

Wooddale Valley View Small Area Plan
Planning Team Meeting Notes
City Hall - Community Room
August 20, 2014 - 6-8 p.m.

Members Present: Connie Carrino, Lindy Crawford, Carrie Fordahl, Arlene Forrest, Karen Kurt, Susan Lee, Rita Paris, and Cary Teague

Consultants Present: Joe Hollman, Pete Musty, Bill Smith, and Bill Weber

Members Absent: Rob Burley, Brian Durst, Becky Melang, and Jim Schedin

Joe gave an overview of the scope of the Approach to Market Analysis with members. The purpose of the market analysis is to set the demand for proposed development. We will first define what the market area is, and then we will identify the demographics of the market area. This analysis will most likely include all of Edina and look at current businesses that are in the market area now and possibly past businesses as well.

Pete reviewed the schedule document with members. The document includes the schedule of dates for public engagement and development and highlights of the community engagement and planning process.

Pete and members talked about community engagement techniques. They included topics such as city web archive, info/FAQ sheet, event flyers, city postcard, small team walk about and slideshow, shared values exercise, key stakeholder interviews, 3D computer model projection, and a frontage/build form preferences slideshow. It was suggested to use SpeakUp Edina as another activity. Karen said it would be a good supplement to the community engagement workshops we will be holding.

Susan and Arlene discussed that we will form subcommittees that will have the responsibility of refining and finalizing the proposed Discovery Workshop events.

Bill S went over the Community Engagement Techniques document in greater detail. He suggested having the first workshop be somewhat like a “block party.” It would be fun with music and refreshments. The meeting will consist of two short presentations, a walk about of the area where attendees can take pictures, and then attendees will break into two groups to discuss the walk about and share pictures they have taken. Bill suggested there will be handouts of the project. Handouts could include the purpose of the project, map of the study area, upcoming community involvement opportunities, historical significance of the study area, and FAQs.

Members reviewed arrangements for the Discovery workshop and noted that there isn’t much time to complete all of the proposed communication arrangements. Members stated when we make presentations to the public that we need to communicate that there are no certain plans set for this area at the time. It was discussed that the SAPT should create specific boundaries/study area.

Bill W talked about the Major Planning Issues handout. He said the issues will be used to help write the analysis, guide the preparation of the plan, and to check whether we addressed everything that is important to the neighborhood. Members practiced the process by writing down possible issues, sharing them with the whole group, grouping common issues together, and suggesting which issues are the most important. Common issues that arose were movement and traffic, appearance and character, trade/market area, business mix, public improvements and infrastructure, and process and plan.

ACTION ITEMS 8/20/14					
<i>Wooddale Valley View Small Area Planning Team</i>					
ITEM	DESCRIPTION	STATUS	STARTED	RESPONSIBILITY	DUE
1	Develop FAQ Sheet	Open	8/6/2014	Consultant team	
2	Share SAPT member applications with consultant team	Closed	8/6/2014	Lindy	
3	Provide list of business contacts to Karen for consultant team to schedule interviews	Open	8/6/2014	All	
4	Review Scope of Services handout before next SAPT meeting	Closed	8/6/2014	All	8/20/2014
5	Connie will be liaison for concord neighborhood. Brian will be liaison for Pamela Park Neighborhood. Both will share information as needed with the neighborhood associations	Closed	8/6/2014	Connie, Brian	
6	Set up Dropbox for SAPT documents	Closed	8/6/2014	Lindy	
7	Get traffic counts and a map of current land ownership	Open	8/6/2014	Cary, Lindy	
8	Share final data from the Market Analysis with team, upload to Dropbox folder	New	8/20/2014	Joe Hollman	
9	Revise Summary of Community Engagement Techniques to differentiate between actual engagement techniques and communications/outreach items	New	8/20/2014	Pete Musty	
10	Confirm venue for Discovery Workshop	New	8/20/2014	Pete, Karen	8/26/2014
11	The dates of the Discovery workshop will stay the same but the dates of the arrangements for the workshop will be bumped up. Revise the arrangements information and get it to Lindy or post to Dropbox	New	8/20/2014	Consultant team	
12	Arlene, Connie and Karen will be the Outreach Subcommittee. Susan, Carrie and Rita will be the Workshop Subcommittee. Both groups will meet on August 26th at 6 pm at City Hall. Karen will confirm meeting location.	New	8/20/2014	Karen	8/22/2014
13	Share Traffic count information with team	New	8/20/2014	Cary	8/25/2014
14	Contact Historical Society to assist with workshop handouts	New	8/20/2014	Arlene	