

**MINUTES
OF THE REGULAR MEETING OF THE
VETERANS MEMORIAL COMMITTEE
HELD AT CITY HALL
OCTOBER 21, 2011
7:30 AM**

I. CALL TO ORDER

Chairman Goergen called the meeting to order at 7:32 am

II. ROLL CALL

Answering roll call were Members Herb Lefler, John Lonsbury, Marshall Schwartz, Jason Christiaansen, Bob Reed, Bob Kojetin, Bob Benson and Mike Goergen. Staff present was John Keprios.

III. APPROVAL OF MEETING AGENDA

Motion by Member Reed and seconded by Member Lonsbury approving the meeting agenda.

Ayes: Christiaansen, Goergen, Kojetin, Lonsbury, Reed, Schwartz, Lefler, Schwartz, Benson and Goergen. Motion carried.

IV. ADOPTION OF CONSENT AGENDA

Motion made by Member Schwartz and seconded by Member Benson to approve the Consent Agenda as follows:

A. Approval of the September 16, 2011 Veterans Memorial Committee Meeting Minutes.

Ayes: Benson, Christiaansen, Lefler, Reed, Schwartz, Goergen, Kojetin and Lonsbury. Motion carried.

V. COMMUNITY COMMENT

There were no members of the general public present at the meeting.

VI. STANDING COMMITTEE REPORTS

A. FUNDRAISING/TREASURER

Member Lefler announced that Edina resident Richard Olson has volunteered to head up the fundraising campaign. Member Lefler asked the committee to forward names of potential donors to John Keprios or himself. The question was asked "do you want names of potential major or moderate donors?" Member Lefler answered "whatever you got." Fundraising/Treasurer Standing Committee Chairman Lefler announced that Mr. Olson will lead this new fund raising effort for the Veterans Memorial committee and recommended that the group seek a high profile Honorary Chairman of the Fundraising Committee. Member Lefler also stated that the Veterans Committee needs to raise between \$5,000 and \$10,000 soon before launching a fundraising campaign. Funds are needed to cover the costs of printing, mailings, sculptor artist fees and other related expenses. After completion of the public process, the Fundraising Committee is hoping to secure commitments from donors in the following categories; \$200,000 plus (one or two donors); \$75,000 to \$100,000 (one or two donors) and hopefully enough \$20,000 plus donors to bring the remaining amount

needed at around \$50,000 to be filled by multiple smaller donations. Member Lefler stated that the committee has set a goal of raising \$500,000 to help cover any unforeseen additional construction costs and future maintenance. There was discussion about proper timing of the fundraising campaign and starting with feasibility contacts first.

Mr. Keprios reminded committee members of the public process and mentioned the importance of having all committee members present at the Open House, Park Board meeting and Council meeting.

B. MARKETING/COMMUNITY RELATONS

Marketing Chairman John Lonsbury expressed the importance of talking points in dealing with the media and the public. He also reminded the committee that the overall plan, the location, construction ground breaking and completion dates are still in the planning stage and not cast in stone. There are many details that still require the Park Board and City Council approval before we can move forward with a marketing campaign and kickoff the fundraising campaign.

Mr. Keprios mentioned that he spoke at the Edina Garden Council's Annual Luncheon and requested that the Garden Council give some thought to adopting the planting beds that will become part of the Veterans Memorial. The Garden Council will formally act on that request once the detailed plans are approved by the City Council.

Member Schwartz stated that he has heard only positive feedback from several people who read one or both of the front page articles in the Minneapolis Star Tribune and the Edina Sun Current. Member Schwartz also mentioned that no one had contacted him with any information regarding additional KIA's as a result of the most recent article in the Sun Current.

C. RESEARCH (KIA's)

Chair of the Research (KIA's) Standing Committee Marshall Schwartz informed the committee that it is important to note that military service actually pre-dated Edina. There were young citizens who were killed in action in military battles long before Edina became a village. The first record of an Edina resident killed in action was a 17 year old from Edina who was killed in World War I.

Member Schwartz also mentioned that he intends to further research the KIA's from the Korean War to ensure there was no additional Edina residents killed in action that he is not aware of.

D. DESIGN/ARCHITECTURE

Co-Chairs of the Design/Architecture Standing Committee Bob Reed and Jason Christiaansen handed out four separate documents:

1. Discussion Items (9 different topics of discussion that will eventually need resolve regarding design; such as, bronze service emblems, engraved names for KIA's, inclusion of the "Fallen Warrior" symbol etc.)
2. A drawing of the flag base with an inscription "ON BEHALF OF A GRATEFUL COMMUNNITY" and two black granite sentinels with room for engravings

3. A suggested layout for the main sculpture base piece with service emblems, City logo and possible inscription language
4. A proposed "SERVICE PLAQUE INSCRIPTION" that includes the engraving of an American flag "IN MEMORY OF THOSE WHO SERVE"

After much discussion about each topic, it was recommended that the Co-Chairs consider the feedback from the committee members and come back to the November 18th monthly meeting with their final recommendations on all of the proposed topics of discussion. Copies of the four handouts are attached as part of the public record. Member Reed also suggested that the sculpture base center piece should be seven or eight feet tall to allow adequate room for inscriptions and emblems and keep the sculpture a little more vandal resistant. Member Kojetin volunteered to create a wood or cardboard mock-up of a seven or eight foot centerpiece for committee members to get a real feel for appropriateness of size. Member Lonsbury offered to provide large paper printed copy for the mock-up showing the inscriptions and spaces for military branch emblems and City logo.

Meeting adjourned at 9:22 am