

**MINUTES
OF THE JOINT WORK SESSION OF THE
EDINA CITY COUNCIL AND
THE EDINA PARK BOARD
HELD AT CITY HALL
AUGUST 30, 2011
5:30 P.M.**

Mayor Hovland called the meeting to order at 5:30 p.m. in the Council Chambers of City Hall. Answering rollcall were Members Bennett, Brindle, Sprague, Swenson and Mayor Hovland. Members of the Park Board in attendance included Park Board Members: Jacobson, Jones, Lough, Peterson, Steel and Chair Hulbert.

Mayor Hovland thanked the Park Board for attending the work session and stated the purpose was to receive a report from Richard Singer of the National Golf Foundation Consulting Inc., which had been hired to take a strategic outlook and analysis of the Edina Braemar and Fred Richards Golf Courses. He added the City Council would also receive an update on the Grandview Small Area Plan.

Park Director Keprios introduced the consultant Richard Singer. Mr. Singer presented his findings to the City Council and Park Board. He reviewed the purpose of his review of the Edina golf courses, described the methodology of his review and analysis, described the background of the Edina golf courses and golf dome, and then outlined his overall system findings and recommendations. He relayed the five most important National Golf Foundations recommendation that include:

1. No change in existing management structure
2. Invest in remodeling the Braemar range and Executive course (Par-3 course)
3. Invest in new cart path system at Braemar 27
4. Improve and modernize marketing practices and move away from previous "out-of date" business practices
5. Get all revenue centers on the same POS system
6. Resist large-scale capital projects that have low return on investment, such as:
 - a. Golf Dome lobby replacement
 - b. Remodel Clunie 9
7. Create a reserve for replacement for the Braemar irrigation system
8. Watch the performance of the Braemar Grill and consider concession if there is not improvement by the end of 2012.

Mr. Singer responded to questions of the City Council and Park Board. Following the discussion the Mayor excused the Park Board.

Kevin Staunton, Chair of the Grandview Small Area Plan Executive Committee and Planning Commissioner gave an update on the Grandview Small Area Plan Process. He reviewed the tentative work plan that included an overview of what has already taken place and what is planned with a loose time line.

Mr. Staunton noted that 52 community members responded to the April 14th kick-off meeting and have formed into a Steering Committee. The Steering Committee divided into four work groups: Land Use, Community Needs/Public Realm, Transportation, and Finance and Market Analysis and an Executive Committee. He stated they had issued a RFI so that a consultant "Team" could be selected.

Mr. Staunton said the following members have been assembled into the "Team"

- Team Leaders (Land Use/Community Design):
 - Mike Lamb & Andrew Dresdner (Cunningham Group)
 - Bruce Jacobson & Bob Close (Close Landscape Architecture)
- Jack Broz (Transportation – HR Green)
- Antonio Rosell (Transportation, Community Design – CDG)
- Tony Schertler (Finance – Springsted)

Mr. Staunton stated the next step will be to engage the community stakeholders to convert the "Guiding Principles" into a plan. He said that three community workshops will be held after which the Steering Committee will be checking in with the Council. Then the group must develop a deliverable plan that will be accessible, enforceable and inspiring. Mr. Staunton suggested that in order for this "community vision" to be realized, it will need to be incorporated into the City's Comprehensive Plan.

Mr. Staunton was joined by fellow team member and Planning Commissioner, Michael Fischer, who responded to questions of the Council as they discussed the Grandview Small Area Plan Process that has been followed so far, the proposed work plan and the proposed consultant team. It was noted that the authorization of the consultant services would appear on the City Council's agenda at its September 6, 2011, regular meeting.

Mayor Hovland adjourned the meeting at 7:55 p.m.

Respectfully submitted,

Debra A. Mangen, City Clerk

Minutes approved by Edina City Council, September 6, 2011

James B. Hovland, Mayor