



To: Mayor and Council

Agenda Item #: V. B.

From: Jordan Gilgenbach, Communications Coordinator

Action

Date: Oct. 21, 2014

Discussion

Information

Subject: September "Speak Up, Edina" Report

Action Requested:

Receive report on September 2014 "Speak Up, Edina" discussion about community events.

Information / Background:

Since June 2012, the City of Edina has used the online engagement website, www.SpeakUpEdina.org, to collect ideas and opinions from residents. One of the City Council's six strategic priorities for 2014-2015 is Communication and Engagement: "To clearly understand community needs, expectations and opinions, the City will consistently seek the input of a broad range of stakeholders in meaningful and interactive communication." A goal of that is to host a monthly discussion on www.SpeakUp.Edina.org. In September 2014, the discussion topic centered on community events. In this online discussion, the City posed the following questions:

- Should the City hold an annual community festival to celebrate Edina? Why or why not?
- What kind of event or festival should it be?
- What would need to be included in the event to entice you to attend?

The discussion was open for comments between Sept. 1 and Oct. 1. During that time, 25 comments were made. Additionally, 697 people visited the site 964 times, garnering 4,007 page views. All but one commenters were from Edina.

The discussion was promoted through various means, including a press release, Facebook, Twitter and NextDoor posts, City Extra messages and direct outreach.

Attached are the comments on this topic.

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Speak Up, Edina!

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

This Discussion channel is currently closed.

Discussion: Community Events

Two successful art fairs are held in Edina each year, and a popular July 4 parade is held. Edina does not currently have a community festival like some other Cities.

The City of Edina is interested in what you think about an annual community event.

Note: The City is not proposing a change at this time. By using this online discussion, feedback...

3 Topics 25 Answers Closed 2014-10-01

[View Discussion](#)

Topic: Should the City hold an annual community festival to celebrate Edina? Why or why not?

9 Responses

9 Responses



[Joel Stegner](#), Community volunteer about 1 month ago

The City of Edina has the two arts fairs and the July 4 parade - and also sponsors fireworks and outdoor music on the 4th - and celebrates Founder's Day with a small celebration in December (larger last year because of the 125th anniversary of the City). What characterizes these events are that they are passive. Other than the groups that are part of the parade, people basically come to a place, either sitting or walking around, spending money.

What Edina has is wonderful neighborhoods with a terrific set of parks and trails. It is a beautiful city. It would be great to have a day where people are encouraged to be outside, moving around and enjoying the city. Such a community festival would be centered around healthy lifestyles, with interest from various commissions - community health, park and rec, energy and environment, transportation, and human rights (to insure that activities are low cost and inclusive of all groups). Given that Edina has such a large health sector, the outdoor activities could be combined with tours of our healthcare facilities - Fairview Southdale, the various other facilities and also involve our clinics. I'd call it the Edina Health Expo. Simply having another festival that is geared more toward young adults, young families and those with money to spend would not be as meaningful.

2 Supports

Reply to Joel Stegner



[Lonni Skrentner](#) about 1 month ago

I'm not sure we need another event, perhaps just add some community element to one of the art fairs or July 4th, though I am not sure what..

1 Support



[Lisa Nelson](#) 15 days ago

Lots of good ideas are suggested, but I think it works better if it is grown organically. For example, a group of people want to add a bike race to the 4th of July, maybe proceeds go to a health charity, but FIRST there have to be volunteers who have a vision, manpower and money to organize. If it is from the bottom up, it will work. I don't think the City should be spending its limited resources to invent more activities; it seems as if Edina families are already too busy already.

1 Support

Reply to Lisa Nelson

Reply to Lonni Skrentner



[Tim S](#) about 1 month ago

The events that Edina sponsors are well-received not only by its residents but also from our neighboring communities. I hear about it from people all over the Metro. I'm very glad to see you are not considering combining the two art fairs, because they are something I have looked forward to for over 18 years.

I know we're still in the process of getting the streets renovated around Southdale, but now that we're getting sidewalks, it would be nice to showcase more art in that area or to have some kind of events to show off the new streets. Joel posted some great ideas.

0 Supports

comment...

Reply to Tim S



[Joel Stegner](#), Community volunteer about 1 month ago

If Edina were to do a summer festival focused on health and wellness - with events in our neighborhoods, sports tournaments for all ages and a range of sports, running and biking events, hospital tours, and educational programs put on by Edina's medical community, it would need to have a good name. Here is one name idea: Edina-might! Just sound it out. A blast for the whole family, using all of Edina, rather than doing it at one place in the city, with all the congestion that entails - congestion meaning that it will be mostly limited to the young.

1 Support

comment...

Reply to Joel Stegner



[Cindy Perusse](#) 16 days ago

I'm with Lonnie on this one. I don't feel the need for a specific Edina annual event. Two art fairs and a 4th of July parade. Whenever an idea for another event is brought up I always think of how does it get funded and where do we get volunteers to operate the event? Sometimes getting people is harder than getting the money.

1 Support



[Jordan Gilgenbach](#) admin 16 days ago

Great point, Cindy. We can dream big, but events don't just happen without volunteers, a funding source and a lot of planning. Thanks for stopping by!

0 Supports

comment...

Reply to Jordan Gilgenbach

comment...

Reply to Cindy Perusse



[Elizabeth x](#) 16 days ago

comment...Joel, great ideas

0 Supports

comment...

Reply to Elizabeth x



[Arlene Forrest](#) 16 days ago

Local celebrations may celebrate a crop or food (strawberries, aebelskivers), historic event, local and/or ethnic tradition (Viola's gopher count, Burnsville's Fire Muster), or nothing more identifiable than "civic pride" (Rochesterfest). They often seem to run two to ten days and almost always include a parade. I'm a HUGE fan of our Fourth of July parade - so I'm not going to suggest minimizing that in any way. It seems that most successful local festivals have a very broad approach to activities that are sponsored by a variety of businesses and organizations. Examples: parade (of course, although it might have started with a more limited focus, such as old fire engines), plays in the park, contests (Viola's ladies' nail driving), treasure/medallion hunt, dances, concerts, picnics, beer tasting (Burnsville), art/craft fair, historic walking tour, classic car show, 5 K race, kids' triathlon (they are getting huge around the country!) etc. There are often special activities for kids and youth organizations help out at food booths. Often you buy a button that can be used for activity admission or discounts. As for organizing, in some towns the local chamber or Jaycees took the lead, at least at the beginning. I think Edina has a lot of similar things going on, sponsored by the city, churches and other organizations, but they aren't tied together promotionally. So if there is indeed interest, I don't think volunteers and funding would be that much of a challenge, especially because there would be commercial sponsors. I can see the City in a supportive role, but not running or even directing the project. So we could tie together an art fair, film festival, health fair, cooking demos, petting zoo, even a library book sale, among other things. Yes, an overarching theme may be nice, but it isn't a necessity. And as for a festival parade, I would love to see a "kiddie" parade, which could feature decorated bikes and wagons along with sports teams, DARE groups, scouts, school clubs.... Each neighborhood could sponsor/feature its kids, perhaps with a unique theme. Once started, these civic festivals often expand on their own.

0 Supports

comment...

Reply to Arlene Forrest

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Discussion: [Community Events](#)

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The City of Edina is interested in what you think about an annual community event.

Note: The City is not proposing a change at this time. By using this online discussion, feedback...

3 Topics 25 Answers Closed 2014-10-01

[View Discussion](#)

Topic: [What kind of event or festival should it be?](#)

10 Responses

10 Responses



[Joel Stegner](#), Community volunteer about 1 month ago

As I suggested in my first comment, an Edina Health Expo. Its goal should be to get people 1) out side using our parks and trails and walking through our neighborhoods, 2) be a time for a wide range of competitive athletic and other health living activities for all age groups and 3) a place where people can visit our health care facilities and learn from our provider community. Of course, we could probably throw in some public activities - particularly an emphasis on

immunizations and vaccinations by private and public health providers. I would see broad interest among Edina's boards - community health, parks and rec, energy and environment, arts and culture, transportation and human rights - and community organizations. Here are some of the components. Special events at our neighborhood parks. Running races and bicycle touring featuring our neighborhoods and paths. Athletic tournaments for all ages - using our golf course, tennis courts, outdoor basketball courts, etc. Tours of our hospital, senior living facilities and other health enhancing facilities. Educational conference sponsored by our local medical community. The ideal time for it to happen would be in August, normally a time of good weather, lacking heavy conflicts with school and holiday activities and in a sense a kick off to the new school year. This needs to be a grass roots activity, with private and public organizations asked to step up, help plan activities and sponsor them. Rather than being centered in one part of the city, it would be throughout Edina, as the City, rather than a more narrow commercial interest, is what we want to support - and that way, the traffic and parking congestion isn't as horrible - which tends to screen out those who are least active in our community, the very people whose health needs the most enhancement. The thing I like about it is that it involves learning and doing, not simply observing and spending.

1 Support

comment...

Reply to Joel Stegner



[Matt Glatzel](#) about 1 month ago

I think it would be awesome to have the Edina Founder's Day folks partner with OLG to hold a Christkindlmarket in the parking lot of OLG where it is decorated like a Bavarian forest (with all of the christmas trees for sale), and mulled spice wine is for sale, crafts are for sale, and it gets people out and about in the community.

They could learn about Founder's Day, and engage in a rich historical holiday tradition. These photos from Chicago's convey some of the spirit:
<http://www.christkindlmarket.com/en/photos/>

0 Supports



[Kate Frederick](#) about 1 month ago

I think a Christkindlmarket would be better suited to be driven by a church community rather than the City of Edina. I like the idea of a Founder's Day celebration, but It's also a tough time of year (December) to be adding another event to already busy calendars -- maybe there is another date in the spring or fall of historical significance to Edina?

0 Supports



[Lonni Skrentner](#) about 1 month ago

I agree with Kate. December is a bad time to get folks out, especially our aging population, and the city should definitely stay away from religion.

2 Supports

comment...

Reply to Kate Frederick

comment...

Reply to Matt Glatzel



Tim S about 1 month ago

A while ago we had a discussion about naming the neighborhoods. Having a little tour in those neighborhoods kind of like the Parade of Homes would be nice to explain why the neighborhoods got their names, and giving some stats about that particular neighborhood.

2 Supports



Joel Stegner, Community volunteer about 1 month ago

I would agree that any city event would benefit from having activities at the neighborhood level being the focus or part of the program. There is terrible parking congestion whenever an event is held at one site, which really keeps down the potential participation. An event that any city resident (and Edina visitors) could participate in without having to take a lot of time and effort to get there would be wonderful. Edina's current events all have a problem with this.

0 Supports



Jordan Gilgenbach admin 16 days ago

Tim and Joel, I really like your ideas of having more hyper-local events throughout the City. Should that be in the form of new events, or expanding or holding more "Night to Unite" and "winter neighborhood night out" events? Thanks for commenting!

0 Supports

comment...

Reply to Joel Stegner

comment...

Reply to Tim S



Chris Bremer 15 days ago

I would like to see an Edina Walkabout, where people could do self-guided walking tours of their own and other neighborhoods, along with history and nature maps and things to look for. Measure the walks so people know how far they have walked, and indicate which walks are wheelchair ccessible. Get ideas from youth about what they would like included that day. A frisbee golf tournament? Opportunities to have their music groups play along the routes? Geocaching? I would keep the commercial aspects to the minimum required to fund the event and ask those entities to provide healthy beverages or snacks and helpful health and safety information.

0 Supports

comment...

Reply to Chris Bremer



[Chris Bremer](#) 15 days ago

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0 Supports

comment...

Reply to Chris Bremer



[Lisa Nelson](#) 15 days ago

I like the ideas, local events has definite advantages, adding it on to an existing event like Night to Unite strengthens both, but I think it has to be driven by individuals, not the City.

0 Supports

comment...

Reply to Lisa Nelson

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[View Discussion](#)

Topic: What would need to be included at the event to entice you to attend?

6 Responses

6 Responses



[Joel Stegner](#), Community volunteer about 1 month ago

I worked my entire career in healthcare, so I'd be interested in learning cutting edge information from our medical community. I just turned 65 and have a chronic health condition, so I would be interested in our healthcare facilities. I did competitive team sports as an adult and coached my kids when before they hit the travelling teams, so I'd be interested in sports competition from youth and adults. I enjoy being in our parks (have a space in our community

garden), but would love it if they were set up to allow a couple or a family to have a picnic. there are a very wide range of things that could be included in an Edina Health Expo that would be of interest to me - both learning and doing things. I also sing in the Edina Chorale, so this might also be a chance for our performing groups to show their stuff - given that arts as well as athletics are health enhancing - and attract new members. I see all kinds of things associated with the kind of active Health Expo that I'm talking about that would appeal to people in my age group - not to mention those who are younger and older than me. Certainly better than your typical manufactured passive event that doesn't attract a broad cross-section of the population, because of its narrow focus and issues with traffic and congestion.

1 Support

Reply to Joel Stegner



[Tim S](#) about 1 month ago

Diversity. I think that's why the art fairs are such a "big draw" for me (sorry about that). But you have all kinds of different artists, media, and attendees. I'd like to see something like that done with food. A food fair that perhaps showcases the rich culinary diversity we have in Edina would be fun. Again, that would be easy to do along the Edina Promenade.

0 Supports

Reply to Tim S



[Tim S](#) about 1 month ago

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Reply to Tim S



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0 Supports

Reply to Tim S



[Elizabeth x](#) 16 days ago

comment...Could the High School be involved putting on plays and concerts or mini plays and concerts in the Parks along with The Edina-might ideas suggested by Joel S ?

1 Support

comment...

Reply to Elizabeth x



[Elizabeth x](#) 16 days ago

Music and Dance

0 Supports

comment...

Reply to Elizabeth x

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Jordan Gilgenbach

From: Lynette Biunno on behalf of Edina Mail
Sent: Wednesday, October 08, 2014 9:06 AM
To: Jordan Gilgenbach
Subject: FW: New Discussion: Sidewalk Plan on Speak Up, Edina!

Follow Up Flag: Flag for follow up
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Lynette Biunno, Receptionist

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From: Don Krebs [<mailto:drk62@earthlink.net>]
Sent: Wednesday, October 08, 2014 8:50 AM
To: Edina Mail
Subject: Re: New Discussion: Sidewalk Plan on Speak Up, Edina!

I am not sure my comments made it to the right place on your site.... So here it is again. We live near the intersection of Naomi Drive and 66th Street (at the bottom of the Hill).

We were very happy to see that sidewalks are planned along 66th Street at Naomi Drive. The Plan's Criteria Matrix however, failed to mention Normandale Park which is at that intersection. The Park has lots of youth activities as well as neighbors going to the Park for a walk or to play. The traffic increases when EHS lets out and during rush hours (people avoiding Hwy 62 backups) is a scary thing to behold. I would dare to say that the speeds during those times are well above the 33 mph noted in your Criteria summary. Anyway, sidewalks along 66th would really be a safety improvement. Thank you, Don Krebs

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

From: mail@edinamn.gov

Sent: Oct 7, 2014 9:31 AM

To: drk62@earthlink.net

Subject: New Discussion: Sidewalk Plan on Speak Up, Edina!

New Discussion: Sidewalk Plan on Speak Up, Edina!

The City of Edina is in the process of updating its Sidewalk Facility Plan, which indicates Edina streets that currently have sidewalks and streets where sidewalks are planned to be added over the next 20 to 30 years. Take a look at the proposed plan and let us know what you think on Speak Up, Edina!

Join Us!

[Sidewalk Plan](#)

City of Edina

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Jordan Gilgenbach

From: Lynette Biunno on behalf of Edina Mail
Sent: Monday, September 29, 2014 9:11 AM
To: Jordan Gilgenbach
Subject: FW: Usha Meghani Abramovitz posted on City of Edina, MN (Local Government)'s timeline

Follow Up Flag: Follow up
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Lynette Biunno, Receptionist

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From: Facebook [<mailto:notification+yy2694o9@facebookmail.com>]
Sent: Monday, September 29, 2014 8:58 AM
To: Edina Mail
Subject: Usha Meghani Abramovitz posted on City of Edina, MN (Local Government)'s timeline



Facebook

Usha Meghani Abramovitz [posted on City of Edina, MN \(Local Government\)'s timeline](#)



Usha Meghani Abramovitz

September 29 at 8:58am

Can't remember my password for log-in to mnedina.gov... perhaps an Edina annual event with an international flavor. One only has to take a walk in Centennial Lakes to see the various countries represented by Edina residents!

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