30. Everything happens for a reason, today he is a motivational speaker. How ironic is that? D. West is an optimistic thinker who believes anything is possible if you believe in it, even miracles.

**Deb Mangen**

---

**From:** Marian.Johnson@securian.com  
**Sent:** Monday, July 29, 2013 4:04 PM  
**To:** Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com; Scott Neal; Ann Kattreh  
**Cc:** marjohn12@comcast.net  
**Subject:** BCLFSC -- An Edina asset that needs your support

As Edina residents, our family's support for BCLFSC began when my eldest daughter, Kirsten (McLain), took her first step on the ice in 1977, continued with our daughter, Taylor (Johnson), who was a synchronized skater, through to today with our fifth child, Hayley, an individual skater who trains with Joan Orvis. In addition to our children, BCLFSC is the reason we were able to serve as the host family for three years to Ben Liu, a distinguished Chinese figure skater, who also trained with Joan.

We have a tremendous respect and admiration for BCLFSC -- its coaches and volunteers -- and the club's commitment to providing world-class coaching and a robust training program that is the envy of community's not just in our state but nationwide. Together with thousands of Edina residents with long-term relationships with BCLFSC through their children, their grandchildren and their great grandchildren, we're extremely distressed that the club's future at Braemar is in jeopardy. Over the years we've spent countless hours marveling at the beauty and athleticism of this sport and know that BCLFSC is an irreplaceable Edina asset. We strongly believe that future generations of Edina children deserve access to figure skating in our community and the opportunity to join BCLFSC.

We urge you to look beyond the numbers and support figure skating in Edina now!

Marian P Johnson  
Senior Account Representative -- Multimedia, Communications • Securian Financial Group  
400 Robert Street North • St. Paul, MN 55101-2098  
651-665-3674  
[marian.johnson@securian.com](mailto:marian.johnson@securian.com) • [www.securian.com](http://www.securian.com)

Securian Financial Group – Financial security for the long run ®

Deb Mangen

---

**From:** Caryn Kadavy <freesk88@gmail.com>  
**Sent:** Monday, July 29, 2013 3:02 PM  
**To:** Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com; Scott Neal; govakattreh@edinamn.gov  
**Cc:** Kathleen Schmelz - Gazich; Loni Keenan  
**Subject:** Braemar City of Lakes Figure Skating Club

Dear Honorable Mayor and City Council Members,

This letter is regarding the recent negotiations between Braemar Ice Arena, Braemar City of Lakes Figure Skating Club and the Edina Hockey Association to create a priority facility use agreement.

Being new to the Minneapolis area for one and a half years, I am fortunate to have been welcomed into the Braemar Ice Arena and The Braemar City of Lakes Skating Club, surrounded by experienced coaches and staff. The skating club has always provided the amount of ice time for their coaches and needed demand for figure skating at a level of competitiveness, growth and quality for a skater.

Originally from Erie, Pennsylvania, the ice time was only available six months out of the year. In order to continue my figure skating training, I had to leave my hometown and I experienced many ice arenas across the country to pursue my dreams of becoming a National, World and Olympic competitor. Many of these facilities fortunately, provided the sufficient availability of ice time in place for proper training and environments for coaches and skaters combined. Without that, I would not have been able to continue my growth with the coaches and facilities that ultimately catapulted my career to become a four- time United States National Medalist, World Bronze Medalist and 1988 Olympian.

When I decided to move to Minneapolis with my husband, I felt confident that with Braemar City of Lakes Figure Skating Club's track record of producing high achieving skaters and high level coaches, I could continue to pursue my successful coaching career.

I hope you can consider the well-being of our skaters and all coaches that would be affected by changes that could occur if ice time were to be eliminated from the skating club program.

Your help in this matter would be deeply appreciated.

Sincerely,

Caryn Kadavy

**Caryn Kadavy**

Professional figure skating  
Coach and Choreography  
814-434-9359  
[freesk88@gmail.com](mailto:freesk88@gmail.com)

I had tp



**From:** etta-belrose@comcast.net  
**Sent:** Monday, July 29, 2013 2:02 PM  
**To:** Edina Mail  
**Subject:** Hockey and Figure Skating

**Mr. James Hovland, Mayor City of Edina**

**Please take the time to read this email.**

My family and me have been associated with Braemar City of Lakes Figure Skating Club since 1975.

Our daughter learned to skate at Braemar and continued for 10 years and reached the level of Gold Test Skater.

I held every office in the club and have continued to donate my time ever since. I have co-chaired **National, InterNational and World Competitions**. Recently I co-chaired the Braemar Figure Skating competition for the last 3 years.

The Braemar Skating Club is well known nationally and especially in the Midwest. We have produced several National Champions.

**The arguments we have heard from the Hockey Association don't make sense to me.**

1. Figure Skating buys ice ALL year long. We pay the same price as Hockey.
2. Hockey does NOT buy much ice in the summer. There are 2 sheets of ice that go unused. Their main need for ice is between Oct and Mar.
3. Braemar FSC has a "Good Will" agreement with Suzi (Braemar Manager) and Hockey for 20 years to buy ice as long as we agree to help pay for "Hornets Nest, which Figure Skaters do not use. This Good Will Agreement was worked out last summer, in August.
4. Even if Braemar FSC gave up all their ice it would not be a DROP in the bucket to solve Hockey's needs for ice.
5. Also, where will the children of Edina residents learn to skate. All these children take group lessons on Saturday. These groups have produced many talented Hockey

players, boy and girls. I guess our young Edina children will have to go to Eden Prairie or Minnetonka to learn to skate..

6. The City of Edina built the Hornets Nest for Hockey – have they considered a 4<sup>th</sup> sheet of ice?
7. I would REALLY like to know the REAL reason this is happening. Call or email me anytime.

Etta Jane Belrose, 952 902 9598 [etta-belrose@comcast.net](mailto:etta-belrose@comcast.net)

**From:** Venk Reddy <venk.k.reddy@gmail.com>  
**Sent:** Monday, July 29, 2013 12:29 PM  
**To:** Edina Mail  
**Subject:** Please help our Team !!

Dear Mr. Hovland:

I am writing to request you to kindly support BCLFSC and Team Braemar. We moved to Edina from South East Minnesota for the primary purpose of having our daughters skate on Team Braemar and be part of an excellent figure skating club. I am proud to say that our daughter has made the junior team and is going to be skating on Team USA this year. It brings us immense joy that our skaters dream has come true. It saddens us to see the sport in Edina being destroyed due to ice time conflicts. Please find a way to allow our girls to continue to skate at Braemar and be a competitive team at national and international levels.

As a resident of Edina, I do not expect preferred Tee times at Braemar Golf Course. Why is there so much importance put to how many non-residents skate at the rink? To be a competitive team we do need the best skaters from all over the twin cities. That's what put us on the map and got us the great skating awards that we received. Also, we are the oldest and best club in the city and it does attract a lot of great skaters from other parts. Why is that a bad thing? Shouldn't we all be proud that people are coming great distances to Edina because we are good. We should support this diversity rather than put an end to it.

Please let us keep the contract that was agreed to for the next 20 years. Our skating members are contributing to the hornets nest which is primarily meant to benefit hockey. We are fine with continuing to support that.

I sincerely hope you will support these girls who are working so hard each day to continue to dream to become great skater and athletes. We appreciate your attention to this matter.

Regards,

--  
Venk Reddy  
Cell: 612-483-8400

**From:** Ellie Sjoquist <ellie.sjoquist@gmail.com>  
**Sent:** Monday, July 29, 2013 11:57 AM  
**To:** Edina Mail  
**Subject:** Near gold

My name is Ellie Sjoquist. I am an Associate member of the BCLFSC. I need you to know that figure skaters are like fine artists or musicians. There are not thousands of them because of the effort, skill and dedication required to pursue the level of excellence to achieve gold level performance. The art of figure skating is about learning and achieving the highest levels of a sport. It requires testing at least 18 different levels. The goal is to be the very best skater, team member and citizen you can be. It cannot be judged by number of participants alone. Like art figure skating gives back much more to the city than just dollars - it elevates the prestige of the entire community. Please support the continued success of the BCLFSC. The city of Edina deserves this type of program on Braemer ice along side your hockey skaters.

-Thank you. Ellie Sjoquist [612-839-4126](tel:612-839-4126)

Deb Mangen

---

**From:** cdeets@att.net  
**Sent:** Monday, July 29, 2013 11:15 AM  
**To:** jonibennett12@comcast.net; Mary Brindle (Comcast); swensonann1@gmail.com; Scott Neal; Ann Kattreh; Edina Mail  
**Subject:** You'd REALLY Let Figure Skating Leave Edina....?  
**Attachments:** BCLFSC Communication 072813.docx

All,

We know hockey is popular and powerful.

But please, please don't let the rest of Minnesota look at Edina incredulously and say: "They let their figure skating club leave the city....? How could they have let that happen....? That's crazy."

Chris Deets  
5301 Halifax Avenue  
Edina

----- Forwarded Message -----

**From:** "ice@braemarfsc.org" <ice@braemarfsc.org>  
**To:** ice@braemarfsc.org  
**Sent:** Sunday, July 28, 2013 9:33 PM  
**Subject:** Urgent Club Update

July 28, 2013

BCLFSC members and coaches:

As you are aware, a group of Club representatives have been in active negotiations with Braemar Ice Arena and the Edina Hockey Association to create a priority facility use agreement that works for both organizations.

At this time we have not found common ground. The position currently being taken by EHA is a one year phase-out of our existing schedule beginning this Fall, ultimately leaving us in the 2014-2015 season from September 16<sup>th</sup> to March 15<sup>th</sup> with 5:00am-5:50pm Monday-Friday ice and no weekend ice. Summer ice, however, would remain status quo. This would effectively force Braemar City of Lakes Figure Skating Club to find a new home.

BCLFSC's position is:

*The City of Edina is a City of excellence. We have two successful athletic programs/sports, both of which should have the opportunity to continue to grow and remain successful.*

*BCLFSC has been a financial contributor to the Arena both in terms of its 47 years of ice usage fees (millions) and through individual participant fees.*

*The current proposal negates our Agreement, allocates ice time based on number of participants and does not provide a long term solution to stabilize and preserve our sport for the community. There are no other priority use agreements that allocate use based on participation numbers-this would be the first. Moreover, the current proposal does not really solve the problem, as EHA will still be woefully short of ice.*

*The problem is a good one...huge demand for ice by successful youth sports programs (EHS, EHA, BCLFSC). It has been our proposal that the City take the long view and commit to developing a long term solution. (i.e., evaluate options for more ice).*

*We have also suggested that the City create a new user classification titled "Legacy" in which EHA and BCLFSC are at par together with guaranteed minimum hours that ensure preservation of our Club.*

*BCLFSC has requested that the City honor our August 2012 agreement with Braemar Arena, which retains our current ice schedule (among other longer term East Rink improvements) in exchange for our \$20/member/year commitment to the Hornet's Nest. We did offer up a short term allocation of ice time (approximately 160 hours) to EHA until this long term solution of creating a fourth sheet of ice can be achieved. EHA has rejected this proposal.*

EHA asked us to table any solution that would have us jointly pursue a fourth sheet of ice but we have subsequently learned that they have made a commitment to purchase at least 750 hours of time should it move forward.

**The Board is requesting that you get involved by contacting Edina City Council members, demonstrating your support of the Club and why it is important to you that Figure Skating continue to co-exist with EHA at Braemar Ice Arena as it has for over 47 years.** There is a high sense of urgency for you to do this **now**. It is important that the City Council hear from you, both skaters and adults, why BCLFSC is important to you and that you want access to the sport of figure skating in the City of Edina. Below are the contact names and email addresses:

The Honorable James Hovland, Mayor of Edina, mail@edinamn.gov  
The Honorable Joni Bennett, Edina City Council Member, jonibennett12@comcast.net  
The Honorable Mary Brindle, Edina City Council Member, mbrindle@comcast.net  
The Honorable Josh Sprague, Edina City Council Member, joshsprague@edinarealty.com  
The Honorable Ann Swenson, Edina City Council Member, swensonann1@gmail.com  
Mr. Scott Neal, Edina City Manager, sneal@edinamn.gov  
Ms. Ann Kattreh, Edina Parks and Recreation Director, akattreh@edinamn.gov

There has been a lot of media coverage regarding this issue and, in some cases, information shared that didn't represent the facts. Below are a few key facts and FAQ's we feel are important for you to know and understand.

#### **Facts:**

- City of Edina recruited the City of Lakes Figure Skating Club to move to the facility in 1966 to justify the construction project. The Club offered the benefits of purchasing year round ice (to help finance the Arena) and the opportunities to build a world class figure skating program that supported all comers.
- An agreement was reached between BCLFSC and Braemar Ice Arena in August of 2012 to maintain the Club's current ice schedule in conjunction with our financial support of the Hornet's Nest project. Note: the Hornet's nest project primarily benefits hockey athletes.
- BCLFSC is an important year round financial contributor to Braemar Arena.
  - BCLFSC buys ice 51/52 weeks a year (1720 hours)

- BCLFSC purchases 770 hours in Fall/Winter and 950 hours in Spring/Summer
  - BCLFSC uses only 1 of the existing 3 sheets of ice at Braemar Arena
  - BCLFSC purchases only ~13% of prime ice hours available at the Arena during Fall/Winter
  - EHA purchases 2000/2100 hours at Braemar from Oct. 1 - March 15<sup>th</sup>. Total hours purchased by EHA during this timeframe is 5000 hours.
- BCLFSC provides opportunities for skaters to participate as athletes in both an individual sport and a Team sport. BCLFSC attracts top athletes and coaches from within Edina and outside our community because of our reputation as a competitive training facility. Team Braemar is recognized nationally and internationally as a premier Synchronized Skating program. Individual freestyle skater athletes have produced dozens of State and National Champions and USFS Gold Medalists
  - There are 196 total Club members. There are 130 skater athlete members (18 and under). Edina residents comprise 49% of Club skater athletes.

## FAQ's:

### **Why doesn't BCLFSC contract ice for their members at other ice arenas?**

BCLFSC must get permission of existing clubs in their home arenas and cannot compete for their priority ice time. A majority of area rinks have home figure skating clubs in place, which creates a barrier to BCLFSC contracting for ice.

Ice is contracted on an individual basis. If the Club buys ice at Braemar or at another arena for 200.00 per hour and only 3 skaters contract ice at 15.00 per session, the Club is left with a 155.00 deficit. A club can only operate in the red for a short time before they cannot operate and have any purchasing power.

Further, aligning professional coaches with students and vice versa becomes increasingly complex. Skaters are at varying stages of development and ice sessions are offered by level (i.e., higher level figure skaters have different training needs than lower level skaters, just as Mites in hockey do vs. Bantams). Speed and surface area use increase significantly as skaters progress, so ice sessions are leveled for the safety and development of all skaters. The Club may not be able to locate sufficient, contiguous blocks of time at any one facility on a consistent basis. With multiple skater levels who often require separate ice time and USFS guidelines that dictate a maximum number of 22 skaters allowed on the ice at one time, blocks of ice are required.

### **How do other skating clubs in the Twin Cities schedule their ice?**

There are no other competitive clubs in the Twin Cities that buy ice at outside arenas on behalf of their individual skaters, because the arenas associated with their clubs provide enough desirable ice time for a competitive figure skating club to operate. These clubs offer daily ice after 5:00 pm and offer weekend ice to their individual skaters. In order to remain competitive with other programs, we need to offer as much or more as they do. Not only do we have a strong individual program, we also are the only one with high level synchro teams. There will be no incentive for skaters or coaches to skate with the Braemar Club if competitive ice sessions are not offered at our rink.

We do buy hours outside of Braemar for Team Braemar because Braemar Arena can not completely meet the ice needs of an International team, similar to how EHA buys hours outside of Braemar for their teams.

**Do BCLFSC Skater Athletes train at other Ice Arenas?**

Yes, our athletes do skate at other rinks. Team Braemar purchases 24+% of its annual ice time at other rinks. Individual skaters buy ice at other rinks, too, when Braemar is not available due to hockey tournaments and other conflicts.

However, there is a sharp contrast to EHA and BCLFSC when it comes to the feasibility of purchasing ice at other arenas. The bulk of our members skate as individuals. Consistent blocks of ice time are required. As such, it is more difficult to acquire time that will be fully contracted by skaters and coaches without driving both skaters and coaches to simply consider a new club that works better and offers consistency. Finally, BCLFSC coaches might coach 8 different lessons in a 4 hour period. They need to be on the same rink and will seek to contract with Clubs that offer consistency. In hockey, teams must follow the team or no longer be part of a team.

**Why is BCLFSC residency % lower than EHA?**

EHA is governed by Minnesota Hockey. MH dictates that their affiliates use school boundaries for membership. BCLFSC is governed by USFS, which dictates that figure skating clubs have an open policy for membership.

We believe residency should not be at issue as the facility is known as an "Enterprise Facility". It's revenues are earned solely from participant fees and an allocation of funds derived from municipal liquor store sales. Edina residents do not directly fund the facilities with their tax dollars although shortfalls in funding can be and are made from the Cities general Fund.

**Why do non-Edina residents choose to be members of BCLFSC?**

A track record of producing high achieving skaters. High level coaches, atmosphere and camaraderie amongst students, coaches and parents. This is vital to the well-being of all skater athletes physically and mentally in a very demanding sport.

Additionally, skater athletes join BCLFSC to train and compete with Team Braemar/Team USA, the only international level synchronized skating Team in Minnesota.

Deb Mangen

---

**From:** Constance Sjoquist <sjquist.constance@yahoo.com>  
**Sent:** Monday, July 29, 2013 11:01 AM  
**To:** Edina Mail  
**Cc:** jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com; Scott Neal; Ann Kattreh  
**Subject:** City of Edina benefits from the presence of an International Figure Skating Team

To the Honorable James Hovland, Mayor of Edina, and members of the Edina City Council,

I live in Burnsville, MN and my daughter is a member of the Burnsville figure skating club. In addition to skating at the Burnsville Ice Center, my daughter is an Associate member of the BCLFSC and skates on Braemar ice under Loni Keenan and Joan Orvis - two world-class figure skating coaches. It is because of the reputation of the BCLFSC coaches, the BCLFSC club skaters, and the fact that the BCLFSC is supported by the City of Edina that we go out of our way to participate and support the BCLFSC and the city of Edina. Just having our daughter skate alongside Braemar club figure skating members inspires her to do her very best. Not many cities benefit from such a reputation.

I also have a sister who lives in Edina. The reason she moved to Edina is because of its reputation. She expects Edina to have amenities and programs that go aspire to a higher level of excellence.

If Edina carves out programs and clubs that are foundational to your reputation of excellence, your city will lose over time. Your tax base will decrease. It is programs like the BCLFSC that make Edina stand apart.

It is well-known in the figure skating community - where news travels fast locally, regionally, nationally and internationally - that Edina has a GREAT figure skating program. It has tremendous marketing value. It would be unfortunate for Edina to lose the BCLFSC club to another city.

Please provide the Braemar figure skating club with the ice times and hours they require to continue to market the city of Edina.

Kindest regards,

Constance (& Gary) Sjoquist  
Cell: 612-669-3672

**From:** George Hadjiyanis <ghadjiyanis@comcast.net>  
**Sent:** Monday, July 29, 2013 10:35 AM  
**To:** Edina Mail  
**Subject:** Braemar Ice Time

Honorable Mayor Hovland.

I would like to contact you regarding the ice time issue for Braemar. As an Edina resident and Synchron Parent I want to make sure you understand our position.

Please do not allow the EHA and this ice issue to push BCFLSC and Team Braemar to another community.

A few points to consider.

- 1) The City of Edina is a City of excellence. We have two successful athletic programs/sports, both of which should have the opportunity to continue to grow and remain successful.
- 2) BCLFSC has been a financial contributor to the Arena both in terms of its 47 years of ice usage fees (millions) and through individual participant fees.
- 3) The current proposal negates our Agreement, allocates ice time based on number of participants and does not provide a long term solution to stabilize and preserve our sport for the community. There are no other priority use agreements that allocate use based on participation numbers-this would be the first. Moreover, the current proposal does not really solve the problem, as EHA will still be woefully short of ice.
- 4) We suggest that the City create a new user classification titled "Legacy" in which EHA and BCLFSC are at par together with guaranteed minimum hours that ensure preservation of our Club.
- 5) I understand that BCLFSC has requested that the City honor our August 2012 agreement with Braemar Arena, which retains our current ice schedule (among other longer term East Rink improvements) in exchange for our \$20/member/year commitment to the Hornet's Nest. We did offer up a short term allocation of ice time (approximately 160 hours) to EHA until this long term solution of creating a fourth sheet of ice can be achieved. EHA has rejected this proposal.
- 6) EHA asked us to table any solution that would have us jointly pursue a fourth sheet of ice but we have subsequently learned that they have made a commitment to purchase at least 750 hours of time should it move forward.

George Hadjiyanis  
5608 St. Andrews Avenue  
Edina, MN 55424  
952-922-4957

[ghadjiyanis@comcast.net](mailto:ghadjiyanis@comcast.net)

Deb Mangen

---

**From:** Diana Dyste <diana.dyste@gmail.com>  
**Sent:** Monday, July 29, 2013 9:32 AM  
**To:** Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com; Scott Neal; Ann Kattreh  
**Subject:** Support for BCLFSC

**My name is Diana Dyste and I am a former member of the BCLFSC. I support the club and believe it should continue to co-exist with Edina Hockey Association. Growing up in Edina, figure skating at Braemar Arena helped shape my future. As an individual and synchronized skating competitor, I learned how to set goals and work as a team. The group of skaters, coaches, and parents provided me with support during challenging youth years. Without this sport and community I might have taken a different path. Because of the strength of BCLFSC, I qualified for the University of Michigan Synchronized Figure Skating Team and competed both domestically and internationally. I attribute much of who I am today to the community oriented BCLFSC. As a current Edina resident, I continue to support the club through volunteer opportunities. Please help the BCLFSC and EHA compromise on sharing ice time.**

**Sincerest regards,**

--Diana Dyste--

Deb Mangen

---

**From:** Chapman, Wally (RBC Wealth Mgmt) <wally.chapman@rbc.com>  
**Sent:** Monday, July 29, 2013 9:10 AM  
**To:** Edina Mail  
**Subject:** EHA and BCLFSC

Mayor Hovland and the City Council members,

I am writing to you as a parent who has not only grown up playing hockey at Braemar arena but having a son play on the Edina 2010 State Championship team and now a daughter who is a 9th grader and a member of the Braemar City of Lakes Figure Skating Club. I feel that I might be one of the few that has experienced this ice issue from both sides. I haven't been in any meetings and only know what I have been told or read in the paper. I remember driving my son to other arenas for practice and games when he was growing up. It wasn't ideal, but it worked. In fact, spending that time in the car with my son was some of the best quality times we had as he was growing up. I would submit that the success of EHS and the EHA has not been impacted in any way by the fact that not every practice is at Braemar. I understand that the BCLFSC has been an anchor tenant at Braemar since the rink opened and has most recently offered to help in the building and maintaining of the Hornets Nest by charging each member a user fee. I also understand that last August an agreement was reached in principal to sign on for another 20 years. If this is the case, I have a problem with the fact that this agreement may not be honored.

I coached High School Hockey for 19 years at Breck, I was a hockey parent myself and I know that while having the best intentions, hockey parents can be a powerful group when they get behind something like this. The size of the EHA dwarfs the BCLFSC and there has to be less people from the BCLFSC behind this issue on so I can only imagine the pressure you and the City Council must be under regarding this issue. I think we both know that the best solution long term is a new 4th rink. Unfortunately that cant be decided upon in the next month. If the facts I mentioned above are correct, I would ask that the City honor the agreement and work on a 4th sheet of ice to continue to keep the EHA and BCLFSC as tenants for many years to come. Thank you for your service to our City.

Best regards,  
Wally Chapman

**Wally Chapman**  
**Branch Director**  
**Sr. Vice President-Financial Advisor**  
**RBC Wealth Management**  
**Edina Office**  
**7650 Edinborough Way**  
**Suite 800**  
**Edina, Mn. 55435**  
**Phone # 952-838-7035**  
**Fax # 952-838-7090**  
**1-800-888-3246**

*Check out my website for Market Commentary, News and Notes at: [www.wallychapman.com](http://www.wallychapman.com)*

---

RBC Wealth Management has been ranked "Highest in Investor Satisfaction with Full Service Brokerage Firms" in the J.D. Power & Associates 2013 U.S. Full Service Investor Satisfaction Study<sup>SM</sup>. We believe this achievement reflects our firm's strong commitment to putting client interests first and carefully managing the wealth that clients entrust to our care. View the [press release](#) to learn more.

RBC Wealth Management does not accept buy, sell, or cancel orders by email, or any instructions by email that would require your signature. Please visit [RBC Wealth Management Email Disclosures](#) for material details about our products and accounts, as well as for other important information.

Disclosure information regarding potential conflicts of interest on the part of RBC Capital Markets, LLC in connection with companies that are the subject of any third-party research report included in this email message may be found at [Third-Party Research Disclosures](#).

RBC Wealth Management, a division of RBC Capital Markets, LLC, Member NYSE/FINRA/SIPC.

Deb Mangen

---

**From:** Grace Sheely <gracesheely@gmail.com>  
**Sent:** Monday, July 29, 2013 8:58 AM  
**To:** Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com; Scott Neal; Ann Kattreh  
**Subject:** BCLFSC Ice Allocations

PLEASE FORWARD TO EDINA CITY STAFF/COUNCIL as needed.

---

July 29, 2013

Edina City Council:

I am writing in regards to your decisions regarding access to ice time for the Braemar City of Lakes Figure Skating Club (BCLFSC). The news reports suggest that you may be considering a simple logical progression from "Taxpayers pay, so taxpayers should get." I would like to explain to you how figure skating does not follow such a logical tax paying progression. Figure skating follows a broader public service model and might even be considered city-state collaboration.

My family is the perfect example. While my daughter is a member of Lake Minnetonka Figure Skating Club, she has also been an associate member of the Braemar Club for synchronized skating. Braemar has been the area's leader in synchro skating performance results. Many other city clubs watch Braemar's skaters with awe and amazement and the strength of Braemar synchro skating is unique to the entire Midwest. My daughter chose to be part of this excellence but she is not unique. Many synchro and individual skaters use BCLFSC's ice time; they are drawn to the ice time by a team or coach with special skills or availability. Without significant ice time to practice, these skaters would not achieve their dreams and superior athletes will consider a relocation to find the resources for their sports. Ice time with more than 20 figure skaters is often dangerous or unproductive to full ice practicing of routines or programs.

I hoped to help you recognize the public service and recognition that BCLFSC provides to Edina, the metro area and the state. The ice time allocation decisions for BCLFSC should not be based entirely on tax dollars but instead on resources available and needed to achieve success. Braemar has a nationally recognized name and reputation built of years of consistency. Current skaters with long term plans are already nervous that an ice time reduction may detrimentally affect their training plans. Any significant change in direction needs a minimum of a two to five year plan.

My family thanks you for Edina's contribution to figure skating excellence. Please honor and recognize the gift that Edina has given, world class skaters and their accolades. Please do not be short sighted in your decision. Figure skating is a unique sport that is ice time and coaching time dependent. It necessarily needs to

draw from a wider community for support and talent. Please continue to be a community leader and to cherish the treasure that Edina has put into place.

Sincerely,

Grace Sheely

14325 Grenier Road

Minnetonka, MN 55345

--

Grace Sheely

Minnetonka, MN 55345

“We often miss opportunity because it's dressed in overalls and looks like work” - Thomas A. Edison

Deb Mangen

---

**From:** David Litteken <David.Litteken@cn.biworldwide.com>  
**Sent:** Monday, July 29, 2013 1:50 AM  
**To:** Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com; Scott Neal; Ann Kattreh  
**Cc:** ice@braemarpsc.org; kgazich@comcast.net; bhedberg@comcast.net  
**Subject:** Braemar-City of Lakes Figure Skating Club

First, I want to thank you, in advance, for reading my Email regarding the importance of having access to a high-caliber figure skating club in Edina. I imagine you are receiving quite a bit of correspondence regarding this issue at this time.

I am writing to you collectively because I have developed a personal or business relationship with most of you in the nearly 20 years my family has called Edina home. Whether it be through our top-rated schools; our collection of neighborhoods; support for non-profits focused on youth such as Edina A Better Chance or Oasis for Youth; or through our esteemed athletic programs, I had been able to work with many of you to promote a way of life that is unique to our community.

When our family moved to Edina, I was immediately struck by the collaborative spirit between the schools, city officials, businesses, churches, and sports leagues. I thought it to be an advantage to living and working in our community. I trust that this collaborative spirit will continue to nurture our city and provide for a positive resolution and outcome for the situation at hand.

The Braemar-City of Lakes FSC is an important community asset and lives up to the high standards our community has for itself. Both of my daughters, Grace and Caroline, skated in the City Classes and were members of the BCLFSC. My oldest daughter skated at Braemar from the age of four and continued with the club through her senior year of high school. Grace was a National Champion and represented the USA, Minnesota, Edina, and Braemar Ice Arena at international competitions around the world as a member of Team Braemar. Each time the skaters took the ice, they were announced as follows, "Next, representing the Braemar-City of Lakes Figure Skating Club from Edina, Minnesota, please welcome Team Braemar." The skaters weren't introduced as being from the Twin Cities or Minnesota, but as Team Braemar from Edina. Our club's history is so closely linked to Braemar Ice Arena as Braemar is featured in both the overall club and synchronized skating program's name themselves.

It is important to provide Edinans and our neighboring communities with a diverse range of sporting options, including a world-class figure skating club. Figure skating provides young people with opportunities to compete both as individuals and team members. My daughters learned how to remain calm and poised while facing intense athletic pressures to compete on the regional, national, and world stage. My daughters take those skills into the classroom now and into their professional lives.

Our family still maintains our home in Edina, but is currently living in Shanghai, China on an expatriate assignment. Prior to our move, we had many bon voyage fetes; three of those were with dozens of Edina families with strong connections to BCLFSC. I, too, credit the BCLFSC and Braemar Ice Arena for building my professional skills. I was a two-time President of the Club and was honored to be selected as Volunteer of the Year in 2010.

Again, I appreciate your time to review my remarks and trust that our city leaders will work with the BCLFSC and Edina hockey programs to develop a plan that will maintain and enhance the rich tradition of Edina figure skating and Edina hockey.

Best Regards,

DWL

林岱伟

DAVID LITTEKEN

Managing Director | BI WORLDWIDE China

d +86.21.5877.6663 Ext. 179 | VoIP 952.844.4428 | m +86 1582 150 2089

**BI WORLDWIDE**

Australia | Canada | China | India | LATAM | UK | US

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

Deb Mangen

---

**From:** Basil Welter <welterbasil@earthlink.net>  
**Sent:** Monday, July 29, 2013 1:05 AM  
**To:** Edina Mail; jonibennett12@comcast.net; Mary Brindle (Comcast); joshsprague@edinarealty.com; swensonann1@gmail.com; Scott Neal; Ann Kattreh  
**Subject:** The making of a competitive athlete

Dear Honorable Mayor of Edina, Honorable City Council, Mr. Neal and Ms. Kattreh,

My name is Sharon Friedli-Welter and I am a parent of skater Juliana Welter.

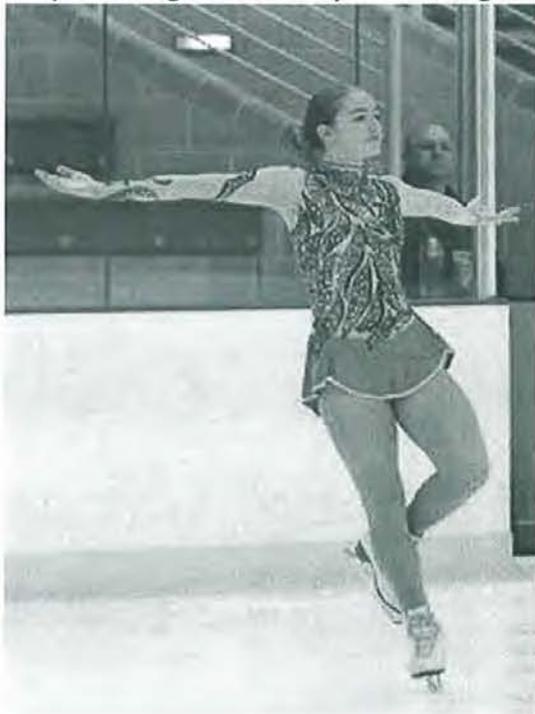
Although we are not residents of Edina, we have called Braemar Ice Arena and BCLFSC our home for the last few years. I call Braemar home because it has become as much a part of our lives as the physical home that we live in Minneapolis. We came to this club for the coaching, the facility and the wonderful atmosphere that has surrounded Juliana from the first day we arrived. Did you know that these coaches are of the highest caliber, so much so that skaters from other states and countries come to our club just to work with them? And it could be gone.

It is a complex world that of a figure skater, that even myself could not have dreamed we would be a part of. The dedication required to reach gold in our sport is no easy matter. It requires many hours of time to achieve these goals. And for coaches dealing with many students of various levels it is almost a juggling act. To ensure that the skater is on the correct level on the ice for their training needs, it means one level one session, another level different skater the next session in order to allow the previous skater time to rest before going back on the ice. Juliana is an elite athlete who trains at the arena daily on Developmental ice. During the school year she gets up at 5:30am arriving at the rink by 6:30am to start her day. Rain, shine or snow storm we have made the trek to Braemar almost daily for 2 ½ years. Juliana trains during the school year with the best coaches 2-3 sessions a day and 5-6 days a week. During the summer she is at the rink for 2-3 sessions per day on ice. Then add into her day off ice workouts and dance classes as part of her conditioning. Now that's dedication! To be an elite athlete requires not just the proper ice, but environment to succeed, and she does. We chose Braemar to be her home and it saddens us to realize this could change. I can tell you figure skating is so much more than putting on white skates and a pretty dress. My daughter has learned what it means to be dedicated and what hard work can achieve. She is entering 9<sup>th</sup> grade into all honors classes and has aspirations to someday go to an Ivy League school, and I bet she will.

I know my daughter does not skate during the school year at the time frame in question, but the decision you make will impact her greatly. Her coaches who have other students who are not cyber schooled as Juliana is, also rely on consistent training in one facility to succeed. Taking this away from those skaters would mean some could no longer skate at Braemar. And as moving from one ice arena to another cannot work for any coach who needs consistent training ice, it would force the coach to assess the needs of the skater to progress, and the decision would be made to leave this great club. There would be no choice. Then that would mean that we would also follow and leave what we call home, Braemar.

In addition with the discussion of Priority Access, I can say we almost feel as if we are no longer wanted by the City of Edina. This is a shame as we wear our Edina BCLFSC name with pride. When Juliana's name is announced at competitions both in Minnesota and out of state competitions the announcer says ...

**“Representing Braemar City of Lakes Figure Skating Club in Edina Minnesota, Please Welcome Juliana Welter”**



and believe me she represents the city if Edina well.

But this could all change with the decision you make regarding the ice at Braemar arena. 47+ years of history and thousands of skaters who call Braemar home is a legacy that is just steps away from extinction. You may think this sounds dramatic, but we know at our club this is a reality. And if the decision is made to grant EHA Hockey all the hours they demand, coaches will make the decision that is in the best interest of the skater, forcing BCLFSC to be no more. And what a shame that others would not be able to continue this legacy. Future children in Edina and yes surrounding areas won't be able to experience the richness of this great sport , by this great club, in this great rink, at least not in Edina.

Please give this much thought as to the repercussion it will have to all who love this great club past and present. Thank you for your consideration.

Sincerely,

Sharon Friedli-Welter

Deb Mangen

---

**From:** Wavrin <h20dogs@frontiernet.net>  
**Sent:** Sunday, July 28, 2013 10:53 PM  
**To:** Ann Kattreh; Scott Neal; swensonann1@gmail.com; joshsprague@edinarealty.com; Mary Brindle (Comcast); jonibennett12@comcast.net; Edina Mail  
**Subject:** In Support of BCLFSC

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

Please consider the following thoughts in support of the Braemar City of Lakes Figure Skating Club.

When making your decision concerning BCLFSC remember to think outside the rink? Some of the skaters that are part of the figure skating club actually drive 45-60 minutes a day to skate at Braemar. We are one of those families and while our skater is paying for that ice time and paying the coaches (most who are local residents) the family is shopping at the local grocery stores, shopping at the local malls, and buying gas from local stations. Why do we drive so far for Braemar? Because it has such a wonderful, **nationwide** reputation for some of the best coaching available. Most programs of any kind would kill to have such a reputation, so why would Edina want to throw this out?? Finally, let's mention that the skating coaches at Braemar instill the values that build great kids, values that don't include violence!

Most sincerely,

The Wavrin Family  
Henderson, MN

p.s. In making your decision maybe you should spend some time getting to know some of the figure skaters or watch the difference in how the two groups of skaters, hockey and figure, treat the facility in question. At 54 years old and having been a hockey player myself, no one can claim that I am biased, but I have never witnessed a figure skater spitting on the seats or destroying arena property with their skates or hockey sticks. I have witnessed hockey players spew sexual comments at my son when he is figure skating.

Also get to know the coaches of BCLFSC, they are truly AWESOME!! Not many people have the energy, patience, values, and skills that Joan Orvis has (was head coach for 20 years) (perhaps what made her a national champion). Joan is a treasure that every child should be able to get to know!!

Martha Wavrin, physical education and health teacher

Deb Mangen

---

**From:** Kathleen Gazich <kathleen.gazich@gmail.com> on behalf of Kathleen Gazich <kgazich@comcast.net>  
**Sent:** Sunday, July 28, 2013 10:43 PM  
**To:** Edina Mail  
**Subject:** Braemar City of Lakes FSC

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

*July 28, 2013*

*Dear Honorable Mayor and City Council Members,*

My name is Kathleen Schmelz Gazich and I grew up in Edina and was a rink rat at Braemar Arena. From the time I can remember we were going to the rink. I am the youngest of 4 children and my two older brothers played hockey and my sister and I figure skated. As a child, I skated all the time. Between skating with Braemar City of Lake Figure Skating Club and on every available open skating time, my love and talent for the sport grew and flourished. I was fortunate to have a successful competitive career and went on to skate with Disney on Ice and Stars on Ice. I skated professionally until I was 29 years old and then started focusing on a coaching career. I could never see myself away from the ice and from my beloved Braemar arena.

As a coach, I have been fortunate to be in Quicken Loans Arena in Cleveland at the National Championships and hear, "representing Edina, Minnesota and the Braemar City of Lakes Figure Skating Club, please welcome Heidi Pakkala." In the year 2000, my student competed on the National scene against Michelle Kwan and Sasha Cohen. The years and dedication it took to get to this place was impressive. Competitive figure skaters put in 10 to 15 hours a week on the ice for years to get to this point. Braemar has had 60 skaters go Nationals as individuals, in pairs and ice dance. Our synchro teams have had so much success recently winning Nationals 4 of the last 5 years.

If Edina Hockey Association takes a chunk of our ice time then you very well could see an end to this internationally recognized club. As professional coaches, our livelihood is based upon a healthy, growing figure skating club. We have always had an impressive coaching staff because we have a lot to offer in terms of facilities, ice time, and programs. Take this all away and the coaches will go elsewhere to find what they need to keep their students competitive and to continue to make a living at coaching.

I am married and a mother of 3 boys. Two of my sons are very vested in hockey. I love both of the sports. Edina hockey has had huge success running their program with having to buy ice at other arenas. I don't want them to ruin our program because they have had so much success. There needs to be solution for the long term and not something to keep them happy for this year or next.

As the new Lead Instructor (Director) for the skating school and Co- Head Professional, it is my goal to pass on my love of skating, both figure skating and hockey, to Edina's youth. Please make this feasible for the future by supporting the priority access for BCLFSC.

Respectfully,

Kathleen Schmelz Gazich

July 31, 2013

To: Members of Edina City Council

Re: proposed Aurora on France (6500 France Senior Housing project)



I own a condo at Point of France. Please consider the following issues when reviewing the Developer's proposal.

The size and scope of this proposed development is out of scale with its adjacent residential neighbors. This overbuilding of the site will have a negative impact on our property value..

**1. Maximum Floor Area Ratio (FAR):**

The City Standard is for 1.0 FAR coverage. The Developer is requesting a **2.1 FAR**. When the developer proposed the Medical Office Building it met the 1.0 FAR. The Aurora on France project should meet 1.0 FAR because it would be consistent with other similar senior assisted living projects in Edina.

**2. Density:**

The proposed density is too much for the site. This overbuilding should not be allowed. The Developer is proposing to have **197 units** on 2.34 acres. This will result in a density of **84 units/acre**. Similar senior assisted living developments in Edina have densities in the low 20's to the low 40's per acre. York Gardens @28/acre, Sunrise of Edina @21/acre, The Waters @22/acre & Walker Elder Suites @40/acre.

**3. Does the project meet the some of city's requirements for a PUD:**

**This is from the City of Edina Land Use, Platting and Zoning 850.04**

c. provide for variations to the strict application of the land use regulations in order to improve site design and operation, while at the same time incorporate design elements that exceed the City's standards to offset the effect of any variations. Desired design elements may include: sustainable design, greater utilization of new technologies in building design, special construction materials, landscaping, lighting, stormwater management, pedestrian oriented design, and podium height at a street or transition to residential neighborhoods, parks or other sensitive uses;

I would like to point out the following:

- \* The shops along France Ave have been eliminated. The pedestrian design is no longer a part of the building. Who is going to be walking down France to this building?
- \* The building design has not incorporated any new technologies. The City should get something in return for granting the PUD such as a Silver or Gold LEEDS Certification, along with exceeding the requirements for energy efficiency as required by ASHRAE 90.1 2010, IECC 2012 and NFPA 285.
- \* There appear to be no special construction materials being used. If so what are they?

\* I don't believe any City standards are being exceeded. If so, what are they?

4. **Site Access:** The location of the single service & parking access driveway for the proposed project is very close to the existing driveway from Cornelia Place. It is also in close proximity to the driveways at Twin Cities Orthopedics and the Fairview parking ramp. There will be 4 driveways within a short distance on heavily- used 65<sup>th</sup> street. Is this going to be both a traffic and a safety hazard issue on 65<sup>th</sup>?
5. **Outdoor Landscape Areas:**  
Yorktown Continental at 7150 York Ave, Sunrise of Edina, and York Gardens at 7500 York Co-op in Edina each have very large green lawns surrounding their buildings. They have gardens, outdoor walking and sitting areas, and exposure to nature. These green areas enhance the residents' quality of life. The proposed Aurora on France (6500 France Senior Housing) project uses too much of the site for their large structure and leaves little outdoor area for its residents to use.
6. **Consideration of Adjacent Properties:** There are 140 condo homes at Point of France (built in 1976). Approximately 50 condo units now have views to the north. They face the proposed project site. Many of these homes will lose their views because of the proposed building size and height of the Aurora on France (6500 France Senior Housing) project. Cornelia Place Apartments will also be impacted.

The ORDINANCE as noted below should be followed.

**The City of Edina Draft for ORDINANCE NO. 2010 –  
AN ORDINANCE AMENDING THE ZONING ORDINANCE CONCERNING  
ADMINISTRATION AND PROCEDURES AND ESTABLISHING A PUD  
DISTRICT.**

*"On page 9, item 3: protection of adjacent and neighboring properties through reasonable provision for surface water and drainage, sound and light buffers, preservation of views, light and air and those aspects of design not adequately covered by other regulations which have substantial effects on neighboring land uses."*

I am not against the project in principle. But there is too much building for this small site. The Developer is overbuilding the site. This project should adhere to the **1.0 FAR**, and a density not to exceed **40 units/acre**.

I hope you will consider these points. Thank you very much.  
Ralph Laiderman,  
Condo Unit 402, Point of France.

Phyllis Carrico unit # 203

I have lived in Edina since 1964 and Point of France 16 ½ years. My condo is a corner unit on the second floor facing France Av. Looking out my sliding glass door I can see 65<sup>th</sup> Street and the parking ramp.

As far as Senior Housing goes I vote no –the lot is too small and there is enough Senior Housing in and near Edina.

Traffic should be considered too. France Av. cannot be widened and with the new Emergency Room at the Hospital traffic from Crosstown to 65<sup>th</sup> will be very very busy. It is more important to have access to the hospital than be tied up in a traffic jam.

July 9, 2013

I am opposed to the size of the building just north of Pointe of France. It would definitely obstruct my view from my condo.

In building this, you should make it closer to 1.0 FAR

Louise Hall  
6566 France Ave So # 902  
Edina, Mn.

May 16, 2013

We are the owners of units 410 and 412 at Point France (6566 France Ave So). We believe that the new proposal for the building at 6500 France Ave. So. Is too large (FAR) for the space and twice that allowed by the zoning. We do not oppose a senior housing project, however, it should be built within the rules of the city ordinance and be much less dense than the 88 units proposed.

John and MaryAnne Mauriel

John Mauriel  
MaryAnne Mauriel

To: City of Edina - City Council members

We the owners of Condo # 102-6566 France Ave. S. #10, feel the proposed building at 6500 France Ave is too large for the site. They are proposing a Maximum floor area of 2.1% which is twice what is allowed by the zoning ordinance. The proposed density is 88 units/acre. The similar senior housing developments in Edina are 34 and 42 units/acre.

We are not opposed to the project but it should be built within the rules of the city ordinances.

KEITH E EASTMAN

CAROL D. EASTMAN

Keith E Eastman

Carol D. Eastman

May 16, 2013

CITY OF EDINA - CITY COUNCIL MEMBERS

RE: PROPOSED BUILDING AT 6500 FRANCE AVENUE

Dear Council Members,

It is my position that the proposed building at 6500 France Avenue is extremely too large for the existing lot. The new proposal asks for a Maximum Floor Area Ratio (FAR) of 2.1% which is twice that allowed by the zoning ordinance.

Also the site density requested by the developers is 88 units/acre. Similar senior housing developments in Edina are between 34 and 42 units per acre.

I am not opposed to a senior housing project; however, it should be built entirely within the EXISTING rules of the city ordinances.

Sincerely,



Nancy Otis, Owner #404  
6566 France Avenue South, Condo

To: City Planning Commission Members  
Regarding: The Proposed 6500 France Housing  
Development

It is our hope that you are seriously hearing the objections to the proposed 6500 France housing development.

The present proposal is very different than the original Edina Medical building plan.

Not only is the proposed building much too large for the sight, leaving no green space or adequate parking , but also the planned density does not fit the neighborhood's present density or what we understand is listed in the zoning ordinances. These ordinances or codes were set in place with protecting the future of the neighborhood in mind and we are concerned about the long term sustainability of the neighborhood, and hope you will not allow these variances to building size and density.

We are not opposed to a new building. Please consider a scaled-down project that is more

appropriate to its surroundings. The project should be considerate and respectful of the adjacent residences. Please do not grant variances.

Thank you for your consideration of this letter in making your decisions regarding the future of Edina.

Sincerely,

Thomas and Marilyn Breckenridge  
6566 France Ave S #110  
Edina, MN 55435

May 15, 2013

To Mayor Hovland and Council Members:

I have studied the Sketch Plan Review dated May 8. My concern is the many changes being requested from the permits allowed in the previous building. The city is being asked to change the zoning district, allow variances in several instances as well as increase the total visual impact. The density planned is three times that of similar buildings in Edina.

Will Edina will have a mixed age population, parks and good schools in the future if we become the destination of the ancients?

Please bring us a smaller more versatile building with room for surrounding green space

Thank you for all your years of service to our city.

Catharine Abbott

6566 France Ave S. Unit 308

Edina MN 55435

*Catharine Abbott*

Edina Planning Commission  
The City of Edina  
4801 West 50th Street  
Edina, Minnesota 55424

July 10, 2013

To Whom It May Concern:

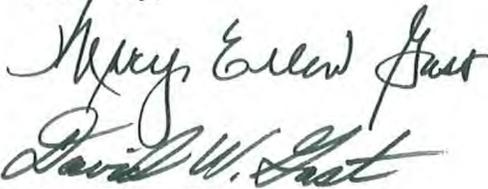
We own a condo at Point of France in Edina. We are writing to express our concerns about Aurora on France, the proposed building to our north at 6500 France Avenue South.

We have attended meetings by representatives of the builder and the architect and have come away from them feeling that the project is simply too big, especially when compared to other similar assisted living facilities within the city limits.

We are especially concerned about whether there is enough parking for residents, staff, and guests of Aurora and employees and customers of their proposed retail space.

As we are sure you are aware, we are an over-55 building. We would welcome having the sidewalk extended around our block, but we cannot see how a bike trail would be beneficial. In our experience bicyclists and seniors are a risky mix.

Sincerely,

The image shows two handwritten signatures in black ink. The first signature is 'Mary Ellen Gast' and the second is 'David W. Gast'. Both are written in a cursive, flowing style.

Mary Ellen Gast  
David W. Gast

6566 France Avenue South  
Apt. 1211  
Edina, Minnesota 55435-1744

August 1, 2013

Dear City Council Member:

The proposed "6500 France Housing" development is a completely different use from the previously- approved Edina Medical building plan. The proposed new building is way too big for the site.

Point of France condominiums is a residential housing neighborhood. There are 140 homes in our building. They just happen to be stacked on top of each other. We still deserve the respect and consideration of any other Edina neighborhood. The proposed " 6500 France Housing" project is a negative impact for us. It blocks our air circulation, sunlight and existing views because of its excessive land coverage and building height.

The developer is asking for variances in the set backs which will allow them to build closer to the adjacent buildings than is allowed by current zoning. Do not allow this.

The proposed five-floor new building is asking to be 62 feet high. At Point of France, our floor-to floor- height is 8'-6". The proposed new building's floor- to - floor height is approximately 11'6". Therefore the top of their building could be at approximately our 7<sup>th</sup> floor. The proposed " 6500 France Housing " building is too high. It would block the view looking north to downtown from the Point of France units that have had that view for 35 years. If their first floor is 12' high; floors 2 through 5 could be reduced to 8'6" floor to floor. That would be a height reduction of 12'. That would help reduce the negative height impact to both Point of France and Cornelia Place. The developer's submitted drawings show the proposed building would be taller than Cornelia Place.

The two adjacent residential buildings are Point of France with 140 homes and Cornelia Place with 100 apartments. We both have extensive green space around the buildings, adequate visitor parking, and the two buildings' footprints appear proportionate to the existing sites. Point of France has a density of 17 units per acre. Cornelia Place has a density of 31 units per acre. The proposed project is asking for a density of 84 units per acre. This is far in excess of existing multiple family housing projects in the area.

The proposed "6500 France Housing" wants a Maximum Floor Area Ratio (FAR) of 2.2 instead of the 1.0 FAR allowed for this site. The coverage they want is excessive.

Please consider a scaled-down project that is more appropriate to its surroundings. The project should be considerate and respectful of the 240 adjacent residences.

Thank you for your consideration of this letter.

Sincerely,  
Susan Laiderman, Point of France, unit 402

To: City of Edina – City Council Members

From: Robert and Janice Bowman

6566 France Avenue South, Condo 307

May 15, 2013

Re: Proposed Building at 6500 France Avenue South

I am not opposed to a senior housing project on the site but it should be built within the rules of city ordinances. The new proposed development asks for a Maximal Floor Area Ratio of 2.1% which is twice that allowed by the zoning ordinance. In addition, the site density requested by the developer is 88 units/acre – more than twice that of similar senior housing developments in Edina where site densities are between 34 and 42 units/acre. The proposed building at 6500 France Avenue is too large for the space and substantially exceeds city ordinances.

Handwritten signatures of Robert J. Bowman and Janice P. Bowman in cursive script.

Robert J Bowman and Janice P. Bowman

Owners, Condo 307

To: Edina City Council

May 15 2013

From: Point of France residents

Gary & Susan Lichliter (#209)

Re; 6500 France Ave South Building proposal

According to the Edina Planning Commission's summary of May 8 2013, the proposal asks for several important variances.

The maximum FAR requirement for the RM District is 1.0. The proposal is asking for 2.1.

The density using 109 units of senior living would be 46 units per acre, and with the other units included the density would be 80 units per acre. These are large excesses to the standards as we understand them to be.

The site is guided in the Comprehensive Plan for 'Regional Medica-RM'. Senior housing is not allowed within that designation.

We believe the building is too massive for the site.

We are not opposed to the type of use proposed, but believe the plan should be scaled to the city rules

Gary C. Lichliter  
Susan Lichliter

Mrs. Lawrence Silverman  
6566 France Avenue South, #510  
Edina, Minnesota 55435

May 15, 2013

Dear Edina City Council Members,

as a resident of Point of France,  
I am greatly concerned about the impact  
of the proposed buildings on the site  
of 6500 France Avenue and the Fairview  
Southdale Emergency Center expansion.

The corner of 65<sup>th</sup> and France is  
already a very busy and congested area  
without adding more "mega medical  
mansions". I feel that by adding  
more buildings to this area will create  
even more density, compactness, and  
crowded conditions. This will ultimately  
lead to more traffic, more service trucks,  
and more emergency vehicles with sirens,

in an area that the roads are not equipped to handle extra traffic.

There also is the problem of parking - no outside parking for short trips to the 6500 France building project. People are already driving around the block scrambling to find a parking spot.

We are hopeful that the Mount Development company and others will keep in compliance with the existing rules.

Sincerely,

Jeanne Silverman

952-922-6660

TO: CITY OF EDINA—CITY COUNCIL MEMBERS  
FROM: 6566 FRANCE AVENUE SOUTH CONDO # 609 OWNER-- RIVOLI GOLDEN  
DATE: MAY 16, 2013  
RE: PROPOSED BUILDING AT 6500 FRANCE AVENUE

My name is Rivoli Golden. I have lived at Point of France for 23 years—one of 140 owners. This is not a rental building that one can easily leave. My neighbor has been a Marquette Bank, a law firm, a proposed medical building, and now proposed senior housing.

I am not opposed to the senior housing, but I am opposed to something as massive as this building will be. It is too large for the space (2 acres).

I am also opposed to contractors and developers asking for many variances within the rules of Edina city ordinances.

Our building is home to 140 owners. We are not another office building in the neighborhood. We are the only owned residential building. Our views are very important to us.

*Rivoli Golden*

May 16, 2013

To: City of Edina: City Council Members

From: The owner of 6566 France Avenue South, Condominium Number 610

Regarding: Proposed change of current building plans at 6500 France Avenue South

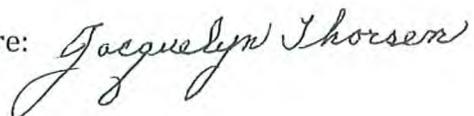
The Edina City Council recently approved the plans submitted by Edward Farr Architects and Mount Development for construction of the "Edina Medical Plaza" at 6500 France Avenue South.. This plan was not only approved by the City Council but, after several reiterations, gained the approval of the residents of the Point of France Condominium. I have recently become aware of a very sudden and total revision of the Edina City Council's approved plan for this building site.

It is my position that the new proposal for a totally different type and usage of the building site at 6500 France Avenue South should not be approved by the Edina City Council for the following reasons:

1. The plan revision proposes a building at 6500 France Avenue South that is significantly larger than the Edina City zoning ordinance allows. The revised plan requests construction of a building having a Maximum Floor Area Ratio of 2.1% twice that allowed by Edina's own zoning ordinance.
2. The site density requested by the developer is 88 units per acre to provide for a facility with 209 units for senior assisted living, transitional and memory care. This, according to my memory, is exceedingly greater than that described at the recent presentation at our condominium. I understood that the developer was proposing a plan that allowed for 120 beds plus 140 underground parking spaces.
3. The construction site is designated as Regional Medical. I understand the revised site's usage is not in conformity with the "RM" designation.
4. In view of the recent request for a site plan review to build an 89,000 square foot expansion to the north side of Fairview Southdale Hospital, I urge the Edina City Planning Commission/City Council to revisit the zoning ordinances/site designations to ensure that the properties within 1,000 feet of our condominium meet existing requirements. My sense is that with the expansion of the hospital plus another building proposing 209 units for senior living/care purposes, each requiring certain variances, our area will become overly dense and subjected to the problems caused by such density.

Owner's Name: Jacquelyn Thorsen

Owner's Signature:



**K. DAVID HIRSCHHEY**

6566 France Avenue South, Suite 709 • Minneapolis, MN 55435 • (952) 393-1040 • PMI@Hirschhey.org

May 15, 2013

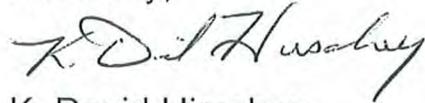
RE: Proposed Building at 6500 France Avenue

City of Edina - City Council Members:

Please be advised that it is my position that the proposed building at 6500 France Avenue is too large for the space. The recent proposal asks for a Maximum Floor Area Ratio (FAR) of 2.1% which is twice that allowed by the zoning ordinance. Also the site density requested by the developers is 88 units/acre. Similar senior housing developments in Edina are between 34 and 42 units/acre.

I am not opposed to a senior housing project, however, it should be built within the current Rules of the City of Edina ordinances.

Sincerely,



K. David Hirschhey

TO: CITY OF EDINA - CITY COUNCIL MEMBERS

FROM: 6566 FRANCE AVENUE SOUTH, CONDO #801

Owner---Mary Kramer

DATE: MAY 15, 2014

RE: PROPOSED BUILDING AT 6500 FRANCE AVENUE

It is my position that the proposed building at 6500 France Avenue is too large for the space. The new proposal asks for a Maximum Floor Area Ratio (FAR) of 2.1% which is twice that allowed by the zoning ordinance. Also the site density requested by the developers is 88 units/acre. Similar senior housing developments in Edina are between 34 and 42 units/acre.

I am not opposed to a senior housing project, however, it should be built within the rules of the city ordinances.

Sincerely,

Mary Kramer

A handwritten signature in black ink, appearing to read "Mary Kramer", is written over a solid horizontal line. The signature is fluid and cursive, with a long horizontal stroke at the end.

To: Edina City Council

May 15 2013

From: Point of France residents

Dale & Ardie Johnson (#803)

Re; 6500 France Ave South Building proposal

According to the Edina Planning Commission's summary of May 8 2013, the proposal asks for several important variances.

The maximum FAR requirement for the RM District is 1.0. The proposal is asking for 2.1.

The density using 109 units of senior living would be 46 units per acre, and with the other units included the density would be 80 units per acre. These are large excesses to the standards as we understand them to be.

The site is guided in the Comprehensive Plan for 'Regional Medica-RM'. Senior housing is not allowed within that designation.

We believe the building is too massive for the site.

We are not opposed to the type of use proposed, but believe the plan should be scaled to the city rules

Ardie Johnson  
612-859-7043  
Dale Johnson

**Roger and Andrine Nelson  
6566 France Ave. S., #909  
Edina, MN 55435**

**TO:** City of Edina City Council Members  
**FROM:** Andrine and Roger Nelson  
**DATE:** May 15, 2013  
**RE:** Proposed Building at 6500 France Avenue

As owners of a condominium unit at Point of France, we wish to express our concern about the structure that is proposed for the 6500 France Avenue site. We have learned that both the Floor Area Ratio and density are twice as great as our city's zoning ordinances allow. As neighbors of the proposed building, we respectfully request and strongly urge the City Council members to require that the developer conform to the zoning ordinances.

We would like to add that we are enthused about the concept of a senior housing building next door, but feel it is essential that the specifications for the building be consistent with city ordinances.

Respectfully submitted,

*Roger Nelson*  
*Andrine Nelson*

MAY 15, 2013

CITY OF EDINA - CITY COUNCIL MEMBERS

RE: PROPOSED BUILDING AT 6500 FRANCE AVENUE SOUTH

WE BELIEVE THAT THE PROPOSED STRUCTURES AT 6500 FRANCE AVENUE ARE FAR TOO LARGE FOR THE AVAILABLE LAND SPACE, AND WOULD LEAD TO FURTHER TRAFFIC CONGESTION IN AN ALREADY SEVERELY CHALLENGED TRAFFIC CORRIDOR.

FURTHER, THE PROPOSAL ASKS FOR A VARIANCE TO EXISTING ZONING ORDINANCES OF MORE THAN 100% (2.1% VERSUS 1.0% <sup>OF FAR</sup>). THE DENSITY (88 UNITS/ACRE) IS ALSO MORE THAN DOUBLE THE 34 TO 42 UNITS/ACRE IN COMPARABLE SENIOR HOUSING DEVELOPMENTS IN EDINA.

ALTHOUGH WE SUPPORT THE CONCEPT OF THE SENIOR HOUSING PROJECT, WE BELIEVE THAT GRANTING THIS EXCESSIVE LEVEL OF VARIANCE AND THE EXCESSIVE DENSITY WOULD BE AN IMPRUDENT PRECEDENT FOR EDINA TO INITIATE. PLEASE EITHER ENCOURAGE THE DEVELOPER TO BRING THE PROJECT WITHIN ACCEPTED GUIDELINES, OR REJECT IT.

Sincerely Yours

 UNIT #901

TO City of Edina - City Council Members  
FROM 6566 France Ave So Condo # 1003  
Owners Mr. & Mrs Harvey DeGroot

RE proposed Building at 6500 France Avenue

My understanding is that the proposal asks for space which is twice that allowed by the zoning ordinance. I don't understand why there is consideration of a request that is in violation of city ordinance.

HARVEY DE GROOT

Harvey DeGroot

5-15-13

To: City of Edina - City Council Member

From: 6564 France Ave S, Condo # 1010  
Owner: George D. Gackle

Date: May 15, 2013

Re: Proposed Building at 6500 France Avenue

The proposed building at 6500 France Ave. is too large for the space and is twice the size allowed by the zoning ordinance & also the site density requested by the developer. I approve if senior housing provided it does not exceed the size allowed by the zoning ordinance.

Owner George D. Gackle

G. D. Gackle

5-20-13

TO: The City of Edina  
City Council Members

FR: Jane Gurstel - Penthouse 4

RE: The proposed building at  
6500 France Ave

I am writing in objection to a large  
scale building being proposed for  
the S.W. corner of France Avenue

I have been a home owner in Edina  
since 1971 and I am aware of  
the type of housing that has gone  
up while still preserving a beautiful  
landscape and feel of a home  
owners district. The building  
that is proposed seems way too large.  
It will lower the feel of the  
area for so many at Point of France

I also have heard from two couples  
who will not be putting in offer on a  
couple of units that were going

to be their new homes

It would be a very sad day for the Point of Fuance and for all who enjoy the Lake Country area if the ~~proposed~~ ~~use~~ ~~buildings~~ ~~to~~ ~~be~~ ~~permitted~~ ~~to~~ ~~consume~~ ~~so~~ ~~much~~ ~~an~~ ~~space~~ ~~as~~ ~~well~~ ~~of~~ ~~course~~ - the parcel of land

I understand that even the zoning ordinances differ and are smaller than the proposed housing project - which by the way seems as if it would be much different in feel from lower class housing projects in other areas of the Metropolitan counties

Thank you for reading my letter

Jane Golden-Gustaf  
1970-1982 - Ridge Road - Edina  
1984-2003 - 6700 Point Dr - Edina  
2003 - present Point of Fuance - PH4

TO: CITY OF EDINA - CITY COUNCIL MEMBERS

FROM: 6566 FRANCE AVENUE SOUTH, CONDO # DH 4 - Owner JANE & NORMAN GURSTEL

DATE: MAY 15, 2014

RE: PROPOSED BUILDING AT 6500 FRANCE AVENUE

It is my position that the proposed building at 6500 France Avenue is too large for the space. The new proposal asks for a Maximum Floor Area Ratio (FAR) of 2.1% which is twice that allowed by the zoning ordinance. Also the site density requested by the developers is 88 units/acre. Similar senior housing developments in Edina are between 34 and 42 units/acre.

I am not opposed to a senior housing project, however, it should be built within the rules of the city ordinances.

Owner's Name NORMAN GURSTEL

Signature Norm Gurstel

TO: CITY OF EDINA - CITY COUNCIL MEMBERS

FROM: 6566 FRANCE AVENUE SOUTH, CONDO # 1010 - Owner Norman Pearl

DATE: MAY 15, 2014

RE: PROPOSED BUILDING AT 6500 FRANCE AVENUE

It is my position that the proposed building at 6500 France Avenue is too large for the space. The new proposal asks for a Maximum Floor Area Ratio (FAR) of 2.1% which is twice that allowed by the zoning ordinance. Also the site density requested by the developers is 88 units/acre. Similar senior housing developments in Edina are between 34 and 42 units/acre.

I am not opposed to a senior housing project, however, it should be built within the rules of the city ordinances.

Owner's Name Norman Pearl NORMAN PEARL

Signature Norman Pearl

TO: CITY OF EDINA - CITY COUNCIL MEMBERS

FROM: 6566 FRANCE AVENUE SOUTH, CONDO # 1203 - Owner Waterston

DATE: MAY 15, 2014

RE: PROPOSED BUILDING AT 6500 FRANCE AVENUE

It is my position that the proposed building at 6500 France Avenue is too large for the space. The new proposal asks for a Maximum Floor Area Ratio (FAR) of 2.1% which is twice that allowed by the zoning ordinance. Also the site density requested by the developers is 88 units/acre. Similar senior housing developments in Edina are between 34 and 42 units/acre.

I am not opposed to a senior housing project, however, it should be built within the rules of the city ordinances.

Owner's Name Mark Waterston

Signature Mark Waterston

TO: CITY OF EDINA - CITY COUNCIL MEMBERS

FROM: 6566 FRANCE AVENUE SOUTH, CONDO # 1106 - Owner Prines

DATE: MAY 15, 2014

RE: PROPOSED BUILDING AT 6500 FRANCE AVENUE

It is my position that the proposed building at 6500 France Avenue is too large for the space. The new proposal asks for a Maximum Floor Area Ratio (FAR) of 2.1% which is twice that allowed by the zoning ordinance. Also the site density requested by the developers is 88 units/acre. Similar senior housing developments in Edina are between 34 and 42 units/acre.

I am not opposed to a senior housing project, however, it should be built within the rules of the city ordinances.

Owner's Name Charles & Mary Lou Signature [Handwritten Signature]  
Prines

TO: CITY OF EDINA - CITY COUNCIL MEMBERS

FROM: 6566 FRANCE AVENUE SOUTH, CONDO # 1101 - Owner Self

DATE: MAY 15, 2014

RE: PROPOSED BUILDING AT 6500 FRANCE AVENUE

It is my position that the proposed building at 6500 France Avenue is too large for the space. The new proposal asks for a Maximum Floor Area Ratio (FAR) of 2.1% which is twice that allowed by the zoning ordinance. Also the site density requested by the developers is 88 units/acre. Similar senior housing developments in Edina are between 34 and 42 units/acre.

I am not opposed to a senior housing project, however, it should be built within the rules of the city ordinances.

Owner's Name Pat Nestorick Signature Owner

TO: CITY OF EDINA - CITY COUNCIL MEMBERS

FROM: 6566 FRANCE AVENUE SOUTH, CONDO # 911 - Owner INGER Oien

DATE: MAY 15, 2014

RE: PROPOSED BUILDING AT 6500 FRANCE AVENUE

It is my position that the proposed building at 6500 France Avenue is too large for the space. The new proposal asks for a Maximum Floor Area Ratio (FAR) of 2.1% which is twice that allowed by the zoning ordinance. Also the site density requested by the developers is 88 units/acre. Similar senior housing developments in Edina are between 34 and 42 units/acre.

I am not opposed to a senior housing project, however, it should be built within the rules of the city ordinances.

Owner's Name Inger Oien Signature Inger Oien

TO: CITY OF EDINA - CITY COUNCIL MEMBERS

FROM: 6566 FRANCE AVENUE SOUTH, CONDO # 707 - Owner Janelle D. Bishop

DATE: MAY 15, 2014

RE: PROPOSED BUILDING AT 6500 FRANCE AVENUE

It is my position that the proposed building at 6500 France Avenue is too large for the space. The new proposal asks for a Maximum Floor Area Ratio (FAR) of 2.1% which is twice that allowed by the zoning ordinance. Also the site density requested by the developers is 88 units/acre. Similar senior housing developments in Edina are between 34 and 42 units/acre.

I am not opposed to a senior housing project, however, it should be built within the rules of the city ordinances.

Owner's Name Janelle D. Bishop Signature Janelle D. Bishop

TO: CITY OF EDINA - CITY COUNCIL MEMBERS

FROM: 6566 FRANCE AVENUE SOUTH, CONDO # 405 - Owner DAN CONLON

DATE: MAY 15, 2014

RE: PROPOSED BUILDING AT 6500 FRANCE AVENUE

It is my position that the proposed building at 6500 France Avenue is too large for the space. The new proposal asks for a Maximum Floor Area Ratio (FAR) of 2.1% which is twice that allowed by the zoning ordinance. Also the site density requested by the developers is 88 units/acre. Similar senior housing developments in Edina are between 34 and 42 units/acre.

I am not opposed to a senior housing project, however, it should be built within the rules of the city ordinances.

Owner's Name DANIEL C. CONLON Signature Daniel C Conlon

TO: CITY OF EDINA - CITY COUNCIL MEMBERS

FROM: 6566 FRANCE AVENUE SOUTH, CONDO # 602 - Owner ALAN RIEKE

DATE: MAY 15, 2014

RE: PROPOSED BUILDING AT 6500 FRANCE AVENUE

It is my position that the proposed building at 6500 France Avenue is too large for the space. The new proposal asks for a Maximum Floor Area Ratio (FAR) of 2.1% which is twice that allowed by the zoning ordinance. Also the site density requested by the developers is 88 units/acre. Similar senior housing developments in Edina are between 34 and 42 units/acre.

I am not opposed to a senior housing project, however, it should be built within the rules of the city ordinances.

Owner's Name ALAN RIEKE Signature Alan Rieke

TO: CITY OF EDINA - CITY COUNCIL MEMBERS

FROM: 6566 FRANCE AVENUE SOUTH, CONDO # 611 - Owner SHIRLEY NORDALE

DATE: MAY 15, 2014

RE: PROPOSED BUILDING AT 6500 FRANCE AVENUE

It is my position that the proposed building at 6500 France Avenue is too large for the space. The new proposal asks for a Maximum Floor Area Ratio (FAR) of 2.1% which is twice that allowed by the zoning ordinance. Also the site density requested by the developers is 88 units/acre. Similar senior housing developments in Edina are between 34 and 42 units/acre.

I am not opposed to a senior housing project, however, it should be built within the rules of the city ordinances.

Owner's Name SHIRLEY H. NORDALE Signature Shirley H. Nordale