

**VETERANS MEMORIAL COMMITTEE MEETING
MINUTES FROM NOVEMBER 19, 2010**

The following are Minutes from the Veterans Memorial Committee held in the Community Room at City Hall on Friday, November 19, 2010 at 7:30 am

Volunteers in attendance:

Chairman Mike Goergen, Frank Cardarelle, Bob Kojetin, John Lonsbury, Marshall Schwartz, Robert Reed, Herb Lefler

Volunteers unable to attend:

Justin Kieffer, Bob Benson, Jason Christiaansen, Barbara Bender

Staff in attendance:

John Keprios, Edina Park and Recreation Department Director
Janet Canton, Edina Park and Recreation Office Coordinator

I. APPROVAL OF THE SEPTEMBER 17, 2010 MINUTES

Bob Kojetin MOVED TO APPROVE THE SEPTEMBER 17, 2010 VETERANS MEMORIAL COMMITTEE MINUTES. John Lonsbury SECONDED THE MOTION. MINUTES APPROVED.

II. ELEMENTS OF MEMORIAL

- A. Gift Bricks – Mr. Goergen noted this item was tabled from the September 17th meeting. He indicated that it is staff's recommendation not to incorporate gift bricks into the project. Mr. Goergen indicated that his view is that hopefully they will not need to use gift bricks as part of their fundraising and added that they are going to honor the veterans with the memorial itself. Mr. Keprios commented that he thinks gift bricks are a wonderful tool in the right setting but in this case he thinks that the only names that should be etched in something permanent should be veterans.

John Lonsbury MOVED NOT TO HAVE BRICKS AS PART OF THE PROJECT
Frank Cardarelle SECONDED THE MOTION. MOTION CARRIED
UNANIMOUSLY.

- B. Recognition of Donors – Mr. Goergen noted this item was tabled from the September 17th meeting. He indicated that staff is recommending permanent recognition of only the most substantial donors, without logos, with a statement of thanks to all those who contributed. In addition, it should also include language requested in the agreement with the Edina Community Foundation. Mr. Cardarelle commented that he thought they had previously discussed putting the names of those who donated more in the historical setting rather than on the memorial itself. Mr. Goergen stated that his thought is to make it part of the memorial but not a prominent part. Mr. Lonsbury indicated that if someone wanted to donate a substantial amount of money, which the committee would determine what substantial is, they may want the option of having

their name inscribed on something and there would be a separate tablet for that. He noted the idea is not to list the \$10.00, \$5.00, etc., contributors but rather the substantial ones with the idea if it's a corporate donation they are not going to get 3 foot corporate logo, etc., they will only get their name or the company name inscribed.

Mr. Lefler indicated that in trying to raise substantial donations they are treading a fine line between what people are expecting and what is going to make them happy. He noted it might not cut it for them if their name is not near the memorial itself. He noted that he thinks not having them in the actual memorial makes a huge amount of sense, however, if it's going to be at a completely separate location it might affect their fundraising efforts. When people are asked for a substantial amount of money they may want to come up with a design that would tastefully incorporate sponsors without infringing on the memorial so that they would have something to actually tell people how they will be recognized when they are looking to donate.

Mr. Lonsbury commented that he thinks one of the things confusing them with the permanent recognition is the word "but" where it should maybe be the word "and". It should state "permanent recognition of only the most substantial donors but without logos **and** a statement of thanks to all those who contributed." He stated that what they are really thinking about is permanent recognition of only those who give a lot of money, without logos, and a statement of thanks to all of those who contributed. He noted the permanent marker would be part of the site but wouldn't necessarily be a pedestal or sculpture. It would be a permanent separate recognition listing only the names of the substantial donors and a general thanks to everyone who contributed along with the statement for the foundation. Mr. Lonsbury informed the committee that they came up with some ideas at the fundraising meeting in that donors could be recognized in other ways. One idea was to have a miniature statue of whatever the artwork ends up being that they could put in their office, etc., and it would be more of a constant reminder to the substantial donors and try not to make a big deal out of it at the site. Mr. Goergen stated that he doesn't think it has to be one or the other because they should utilize something to thank them in many ways. He added that there will also be some kind of dedication ceremony where they will be recognized as well as permanently at the Historical Society.

Mr. Lefler stated that when they are talking about major donors they are talking about the project as a whole rather than selling off pieces and that when they are talking about a presentation for fundraising it encompasses the whole project, nobody is going to own a piece of it. Mr. Goergen replied that is a good point because that could come up with a potential donor.

John Lonsbury MOVED THAT THE PLANS INCLUDE SOME SORT OF PERMANENT RECOGNITION FOR SUBSTANTIAL DONORS WITHOUT LOGOS AND THE STATEMENT SAYING THANKS TO ALL WHO CONTRIBUTED AND INCLUDES THE LANGUAGE REQUESTED IN THE AGREEMENT BY THE EDINA FOUNDATION. Herb Lefler SECONDED THE MOTION.

Mr. Kojetin asked about the Community Foundation to which Mr. Lonsbury replied they have to have their statement “made possible through the assistance of the Edina Community Foundation”. Mr. Kojetin stated that he questions why they should put their name on it when they aren’t going to raise any money for it. Mr. Lefler replied it’s because of the tax deductibility of the gift to which Mr. Kojetin replied the city could do the same thing if they wanted to give it to the city. He stated that the Community Foundation doesn’t raise money and have big fundraisers like they used to. All they do is collect money from somebody else, it’s a clearing house.

Mr. Lonsbury noted that he will make the friendly amendment and change it to just everything except for the Community Foundation language and they will deal with that if and when they come to it. Herb Lefler SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

- C. Donation Box/Literature - Mr. Goergen indicated that this item was tabled from the September 17th meeting. He noted it is staff’s recommendation that there not be a donation box. However, staff does recommend a stand to distribute literature that directs people who to contact for donations. One idea is to include a donation box at the Historical Society’s museum once there is a permanent veteran’s memorial display at the museum.

John Lonsbury MOVED THAT THEY HAVE A DISPLAY STAND FOR LITERATURE BUT THAT THEY DO NOT HAVE A DONATION BOX AT THE SITE. Frank Cardarelle SECONDED THE MOTION.

Mr. Reed asked who is going to service the donation box to which Mr. Keprios replied that is why he recommended to not having one at Utley Park. Mr. Kojetin asked 50 years from now who is going to still be putting literature in the stand. Mr. Lonsbury replied that he doesn’t think this needs to be a permanent situation but that they at least have it there now. He noted that it may not actually have to hold literature but could be a plaque or display just so there is something to inform visitors if they want to make a donation this is what they can do. Mr. Goergen commented that he hopes once they have some type of architect rendering they could advertise it at the site stating this is the future home of the memorial with some kind a notation saying where to go for information to make a contribution.

MOTION CARRIED UNANIMOUSLY.

- D. Other Elements - Mr. Kojetin indicated the Minnehaha Creek Watershed District will need to be involved in this at some point because with the large surface area the run-off will have to go someplace. He noted that he thinks they should recommend some kind of a rain garden along the creek shoreline. He stated that he will talk with the Watershed District because they will probably contribute the money to do this. He noted they could probably also ask them to be a contributor to the memorial as well.

Mr. Reed indicated that he wasn't at the last meeting but did have a couple of comments regarding hard surface. First, if you limit the amount of hard surface it would be considered by the Watershed District because it's a ratio of hard surface run-off to do something. Secondly, there are designs now for hard surfaces that do meet the criteria for run-off and a good architect or landscaper knows that and he thinks it should be considered in the design of the memorial. Mr. Reed commented that he also questions the need for a lot of hard surface area.

Mr. Lefler stated that if the Watershed District is going to provide the resources to do the rain garden/runoff control he would assume the committee would want a very strong voice in the design element of that as well. Mr. Goergen asked would it be a permanent or a temporary rain garden to which Mr. Kojetin responded it would be permanent. Mr. Cardarelle noted that first they will need to get an architect's rendering of what they are going to do then the architects and engineers will start to look at where a rain garden would be best suited. He stated once you have the beginnings then you need the artist rendering of what you want to do and then the architect will take it from there and do the specific designs.

Mr. Goergen commented that at some point a future topic they will need to discuss is what, if anything, do they want to do to modify the site. He noted that after a third visit to the site it seemed to him that the size of the gazebo may overwhelm the memorial or challenge it as a focal point in that small area. He stated that they may want to consider moving it if at all possible to which Mr. Keprios replied that they do have the flexibility to move the gazebo. Mr. Keprios informed the committee that the fire ring at Utley Park was built for the Boy Scouts and similar small groups and is used quite frequently; however, it is in jeopardy because the Environment Energy Commission wants to get rid of all wood burning fireplaces and campfires.

Mr. Kojetin indicated that it was previously mentioned that the flag pole that is currently located in the northeast corner has a plaque that may be moved and asked if they do move it what will they do with the original. He noted that he thinks the plaque is more important than the footings or what the flag is mounted on. Mr. Reed commented that he doesn't think they should even discuss keeping the old flag pole. Mr. Cardarelle stated that he thinks that would be part of the architect's requirements that we would put on them. Mr. Goergen commented that even as a group if they want to move it they should take into consideration it is the American Legion's. Mr. Kojetin noted that it was the American Legion's but it's a group of citizens from around the Country Club area. Mr. Reed stated what if they move it, it doesn't fit, its 50 years old and it doesn't have the new materials and mechanism in it. He noted that they should also come up with an alternate site if they move it and added that it will cost money. Mr. Schwartz indicated there is another pole at Wooddale Park where the old school was. He noted that if the American Legion were to make a fuss they could always move it to that site. He stated then they could still have their three flags around the memorial and the American Legion's flag wouldn't interfere with the memorial view.

Mr. Reed indicated that a statue is defined as a three dimensional representation of a person, animal or mythical being. He stated that he thinks it should read either one focal point and leave it at that or one focal point structure. Mr. Keprios commented that the focal point probably should read sculpture and not statue. Mr. Reed again stated that he thinks it should say focal point or focal point structure. Mr. Lonsbury indicated that to him the word “structure” means something different than piece of art. Mr. Reed commented that he thinks they are all in agreement that this memorial is for past, present and future and if they were to put in some type of figure he thinks they are limiting it to a time and place and he has a problem with that. He noted there are dozens of memorials around for different conflicts of wars and each one of those has a representation figure of whatever the current fighting mode was at that time. He added most of the time it never depicts anybody but an infantry man. Therefore he feels if they truly are thinking about an everlasting memorial for all veterans now, future and past they should steer clear of a figure sculpture. Mr. Kojetin commented that he recently talked to someone who was at a memorial park and the center focal point of the structure were three stones in the center and said that it looked very nice. Mr. Lonsbury indicated that in terms of language he thinks they need to say that its art work, it’s a focal point piece of art or something like that. He noted that he’s not trying to define what it is; it’s just that we all know we are looking to commission an artist to create something for the focal point. Mr. Keprios suggested the language “one artistic symbolic focal point”.

III. EDINA COMMUNITY FOUNDATION DESIGNATED FUND AGREEMENT

Mr. Keprios indicated that Mr. Kojetin brought up a good point that not everybody feels the same and that the City of Edina can do this without any assistance from the Edina Community Foundation, it is possible. He explained that it would be a little more work on staff time, which is fine and he has no issue with that. Mr. Goergen noted that what was so strong on the original statement is the Community Foundation wanted recognition for funding it which they are not funding a thing, they are filtering. He pointed out that Dick Crocket, Executive Director of the Edina Community Foundation, wants to meet with him because he has some fundraising ideas. He noted Mr. Crockett has some concerns that if they don’t get enough funding what are they going to do with the funds that are just sitting there. He noted the Community Foundation can also help them identify and provide a lot of information on potential significant contributors and that as a foundation they collect data on who gives to what, where and when and they would be giving the committee an opportunity to use that information. Mr. Kojetin commented that he hasn’t seen any fundraising that the foundation has done for itself. He noted that they used to go out and raise funds which they’ve kind of gotten away from their original scope of how they formed themselves.

Mr. Lonsbury indicated that they need to decide if they want to use the foundation. He noted they need to keep in mind that the foundation does have some fundraising capabilities and indicated he thinks they are going to need all the help they can get. Mr. Lonsbury suggested that maybe they should state to the foundation that it’s great they are providing them with so many names to follow-up on, but since they are getting top billing

and we do have a substantial gift policy that we would expect them to be a substantial contributor. He stated, however, that they should only ask them this if as a committee they are going to use the Community Foundation. Mr. Lonsbury indicated that he thinks the language has already been softened and he thinks they should go ahead and move forward with the idea. Mr. Kojetin stated that he would agree to that.

Mr. Cardarelle informed the committee that he knows the Edina Rotary Foundation has a lot of money and there are a lot of other foundations out there. Mr. Goergen responded that they hope to tap those foundations. He indicated as a side note that Mr. Crockett has informed him there are grants out there; it's just a matter of finding a grant writer.

Mr. Kojetin stated that he thinks they should table this because they won't be filtering any money through them for at least another three to four months. He noted that he would hate to see something that would be put on a plaque and be permanent at this time in the state of this development before they get a chance to talk to other donors. Mr. Goergen stated that maybe they should consider just stating that their assistance will be acknowledged and not to pin them down on what is going to be put on the plaque a year and a half from now.

Mr. Lefler noted that his concern is if they take this language and put it verbatim he thinks it may leave one with the thought that if it wasn't for the Edina Community Foundation this would not have occurred. He stated if they could change it so that it doesn't appear as though the Community Foundation is the be all and end all in terms of without them this gift wouldn't have been made. He indicated that he thinks there may be issues with other donors if they are putting something on there that says it's made possible, which implies without the Community Foundation this would not have happened. He noted that what he is hearing is they are a mechanism of process rather than a substitute donor and he would hate to alienate somebody who came with checkbook in hand and may want the same sort of language.

Mr. Goergen stated that he thinks they can do two things: they can table it and discuss it or they can remove it and just make a statement that their assistance will be acknowledged in some way. Mr. Keprios replied that he doesn't think that is going to cut it for them. He indicated that he thinks the committee first needs to decide if they want to use the Community Foundation as the funding vehicle where the money comes in and goes out or do they want to go with the city of Edina. He noted if it is decided you want to go with the Community Foundation then they need to come up with some language real soon because he would like to bring these documents to the City Council to move forward. He added that they have already approved the \$30,000; however they can't spend it until he gets the ordinance and resolution in place.

Mr. Keprios asked the committee if he understands this correctly that if the Community Foundation isn't willing to contribute any money towards the memorial then you want nothing to do with them. Mr. Lonsbury stated that his point is if the Community Foundation is going to really help them and if there is really value in coming alongside beyond just the conduit then he would be willing to trade his sentence for their assistance if the assistance is real. He stated that it doesn't have to be money but they really need them

to put them in touch with donors. Mr. Lefler commented that when dealing with philanthropic giving for public projects in Edina they expect to go through the Community Foundation and if they don't it's a lot harder work. Therefore, he would say it's pretty substantial assistance because they may be the gatekeeper. Mr. Keprios commented that is where he is coming from because he thinks psychologically a lot of people may not want to write a check to the government because they feel they already give enough money to the government.

Mr. Kojetin indicated that he still thinks the statement says they're the ones that did it. Mr. Goergen commented that it was so much stronger in the first draft before they came up with this one. Their first one made it sound like they were funding the whole thing. Mr. Keprios stated that maybe they just put their name on the list with everyone else thanking them for their assistance rather than a special plaque just for the Community Foundation.

Mr. Lonsbury pointed out that he is trying to respond to Mr. Keprios to get this going. He noted that deleting it will be a lot easier than changing it so the question is do they want to have the whole sentence, "contributions shall be recognized by a permanent plaque at that site that state substantially the following:" or do they want to take that whole sentence out of the contract. He noted another possibility would be to say "contributions shall be recognized by a permanent plaque at the site". Mr. Keprios suggested "the Community Foundation will be appropriately recognized within the memorial". Mr. Lonsbury indicated that he thinks they need to have the documents signed by the Mayor saying we are ready to go so that it will give them a little more leveraging on negotiating. Mr. Lonsbury stated that he likes what Mr. Keprios said for the legal document that "the Community Foundation will be appropriately recognized somewhere within the memorial to be determined by the committee".

John Lonsbury STATED WITH THAT AMENDMENT HE WOULD MOVE TO APPROVE THE AGREEMENT TO GO FORWARD TO THE CITY COUNCIL. Herb Lefler SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

IV. REQUEST FOR PROPOSAL FOR AN ARCHITECT

A. Letter – Mr. Lonsbury asked is it necessary to have the approval of the committee to direct Mr. Keprios to send a request for proposal because he trusts Mr. Keprios and staff to write the language. Mr. Keprios replied that what he wanted to hear was what was said previously "artistic focal point".

Mr. Reed indicated that he has a comment under project descriptions #4 on the RFP regarding mottos. He noted that he has a problem with mottos, he was in the Navy 25 years and never knew they had a motto. He stated they all know the symbols but how many people know the mottos. Mr. Goergen commented that he believes from a previous meeting that they all agreed to leave the mottos open ended and was to be determined. He noted that there are still several details to be determined but since it wasn't decided the architect may well put the mottos in. Mr. Keprios indicated that he will change the language to say "display of emblems and possibly mottos".

Mr. Keprios indicated that he thinks he will get responses from some of the architects he is sending the RFP to. He noted that he will send all of the responses he receives to the committee to look over and then at one of their meetings he would like the committee to decide which ones they would like to interview. He added that he will also have his recommendations.

Mr. Goergen pointed out that Mr. Christiaansen is an architect; unfortunately, he was unable to be at their meeting, and thinks he should be their sounding board about the architectural procedures and can be their in-house expert.

Mr. Cardarelle commented that he thinks \$300,000 for the project sounds a little low. Mr. Keprios suggested raising it to \$400,000. Mr. Cardarelle noted that he thinks they are looking at close to one-half million dollars and doesn't see how they could do it for less than that. Mr. Goergen asked how much did Eden Prairie end up paying for their Veterans Memorial to which Mr. Keprios replied he thinks they are close to one million dollars.

Mr. Goergen stated that he doesn't want it to be too low either but feels they need to have something to base it on if they are going from \$300,000 to \$500,000. Mr. Kojetin commented that he thinks Mr. Keprios figure of \$300,000 was a starting point and once they are done with the architect that person will have a better idea of what it's going to cost for square footage for the memorial. Mr. Goergen asked if that would entrap them or impede them. Mr. Keprios replied he doesn't think so but that would be a question for the city attorney. He noted that he thinks he would just have to go back with another resolution. Mr. Goergen indicated that they need an amount because people have been asking him what their goal is. Mr. Keprios pointed out that the problem is you can't pay for an architect until you have a resolution so it's a catch 22. He noted he will go ahead and put \$400,000 as the figure for the City Council and he will let them know up front that they are not quite sure if this amount will be too little or too much.

V. SELECTING AN ARTIST

Mr. Goergen indicated that staff would like the committee to use the Edina Public Art Committee's (EPAC) help in finding an artist for the memorial. Mr. Reed commented that he has a problem with the old adage too many cooks. He noted that maybe they should just appoint one person to be the liaison with this committee. He stated he thinks the decision should be made by the Veterans Committee Members. Mr. Goergen responded that he thinks what is being offered is an as needed liaison initially in supplying the artist. Mr. Keprios stated that when he met with the EPAC he made it very clear that the Veteran's Committee will be the ones who are going to decide whatever this artistic center point is going to be. He explained that the EPAC has some real expertise on finding the artists to fit what it is we are looking for and the process that should be followed, they will only be here to offer suggestions. Mr. Keprios indicated that what he would ask is when they have selecting an artist on their agenda that they ask a representative or two from the EPAC to attend the meeting and talk about the process of selecting an artist. He noted that if after that meeting their services won't be needed it's okay to say thanks, but we've changed our

mind and at least that gives the EPAC an opportunity share what they know. Mr. Goergen stated that they will address that issue.

VI. ORDINANCE FOR CITY COUNCIL

Mr. Keprios informed the committee that an ordinance is required by state law before a city can spend funds on a Veterans Memorial. He noted that what he likes about this language is that it makes it very clear we are not only going to develop it we are going to use tax supported dollars to maintain it. Therefore it states: “The city shall erect, equip and maintain a memorial in recognition of the services performed by veterans of the United States Armed Forces. The memorial shall be constructed at Utley Park at 50th Street and Wooddale Avenue in Edina. He noted that the Park and Recreation Department will be responsible for the supervision and control of the memorial following its completion.

John Lonsbury MOVED THAT WE RECOMMEND THE ORDINACE AS WRITTEN.
Marshall Schwartz SECONDED THE MOTION. MOTION CARRIED
UNANIMOUSLY.

VII. STANDING COMMITTEE REPORTS

- A. Research (KIAs) – Mr. Schwartz informed the committee that initially he was looking at 15 to 20 KIA but is now looking at approximately 25 to 30. He stated that if anyone knows of anybody in the community or outside of the community who knows somebody who has been killed in action to please call him, it would be very much appreciated.

VIII. MISCELLANEOUS

- A. Topography Survey - Mr. Keprios thanked Mr. Cardarelle for doing the topography survey that was very generous.
- B. February Meeting – Mr. Keprios noted that he will unable to attend the February 18th meeting and asked if they could reschedule their February meeting to February 11th. He asked the committee members to check their calendars and get back to him.

MEETING ADJOURNED