

AboutTown

Official Magazine of the City of Edina



AboutTown

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important to them. We include articles of interest about our
residents and community history as well.

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Table Of Contents

| | |
|---|----|
| Calendar Of Events | 1 |
| Autumn Calendar Highlights..... | 4 |
| A Word From The Mayor | 5 |
| Edina's Four Bowling Centers Led Trends In The Sport | 6 |
| Edina Community Foundation: The CEO Roundtable..... | 12 |
| New Golf Course Manager Looking Forward To Next 50 Years | 14 |
| Rotary Club Of Edina Makes Heirloom Donation To The City | 18 |
| Crime Prevention Fund Keeps Police Programs Strong..... | 22 |
| Smalley Steps Up To The Plate For Youth Baseball..... | 26 |
| Police Department Sees New Leadership..... | 32 |
| Achieving Success For All Has Roots In Early Learning..... | 34 |
| City Group Mobile With New App..... | 36 |
| Southdale Center: A Building That Changed America..... | 38 |
| Seven Campaign For Edina City Council..... | 40 |
| Three Edina Residents Join VEAP Board..... | 46 |
| Pamela Park Gets An Upgrade | 50 |
| Business Notes..... | 52 |
| Planning Matters | 53 |
| The Last Word | 54 |

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October 2014

About Town Calendar

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--|---|--|--|---|--|----------|
| | | | 1 | 2 Noon, Bob the Beachcomber, Edinborough Park. | 3 | 4 |
| 5 7 p.m., Twin Cities Show Chorus, Edinborough Park. | 6 5 p.m., School Board workshop, Edina Community Center. | 7 6:30 p.m., Community Health Committee, Edina City Hall. 7 p.m., City Council, Edina City Hall. | 8 7 p.m., Planning Commission, Edina City Hall. | 9 Noon, Alpha Bits, Edinborough Park. 7 p.m., Energy & Environment Commission, Edina City Hall. | 10 | 11 |
| 12 7 p.m., Medalist Concert Band, Edinborough Park. | 13 7 p.m., Edina PCN event: "Until it Hurts: America's Obsession with Youth Sports and How it Hurts our Kids," South View Middle School. | 14 7 p.m., Park Board, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall. | 15 | 16 No classes for Edina Public Schools. 6 p.m., Transportation Commission, Edina City Hall. | 17 No classes for Edina Public Schools. | 18 |
| 19 7 p.m., Roseville Big Band, Edinborough Park. | 20 7 p.m., School Board, Edina Community Center. | 21 7 p.m., City Council, Edina City Hall. 7 p.m., St. Louis Park Community Band, Edinborough Park. | 22 7 p.m., Planning Commission, Edina City Hall. | 23 Noon, Wendy's Wiggle, Jiggle & Jam, Edinborough Park. 4:30 p.m., Arts & Culture Commission, Edina City Hall. | 24 | 25 |
| 26 7 p.m., First John Philip Sousa Memorial Band, Edinborough Park. | 27 | 28 7 p.m., Human Rights & Relations Commission, Edina City Hall. | 29 Two-hour late start for Edina Public Schools. No morning ECSE or ECFE. | 30 Noon, Carol McCormick "Wanda the Witch," Edinborough Park. | 31 | |

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About Town Calendar

November 2014

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--|--|---|---|---|--|--|
| | | | | | | 1 10 a.m., Mom & Me Fancy Party, Edinborough Park. |
| 2 7 p.m., La Dolce Vita Jazz, Edinborough Park. | 3 6:30 p.m., Community Health Committee, Edina City Hall. 7 p.m., City Council, Edina City Hall. | 4 Election Day. Polls open 7 a.m. to 8 p.m. 7 p.m., "Dolina" Polish Folk Music, Edinborough Park. | 5 7 p.m., Vision Edina Workshop, Edina Senior Center. | 6 Noon, Wonderful World of Woody, Edinborough Park. 7 p.m., Edina High School Fall Musical, Edina High School. | 7 10 a.m., Cinderella's Princess Ball, Edina Senior Center. 7 p.m., Edina High School Fall Musical, Edina High School. | 8 7 p.m., Edina High School Fall Musical, Edina High School. |
| 9 7 p.m., Seward Concert Band, Edinborough Park. | 10 7 p.m., Park Board, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall. | 11 Veterans' Day. City Hall closed. 7 p.m., Eden Prairie Community Band, Edinborough Park. | 12 7 p.m., Planning Commission, Edina City Hall. | 13 7 p.m., Energy & Environment Commission, Edina City Hall. 7 p.m., Edina High School Fall Musical, Edina High School. | 14 7 p.m., Edina High School Fall Musical, Edina High School. | 15 7 p.m., Edina High School Fall Musical, Edina High School. |
| 16 7 p.m., Somewhat Dixieland Band, Edinborough Park. | 17 7 p.m., School Board, Edina Community Center. 7 p.m., Edina PCN event: "Substance Abuse in Edina," Edina High School. | 18 7 p.m., City Council, Edina City Hall. 7 p.m., Star of the North Band, Edinborough Park. | 19 7 p.m., Vision Edina Workshop, Edina Senior Center. | 20 6 p.m., Transportation Commission, Edina City Hall. | 21 | 22 |
| 23 7 p.m., St. Paul Police Band, Edinborough Park. | 24 No classes for Edina Public Schools. | 25 No classes for Edina Public Schools. 7 p.m., Human Rights & Relations Commission, Edina City Hall. | 26 No classes for Edina Public Schools. 7 p.m., Planning Commission, Edina City Hall. | 27 Thanksgiving. City Hall closed. No classes for Edina Public Schools. | 28 City Hall closed. No classes for Edina Public Schools. | 29 |
| 30 7 p.m., First John Philip Sousa Memorial Band, Edinborough Park. | | | | | | |

About Town Calendar

December 2014

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--|---|---|---|--|--|---|
| | 1 | 2 6:30 p.m., Community Health Commission, Edina City Hall. 7 p.m., City Council, Edina City Hall. 7 p.m., Medalist Concert Band, Edinborough Park. | 3 | 4 Noon, Bob the Beachcomber, Edinborough Park. | 5 Braemar Field Grand Opening. | 6 9 a.m., Santa's Breakfast at the Peak, Edinborough Park. |
| 7 7 p.m., Minneapolis Police Band, Edinborough Park. | 8 | 9 7 p.m., Park Board, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall. | 10 Two-hour late start for Edina Public Schools. No morning ECSE or ECFE. 7 p.m., Planning Commission, Edina City Hall. | 11 7 p.m., Energy & Environment Commission, Edina City Hall. 7 p.m., French Immersion Program Information Night, Normandale Elementary School. | 12 7 p.m., Edina High School Winter Jubilee Concert, Edina High School. | 13 10 a.m., Cookies with Ms. Claus, Braemar Golf Course. 2 p.m., Edina High School Winter Jubilee Concert, Edina High School. |
| 14 7 p.m., Good News Big Band, Edinborough Park. | 15 7 p.m., School Board, Edina Community Center. | 16 7 p.m., City Council, Edina City Hall. 7 p.m., St. Louis Park Community Band, Edinborough Park. | 17 | 18 6 p.m., Transportation Commission, Edina City Hall. | 19 | 20 |
| 21 7 p.m., Zachary Scot Johnson, Edinborough Park. | 22 No classes for Edina Public Schools. | 23 No classes for Edina Public Schools. 7 p.m., Human Rights & Relations Commission, Edina City Hall. | 24 No classes for Edina Public Schools. Christmas Eve. City Hall closed at noon. | 25 No classes for Edina Public Schools. Christmas. City Hall closed. | 26 No classes for Edina Public Schools. | 27 |
| 28 7 p.m., First John Philip Sousa Memorial Band, Edinborough Park. | 29 No classes for Edina Public Schools. | 30 No classes for Edina Public Schools. | 31 New Year's Eve. City Hall closed at noon. No classes for Edina Public Schools. | | | |

Autumn Calendar Highlights

Other Dates To Remember

- Nov. 6** 1:30 p.m., Vision Edina Workshop, Southdale-Hennepin Area Library.
- Nov. 13** Noon, Will Hale & The Tadpole Parade, Edinborough Park.
- Dec. 2** 7 p.m., Kindergarten Information Night, Edina Public Schools' elementary schools.
- Dec. 9** 6:30 p.m., Continuous Progress Information Night, Countryside Elementary School.
- Dec. 9** 7 p.m., Continuous Progress Information Night, Highlands Elementary School.

-Halloween Party

- What:** Attention boys and ghouls! Edinborough Park offers another night of fun, excitement and a little bit of fright. Dress up in your favorite costume and join in for trick-or-treating, games, special entertainment, mask-making and much more. Cost is \$9 per child, ages 12 months to 12 years. Adults are free with a paying child.
- When:** 6-8 p.m. Friday, Oct. 24.
- Where:** Edinborough Park, 7700 York Ave. S.
- Info:** 952-833-9540 or www.EdinboroughPark.com.

Pumpkin Festival

- What:** The 50th & France Business and Professional Association hosts Pumpkin Festival, a fun, family-oriented day filled with festive activities, including trick-or-treating, face painting, balloon twisters, horse-drawn trolley rides, costume contest and fire truck tours next to Lunds. Games include a cake walk and "pin the face on the pumpkin."

- When:** Saturday, Oct. 25. Trick-or-treating starts at 10 a.m. and all other activities will be held from from 11 a.m. to 1 p.m.
- Where:** Downtown Edina, 50th Street and France Avenue.
- Info:** 50th & France Business and Professional Association, 952-922-1524, or www.50thandfrance.com.

Santa's Breakfast at the Peak

- What:** Experience a personal visit with Santa with a continental breakfast of pastries, yogurt, juice and Caribou Coffee for the adults. Bring your own camera or have one of our "elves" take one and email it to you. Stay and play at Adventure Peak after your breakfast and see if you can spot the North Pole from the top! Cost is \$10 per child for current punch card holders and Edinborough Park members and \$15 per child for non-members (includes daily admission to Adventure Peak). Cost includes breakfast for one adult and one child. Space is limited to 25 children per session. Register by Friday, Nov. 28; pre-registration is required.
- When:** Saturday, Dec. 6. Session 1 will be held 9 to 9:40 a.m. Session 2 will be held 10 to 10:40 a.m.
- Where:** Edinborough Park, 7700 York Ave. S.
- Info:** 952-833-9540 or www.EdinboroughPark.com.

A Word From The Mayor

Photo by Jennifer Bennerotte



Mamie Segall participates at a September workshop for Vision Edina at Braemar Golf Course.

If we, as a community, believe we have the ability to shape the future through visioning and planning, what do we want Edina to look like in 5, 15 or 30 years?

That's the question our community is working to answer as part of the long-range planning process "Vision Edina."

Led by Future iQ Partners, a Vision Edina two-evening "think tank" session with 110 participants representing groups from across the community kicked off its work in September. Those in attendance talked about their concerns for the community's future and their optimism for its success. Quickly concluded was the fact that redevelopment will have a significant role in shaping what Edina looks like in the future and extensive discussions were held in various groups on housing, transportation, infrastructure and public amenities. Also contemplated were macro trends that are shaping the Midwest and important trends that are shaping city living in the United States, Europe and across the globe. The group started to look at benchmarking and comparing Edina

with other renowned "destination suburbs" across our country. The group's eight hours of work culminated in the development of four distinct possible future scenarios for Edina. They were labeled as "Reinventing Tradition," "Nodes & Modes," "Edina Today – Extended" and "Complete and Connected."

Now, we want to hear from the rest of the community! Next month, the City will hold two community workshops to gather feedback on the four developed scenarios. The workshops will be held Nov. 5, 6 and 19.

In addition to the community meetings, the City seeks groups that might be interested in hosting their own workshops. Potential host groups include athletic associations, neighborhood associations, churches, service organizations and clubs. The workshop ideally takes 90 minutes, but can be completed in as little as 30 minutes. If there are 10 or more residents who are willing to come together for the workshop or share part of their regular meeting time, we will find a facilitator. Residents can also join the conversation about the project at www.SpeakUpEdina.org. Regardless how you participate, you will find this work challenging, but highly rewarding.

Yesterday is not ours to recover, said former President Lyndon Johnson, "but tomorrow is ours to win or lose." None of us has a crystal ball, but together through the Vision Edina process, we can, as a community, develop a road map to creating the Edina of tomorrow we all want. That will be a big "win" for all of us, and especially for our children and grandchildren.

A handwritten signature in black ink, appearing to read 'James B. Hovland'.

James B. Hovland
Mayor

Edina's Four Bowling Centers Led Trends In The Sport

By Marci Matson
Contributing Writer

Is bowling: A. a nefarious sport leading to illegal gambling and crime? B. a way everyone spends their free time with friends and family? C. a sport only your grandparents could love? D. part of a night out at a fun, hip place with great food and drink?

Edina's answer has depended on the time period and current community attitudes about the sport. Over its 125 years as a municipality, Edina has both outlawed and embraced bowling alleys. Edina went from supporting the biggest bowling alleys in the metro area at the peak of the sport, to having no bowling alleys for more than two decades when bowling fell out of favor. Through the ups and downs of the sport, however, Edina's four cutting-edge bowling alleys have led industry trends.

A 'Back Alley' Activity

When Edina incorporated in 1888, its first ordinances outlawed bowling except by special license. "Bowling saloons" fell into the same category as other questionable amusements such as "circuses, theatrical performances or shows of any kind, and the keeping of billiard tables, pigeonhole tables ... auctioneers, transient dealers, hawkers and peddlers."

The new Village was not alone in adopting the restriction; the text was part of the General Laws of Minnesota for 1885 outlining the duties of municipalities.

Once the sport of kings – bowling pins and balls were found in a pharaoh's tomb dating from 3600 B.C. –

bowling's reputation was sullied by gambling, drinking and all-night carousing in working-class saloons at the turn of the century.

Conservative areas frowned on bowling, even if they did not outright ban it. E. Dudley Parsons Sr., who grew up in the Morningside Neighborhood, got into trouble for bowling when employed as a teacher in Brookings, South Dakota, in 1905.

"We were not expected to bowl, play pool or use tobacco, but we might dance and play cards if we were circumspect about it," wrote Parsons. "As I had never done any of these things, I felt that I was peculiarly fitted to live in such a place; but I fell from grace when I learned to bowl, and was known to frequent a place the local Women's Christian Temperance Union did not approve of."



Courtesy of the Edina Historical Society

A 1941 *Town Crier* story featured women bowlers at the Edina Village Center, which was the first in the state to offer nursery care.

Edina Bowling Center, 5030 France Ave.

Bowling became not only acceptable, but almost luxurious when the Edina Village Center opened in October 1940. It had 16 soundproof lanes (eight on the main level and eight in the basement) and boasted “an elaborate club room ... available by reservation” for luncheons and dinner parties.

Newspaper stories and advertising noted the respectability of the establishment. Owner Si Ryan was an insurance salesman and former star football player for West High School. Bill Miller, owner of the famed Miller’s Cafeteria in downtown Minneapolis, ran the center’s Hobby House restaurant.

While bowling alleys of the past were typically smoky all-male establishments, the Edina Village Center went out of its way to welcome women. A January 1941 *Town Crier* ad offered free daily instruction to those new to bowling and added, “confidentially, ladies, there is nothing like it to keep that figger (figure).”

A news article in the same issue showed women of the Country Club District delighting in the new sport, posing with bowling balls. More than 140 women signed up in the first two months, the *Crier* reported, with 95 percent never having bowled before. The article read, “That army of Edina gals who have been swarming all over the brand new Village Bowling Center, squealing with delight, night and day since the opening, will dare you to find a single thing that the Brain Trust behind the Center has forgotten. There is a nursery. That’s where baby howls, while mama bowls.”

The Edina Village Center was the first to offer child care to encourage daytime women’s leagues, according to Minnesota bowling historian Doug Shellum. It also inaugurated couple’s leagues, with 15 couples participating in the first month.

In addition to bowling, the Center offered a golf clinic run by Edina Country Club Pro Arnold Chester, as well as indoor driving nets.

By the end of the Center’s first year, the bombing of Pearl Harbor ushered in the United States’ involvement in World War II and the departure of local young men for military service. The Edina Village Center, like most United States bowling centers, not only survived but thrived during war time as a diversion from more serious matters of the day.

(continued on next page)



The Edina Bowling Center at 50th & France changed names and owners several times, but survived until around 1967.

A woman took over ownership after the war. The March 4, 1946 issue of *Northwest Bowling News* announced that Evelyn Knoblauch, better known to all Twin Cities bowlers as “Knobby,” was the new owner, along with partners Frank Hart, a World War II veteran, and Annette Scroggins, who would later be inducted to the Minneapolis Bowling Hall of Fame for her “meritorious service” to the sport. Employed at the Edina business since January 1941, Knoblauch had worked her way up from cashier to manager to owner.

“Knobby” appears on ads through 1948, but sometime after, John Dorek purchased the business, having worked there since opening day, with a break for his World War II service in the Army, where he earned the rank of Second Lieutenant. Dorek would have a huge influence on bowling throughout the entire state.

Biltmore Lanes, 5101 West Vernon Ave.

Bowling was more popular than ever in the 1950s, and the Edina Bowling Center now had competition when Biltmore Lanes opened in April 1957 on Vernon Avenue near Highway 100.

The \$80,000 building included 16 lanes as well as a nursery, locker rooms and a refreshment counter, and President of Business Developers E.E. Igelsrud announced immediate expansion for 16 more lanes.

While bowlers flocked to the new business, the second phase of construction was under way and opened that fall. With 32 lanes, Biltmore could “lay claim to the most alleys on a single level in the northwest area,” announced the *Edina-Morningside Courier* in the May 23, 1957 issue.

Photo courtesy Doug Shellum's Bowling Museum



Biltmore Lanes as it looked circa 1967 under Gus Young’s ownership. The bowling alley featured a distinctive sign with a bowling pin and spinning bowling ball and 32 lanes inside, along with a nursery, billiards and a restaurant.

Despite its success, the building changed hands a year later, when noted bowler Bill Drouches bought the business and managed it with Walt Goodwin. But his ownership was short-lived when he moved on to buy Bryant-Lake Bowl and sold Biltmore Lanes in 1959 to famed Gustavus Adolphus basketball coach Gus Young.

Gus Young’s entry into the bowling business began when he was head of intramural activities at Carleton College. Because he had to ferry kids to the closest bowling alley in Faribault from Northfield, he ended up being late for a date with his girlfriend Evelyn, who later became his wife. Evelyn suggested opening up a bowling alley in Northfield, so Gus ran the Varsity Bowl until 1943 when he joined the Navy during World War II.

After retiring from coaching in 1957, he bought Austin Bowl, which he later sold to open Biltmore Lanes in Edina in 1959. While he wasn’t an avid bowler like many of his

colleagues in the metro area, his connections served him well. His “Friends of Gustavus” 24-team mixed bowling league was the largest in the metro area. “Let’s face it, most centers did not have enough lanes to host a 24-team league,” wrote Randy Ooney for the Minnesota Bowling website.

More than 3,150 people bowled at Young’s each week, said an Oct. 22, 1964 feature story in *Twin City Tenpin*. Young was quoted as having more than 700 teams involved in 60 leagues. “It is Gus’ belief that he has more women’s leagues than any other house in the [metro area],” the story stated, alongside a photo of Vi Harliss caring for a group of children in the nursery.

With his background in youth coaching, Young made connections with area high schools that sent gym classes



Photo courtesy Doug Shellum’s Bowling Museum

Southdale Bowl opened in 1959 across from Southdale Center on 69th Street. It featured modern decor and the Black Swan restaurant.

by bus to Biltmore Lanes to learn the sport. He developed junior leagues with 128 youngsters every Monday, Wednesday and Saturday bowling under the direction of four instructors and coaches. Bowling legend Leo Mann operated a pro shop on site as well.

Southdale Bowl, 3401 W. 69th St.

In 1959, the same year that Gus Young took over Biltmore Lanes, the Village of Edina issued a permit to Southdale Bowl, Inc., to build a \$200,000 concrete block and steel building at 3401 W. 69th St., ideally located across the street from the three-year-old Southdale Center.

With 32 lanes, Southdale Bowl also had a restaurant, locker rooms and nursery. Edina now had 76 lanes in three bowling alleys, but all thrived in the “Golden Age of Bowling” from the 1950s to 1960s. Like the rest of the nation, Edina residents flocked to bowling alleys, joined leagues with their co-workers, spouses or churches – or sometimes all three.

“Most houses didn’t have air conditioning, television only had a few channels and bowling alleys were a great place to hang out a few nights a week,” said Shellum, who grew up in Richfield in the 1950s and 1960s and watched many of his bowling heroes play the game at area bowling centers.

Bowling was the No. 1 recreational activity in the country, and bowlers were the superstar athletes of the day. A decade before the Twins and Vikings came to town, pro bowlers brought in crowds at area tournaments and several regular television shows covered the sport.

(continued on next page)

“The popularity of the sport in America was perhaps no more evident than when Don Carter became the first athlete of any kind to sign a \$1 million endorsement contract, inking a multi-year deal with Ebonite International in 1964. By comparison, Arnold Palmer earned just \$5,000 in 1961 endorsing Wilson golf equipment, and NFL quarterback Joe Namath made just \$10,000 in 1968 to famously shave off his moustache with a Schick razor,” according to a website covering Carter’s career.

John Dorek: Godfather Of Bowling

Dorek rose to Twin Cities fame as emcee of local bowling shows for WCCO. He hosted the local “Bowlerama” show with Dave Moore and “All Star Bowling.” He also commentated with Roger Erickson on “Junior Pin Pounders,” a television show featuring younger bowlers.

“John was regarded amongst us kids as a sort of ‘Godfather’ of bowling in greater Minneapolis, especially junior bowling,” recalled former Edina resident Robert B. Wilson, who bowled on the Saturday afternoon show when he was about 15 years old. “He was a well-known personality.”

Dorek had connections. He closed his 50th & France bowling center, which became a furniture store, and bought Southdale Bowl in 1967 with partners Frank Buetel, a top sports announcer, and Vikings player Paul Flatley.

At Southdale Bowl, he was known for having very successful promotions, wrote Pat Holseth for *The Metro Bowler*. He invited sports celebrities to bowl in leagues or attend youth events: Vikings quarterback Fran Tarkenton, Twins manager Billy Martin, Twins pitcher Lee Stange

Courtesy of the Edina Historical Society



In the 1950s to 1970s, league play was popular and many people competed with their friends and coworkers, like these employees of Clancy Drug at 50th & France.

and WCCO Radio Twins announcer Herb Carneal among others, bowled at Southdale Bowl.

Dorek sold the Southdale bowling alley in 1970 to his competitor Gus Young, but he continued to promote the sport throughout the state as well as buy stock in the Minneapolis Lakers professional basketball team and own other businesses. For his “meritorious service” to the sport, Dorek is in four bowling halls of fame.

End Of An Era

Bowling gradually fell out of favor as other professional sports grew and cable TV and other entertainment competed for people’s time and money. While most people reported bowling a few times a year, league play dropped. Women left daytime leagues to join the workforce; parents filled high school bleachers to watch their children’s sports instead of joining night leagues.

Gus Young died in 1977, but both Southdale Bowl and Biltmore continued under new ownership until 1990 when

both closed for good. Southdale Bowl's property became more valuable than the business itself. It closed in 1990 and was demolished in 1991 to make way for Barnes & Noble book store at the expanded Galleria mall. Biltmore Bowl now houses Jerry's Printing and other shops.

Pinstripes, 3849 Gallagher Drive

Two full decades after the last Edina bowling alley closed, Pinstripes brought a new kind of bowling business to the Twin Cities when it opened in 2010.

"You'll find no shaggy carpet here. No 'Big Lebowski' types clad in polyester league shirts," wrote Tom Horgen for the *Star Tribune*. "Instead, the lanes are filled with dressed-to-impress bowlers waiting their turns on leather sofas as servers bring out trays of cocktails and crab cakes from the kitchen. A gutterball goes down easier when you have a nice bottle of white wine nestled in an ice bucket back at your table."

The Chicago restaurant concept features bowling, bocce ball, a restaurant and bar in a two-story, 32,000-square-foot building overlooking Centennial Lakes Park. With serious league bowling dropping, new bowling centers now cater to the casual bowler looking for an evening of various entertainment options with friends and family.

Pinstripes received permission from the City of Edina to amend its ordinance prohibiting bowling alleys from serving intoxicating liquor. The ordinance was written at a time when bowling alleys with liquor were also gambling dens and public nuisances.

"This is going to happen again and again," said Linda Zelm, Senior Vice President of Retail Services for Coldwell Banker Commercial Griffin Cos. in Minneapolis told in



Raheel Kahn snapped this photo of Pinstripes and submitted it in the 11th-Annual Images of Edina photo contest, where it won in the "Doing Business" category.

the May 23, 2010 issue of *Minneapolis/St. Paul Business Journal*. "For the most part, the regular old bowling alley disappeared a long time ago. The retail revolution that's been happening the past few years is going to bring about a lot of concepts that most of us have never heard of or even imagined."

Background information for this article came from Doug Shellum's bowling archives and the Edina Historical Society collection. Marci Matson is the Executive Director of the Edina Historical Society and a former journalist who wrote and edited weekly newspapers. She also writes a monthly history feature for *Edina Magazine* and a blog on the Edina Historical Society website www.edinahistoricalsociety.org.



Edina Community Foundation: The CEO Roundtable



By Dick Crockett
Executive Director

Why is there so much economic development in Edina in 2014? What can the City do to sustain this activity in the future? What kind of economic development might not be appropriate for Edina?

These questions will be discussed at the second-annual CEO Roundtable co-sponsored by the Edina Community Foundation and the Edina Chamber of Commerce from 11:30 a.m. to 1:30 p.m. Wednesday, Oct. 22 at Interlachen Country Club. The event is part of the Foundation's ongoing Edina Dialogue program that aims to foster intergenerational discussion of diverse issues through cooperation with individuals and community organizations. The Chamber and its President, Lori Syverson, are essential and enthusiastic partners in the Roundtable, which is scheduled to coincide with a regular monthly Chamber meeting.

The Roundtable will feature several prominent CEOs and business leaders. Richard Davis, Chairman, President & CEO of U.S. Bank, will serve as the keynote speaker on the topic, "Economic Development in Edina."

Panelists will include:

- Daniel Harvey, President, Precision Gasket Company;

- Scott Tankenoff, Managing Partner of Hillcrest Development, LLLP;
- Paul Mackin, President & CEO of Think Mutual Bank.
- Gary Wyard, M.D., Chief Medical Officer, Twin Cities Orthopedics

Mayor Jim Hovland, senior partner at the recently relocated to Edina law firm of Hovland and Rasmus will open the program. Sam Black, Senior Reporter for the *Minneapolis-St. Paul Business Journal* will serve as moderator.

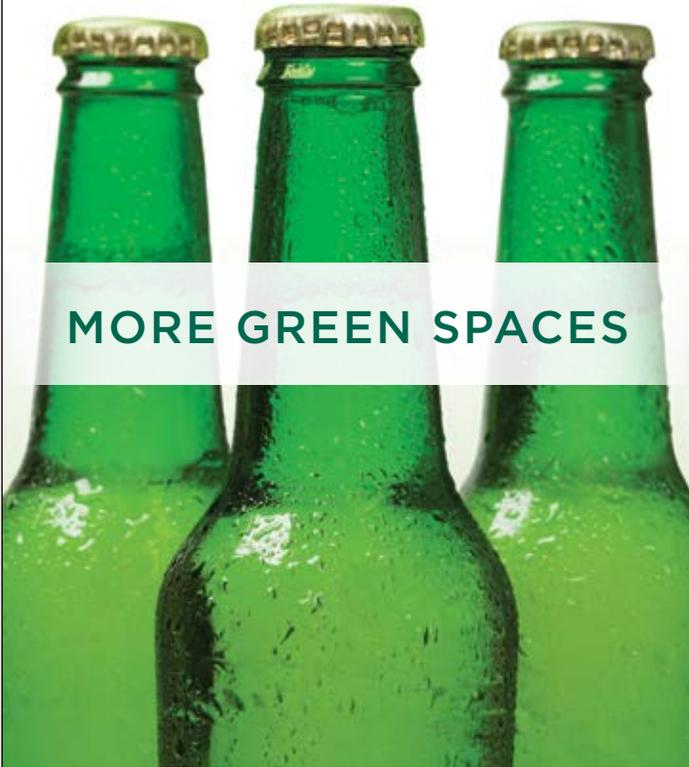
Adam Gildner, an Edina businessman, is the volunteer Program Chair for the Roundtable, and FlexPerks/ U.S. Bank is the Event Sponsor again, as it was in 2013. The event fee, which includes lunch, is \$25.

The 2013 CEO Roundtable featured Kathy Tunheim, Founder of Tunheim Partners and Senior Advisor for Jobs Creation for Governor Dayton, as the keynote speaker.

The Foundation and Chamber thank all of these business and community leaders for their participation in the CEO Roundtable, and we also express our great appreciation to FlexPerks/U.S. Bank for its financial sponsorship.

Questions about current or planned gifts to the Foundation for the CEO Roundtable or any of its other programs may be addressed to Crockett at 952-833-9573 or edfoundation@EdinaMN.gov. For more information about the Foundation, visit www.edinacommunityfoundation.org.

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New Golf Course Manager Looking Forward To Next 50 Years

By Krystal Caron

Fifty years ago, Braemar Golf Course opened its doors. Now, at the onset of the next half century, the course will see fresh leadership and new ideas. Braemar welcomed new General Manager Joe Abood July 7 to manage operations and help revitalize the course.

“Joe was selected because of his tremendous range of skills, knowledge, experience and passion for golf,” said Assistant Parks & Recreation Director Susan Faus. “We are thrilled to have someone with Joe’s talents leading our golf course operations.”

Abood grew up in Maryland and worked for KemperSports in Maryland and New Jersey for 16 years before deciding to move his family of four across the nation for this position with Braemar Golf Course. In addition to his passion for golf, family called him to Minnesota.

“Family is a very important part of my life. ... The main reason we came out here is that my wife’s family is from around here. New Jersey is not where I wanted to raise my family,” Abood said. “I have two small girls – a 4 year old and an 8 year old – ... and I saw this opportunity and I applied.”

Abood’s roots have been in golf from the very start. His father was a lifetime PGA member and started a family-owned-and-operated driving range in which Abood was heavily involved. After obtaining his business administration degree at the University of Maryland,



Photo by Michael Braun

Joe Abood started as General Manager at Braemar Golf Course in July.

Abood secured a position with KemperSports that brought him to familiar territory.

“There was a course that [my dad] opened up in 1968. In 1998, I went back and I started working for that same course. He was the head Pro there for 10 years

[before opening up the] family-owned driving range,” remembered Abood.

Following that, Abood worked at four different courses in Maryland and New Jersey. His experiences there will be invaluable to his work at Braemar, especially since one of the courses offered several parallels to his work at Braemar. The course he worked at in Union County, New Jersey, included a learning center like the Braemar Golf Dome. He also noted that Union County made the difficult decision to close one of its courses – similar to Edina’s difficult decision of closing Fred Richards Golf Course at the end of the 2014 season.

“The project I worked on in New Jersey was very, very similar. ... They were municipally owned golf courses for years and the county decided that they wanted to revitalize the asset they had, which is pretty much exactly what they’re doing here,” noted Abood. “They want to revitalize Braemar and consolidate their golf operations and bring it back to where it should be in the local golf market.”

The Parks & Recreation Department led an internal study and review of Braemar and developed a plan to revitalize the course and improve customer experience. As part of this plan, Braemar Golf Course will see a range of upgrades and changes over the next few years. Namely, the grill operations will be outsourced, renovations will be made to the driving range and the executive course will be converted into a par three.

(continued on next page)

Braemar Golf Course Celebrates 50 Years

This season, Braemar Golf Course marked 50 years serving the Edina golfing community. The official anniversary occurred July 23, but the course celebrated with several events at the end of September.

Kicking off the celebration, Braemar held a Junior Shoot-Out Tournament Sept. 25. It was a special event held for youth golfers, exactly 50 years after the first Braemar Invitational. The following evening was a bright spot in Braemar’s anniversary celebrations, as golfers sported tie-dyed shirts and bellbottom pants. The ‘70s flashback event, “Birdies, Bellbottoms and Beers,” was a two-person team event. Finally, anniversary celebrations were rounded out with a golf cart drive-in movie night. Families enjoyed the classic golf movie, “Caddyshack.”

The 50th year was a time for Braemar to look back at its history, but staff hasn’t forgotten the important changes slated for Braemar in the near future.

“It’s an exciting time for Braemar and the City of Edina as we celebrate the 50th anniversary, but we also look forward to the new renovations in the coming years,” said General Manager Joe Abood.

“We want to serve our current golfers, but we also want to attract younger golfers and female golfers,” said Faus. “We want to try to make it a place for everyone.”

“I think the potential is here. It’s a great golf course; it has a lot of history. I think it just needs that little something to bring it back to where it should be,” said Abood, who’s looking forward to the challenge. “It wouldn’t be as exciting if the potential wasn’t there. You can see what it has and what it can be in the future.”

Abood started amidst many exciting happenings at Braemar. As the course marked 50 years in July, Abood hit the ground running hoping to maintain the momentum that the revitalization plan and anniversary sparked.

“I think it’s an exciting time. The people of Edina are going to get to see a kind of a revitalization of their wonderful golf course so it can be around for many more years,” he added. In addition to managing seven full-time employees, Abood will oversee operations at Braemar. The course features 27 regulation holes, a 9-hole executive course, a pro shop, driving range, practice putting green, indoor golf dome, banquet and meeting rooms and other amenities.

Abood lives in Plymouth with his wife, Kari, and two young daughters, Ellie and Emily.

For more information, visit www.BraemarGolf.com. Contact Abood directly at jabood@EdinaMN.gov or 952-903-5754.



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Rotary Club of Edina Makes Heirloom Donation To The City

By Lauryn Grimes

A project, a long time in the making, has finally heard its first chime. In June, a post clock was installed at Centennial Lakes Park in front of Hughes Pavilion.

The clock was donated to the City by the Edina Rotary Foundation in honor of the City's quasiquicentennial. It also served as the Rotary Club of Edina's "signature project" – an action to make a statement within the community as encouraged by Rotary International. Edina Rotary began its discussion about a potential signature project in the form of an heirloom clock two years ago, when Scott MacDonald was President of the Club.

"We didn't want it to be 'one and done,'" said MacDonald. "We wanted this to be sustainable and everyone loved the idea of a clock because it will outlive us."

Edina Rotary gave the clock to the City in recognition of the partnership between the two organizations and to celebrate the City's 125th anniversary in 2013. At the City's quasiquicentennial celebration last year, the Club also purchased and served cake to guests on Founders Day.

"We are so appreciative of the Rotary Club for making this gift of the clock at Centennial Lakes Park," said City Manager Scott Neal. "It is a rugged, yet lovely addition to one of our most popular parks."



Photo by Michael Bratun

Rotary leaders Jeff Ohe, Steve Slyce and Scott MacDonald stand by the Rotary Clock at Centennial Lakes Park, 7499 France Ave.

"I envision this clock as something meant to last for 100 years or more," said Steve Slyce, who served as President of the Club during its 2013-2014 year when the clock was fabricated.

The Verdin Clock Company of Cincinnati, Ohio, made the clock and is one of the only foundries in the country to craft heirloom clocks and bells. Verdin has been a family-owned company since 1842 and prides itself on the pieces they produce for clients across the country. There are other Verdin clocks in Minnesota, including one in Anoka.

"[Our clocks are] a beautiful timepiece to have," said Verdin Regional Sales Manager Ned Stewart. "Now with everyone having cell phones or digital time pieces, they're more a piece of public art."

Many older clocks did not survive the test of time; when automobiles came along, streets were widened and clocks were disposed of. The Verdin Company's clocks take viewers back to the Victorian era in the United States.

"There's something about a clock. Even just driving down the street, you always seem to look to the clock," said MacDonald.

A signature project has always been part of the Rotary Club of Edina's vision, but the club has done few signature projects that remind people of Rotary's strong presence in the community.

Slyce was the one to first use the phrase, "meet me at the clock," a phrase that guests of the park will certainly use as a central location within the park.

Current President of the Rotary Club of Edina, Jeff Ohe, says the gift to the community is two-fold. "The clock will serve as a nice piece for residents to see when they are at Centennial Lakes Park and it will allow the community to witness Rotary's contributions to the City," he said.

"This clock will provide a gathering place for pedestrians, residents and visitors," added Stewart. "[The clock] is really dove-tailing a retail environment to a very enjoyable park that's a nice hidden treasure within the city. The clock adds a gateway into that enjoyable experience."

The Verdin Company allows clients to customize the clocks. The clock at Centennial Lakes features a custom, illuminated dial on the face with Rotary International's logo in addition to the City's name as the header. The clock is even equipped with a bell-chime system that sounds on the hour. Only a small selection of clocks are large enough to accommodate such a chime system.

"The clock has been very much appreciated by the scores of park patrons that pass by it each day," said Centennial Lakes Park General Manager Tom Shirley, "[and] the Westminster chimes of the clock are a fun addition to the park."

"We hope that it will be a landmark within Centennial Lakes Park," said Rotary Club of Edina President-Elect Jennifer Bennerotte.

(continued on next page)

"[The clock] turned out beautifully in its location [at Centennial Lakes Park]," said Stewart of the final product. In the future, the Rotary Club of Edina plans to partner with other local clubs to do more for the community. The Club's next project is to bring a piece of Rotary to the new Emergency Department at Fairview Southdale Hospital.

For more information on the Rotary Club of Edina and the clock at Centennial Lakes Park, visit www.EdinaRotary.org or contact Ohe, 612-859-2726 or jeff.ohe@gmail.com.

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Crime Prevention Fund Keeps Police Programs Strong

By Kaylin Eidsness

The need for a crime prevention fund became painfully clear in 1969 when an Edina resident was badly beaten in his home by two burglars during daylight hours. He died a few days later from complications from the beating. The Edina Police Department worked extremely hard on the case, but was unable to develop adequate information to solve it. No funds were available to post as a reward for valuable information or to pay informants. Under Minnesota law, the City could not offer a reward or “buy” information from underworld informers.

The Rotary Club of Edina took a special interest in the case, as the victim had been a Rotarian. Members of the club contributed hundreds of dollars in an effort to assist the police in obtaining information. Unfortunately, the funds came too late to help. Had such funds been available immediately, they might have been instrumental in helping the police solve the crime.

Under the leadership of Lloyd Pearson, who was President of the Rotary Club of Edina at the time, and the late Jim Van Valkenburg, a Rotarian and Mayor, the Club worked to establish a private fund for such purposes. It was designated the Edina Crime Prevention Fund and other civic organizations were recruited for financial support and sponsorships.

“It was almost a super-secret society,” said Treasurer of the Fund and former Edina Mayor Denny Maetzold. “When it started, they solely raised money for rewards and didn’t want the bad guys to come after them. Now,



Photo by Michael Braun

Officer Jason Behr poses with his partner K-9 Blade. The Edina Police Department’s K-9 program is solely funded by the Edina Crime Prevention Fund.

the list of programs that the Fund supports goes on and on.”

Today, the Fund has grown into the Edina Police Department’s largest support organization, likely raising more than \$1 million for the Department since the Fund’s inception.

When Maetzold joined the Board around 1990, he said it began to strengthen its fundraising. As more donations came in, they began to increase the number of programs they support. One of the most costly, and undoubtedly most popular, is the K-9 units.

“People love to support the K-9s,” said Maetzold. “And for good reason – they do excellent work.”

The K-9 program is solely funded by the non-profit. The organization is currently working to secure funding to help officers with veterinary bills and other costs associated with K-9s after they retire to live with their human partners at home.

The Fund also supports the Department’s bicycle patrol, a group of trained patrol officers who patrol the City’s parks and neighborhoods on two wheels; Junior Police, a safety program for third-grade students at elementary schools around the community; Edina / Eden Prairie Explorer Post 925, a group of youth ages 14 to 21 who have an interest in law enforcement; foot patrol, a way to better connect with residents and provide extra patrol in the Southdale area and 50th & France; “Beyond the Badge,” a TV show about the inner-workings of the Police and Fire departments; Officer of the Year Award, an annual accolade given to a police officer who goes above and beyond the call of duty; and much more, including gun safety, park security, equipment purchases, Parks & Recreation program transportation for underserved youth, crime prevention website and Citizens’ Academy.

While the Fund’s support of Police programs has grown, the non-profit still stays true to its core and funds rewards when the Police Department feels necessary. The last major reward of \$5,000 was offered and distributed in 2010 after a clerk at the Edina Market was robbed at gunpoint. Stills from security footage were released along with information on the reward, which led to five calls

identifying the man in the footage. He was arrested and charged with a felony 1st Degree aggravated robbery.

“This is a very good example of a crime that would not have been solved without the financial incentive for people to step forward with leads,” said resident Jeff Long, who sits on the Fund’s Board and previously served as Edina’s Police Chief.

The Fund’s Board of Directors, which meets quarterly, is comprised of residents, business leaders and the Police Chief.

“The Fund provides a bridge between the community and the Police Department,” said Police Chief Dave Nelson. “Without the donations to the Fund, many of our programs would not be around or would not be as strong as they are today.”

Council Member Mary Brindle, who serves as the Fund’s Secretary, said that when residents donate to the Fund, they can see exactly where their money goes.

“Maybe there were burglaries in your neighborhood and you want to support the K-9s or bicycle patrol,” said Brindle. “There are many reasons people donate.”

Aside from donations, the Fund’s largest fundraiser is the annual Fall Into The Arts Festival, typically held the weekend after Labor Day at Centennial Lakes Park. The Festival was started in the early 2000s by the late Ken Rosland, a former City Manager who served on the Board from 1998 to 2013.

(continued on next page)

“What I’ve found in my career is that the more you put into the community, the more you get back,” said Nelson. “Seeing all that the residents give to the Crime Fund and what the Crime Fund gives back to the Police Department, it allows our officers to do the best job they can and keep this community safe.”

For more information on the Edina Crime Prevention Fund, visit www.EdinaCrimeFund.org.



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Smalley Steps Up To The Plate For Youth Baseball

By Jordan Gilgenbach

What started like a normal Sunday turned into a nightmare on May 22, 2011, for the residents of Joplin, Missouri. A one-mile wide EF5 tornado tore through the city of about 50,000 residents, taking everything in its path, and killing 158 people.

Of those affected were the South Joplin Little Leaguers, where 75 percent of the league's more than 330 members lost everything, including cleats, bats, gloves and uniforms, according to Major League Baseball (MLB).

"Three days after the tornado hit, our board members stood in the middle of the Sunny Jim ball field, surveyed the damage and went through a range of emotions," Tom Owens, then-Vice President of the Joplin South Little League, said in a Little League interview. "Everyone came around quickly and decided we needed to get normalcy back, which meant getting these kids back playing Little League."

"The loss of life and devastation were horrible, but almost immediately, everyone sprang into action and the results of those efforts have been unbelievable," said Joplin Mayor Michael Seibert on the three-year anniversary of the twister in a May 19 *Joplin Globe* article.

Spring in to action is exactly what Pitch In For Baseball did. Pitch In For Baseball is a non-profit organization that collects and gives new and used baseball equipment and other assistance to communities throughout the world that are in need.

The non-profit has helped communities from Joplin, Missouri; Moore, Oklahoma; New Orleans, Louisiana; and those affected by the devastating Japan tsunami in 2013.

"[The tornado] was right before they were going to start their Little League seasons," said Edina resident Roy Smalley, who serves as the Board President of Pitch In For Baseball. "We got them equipment in 10 days. Much of the equipment was used, but not the gloves. We figured these kids didn't just lose their gloves and baseball equipment. They lost houses and the least we could do is give them brand new gloves."

Smalley, former Minnesota Twins shortstop and current baseball analyst for the Twins on Fox Sports North, said while the mission of the organization is to provide equipment to kids who want to play but lack the means to do so, its audience is two-fold. Not only does Pitch In For Baseball help teams that lose equipment from things such as natural disasters, but also helps teams that need equipment.

"We've been called the 'Red Cross of baseball,'" he said. "We want to get kids' minds off their lives being turned upside down and getting them back to doing normal things that they have fun with, so that they feel like they have some sense of normalcy in their lives."

When the East Coast saw devastation following Hurricane Sandy in 2012, Pitch In For Baseball stepped up to help. More than \$250,000 worth of equipment was distributed to 10,000 kids who lost everything in the storm.



Resident Roy Smalley serves as President of the Board of Pitch In For Baseball, a non-profit that provides equipment to kids who want to play baseball but are unable due to lack of equipment.

“It didn’t fix their lives,” Smalley said. “But based off the reaction we got ... it was one of the most incredible things that happened. Their lives were turned upside down, and we wanted to be part of the solution.”

Since 2005, Pitch In For Baseball has donated more than \$3.5 million worth of equipment and uniforms to more than 200,000 kids around the world.

The equipment comes from a variety of sources. According to David Rhode, Executive Director of Pitch In For Baseball, some equipment is donated, while others are purchased new, such as baseball gloves. Smalley thanks

the partnerships created with sporting goods companies such as Wilson, Rawlings and Easton for help in making the non-profit successful and helping stretch dollars to better serve those who need help.

“[These companies] enable us to buy equipment at prices that are very attractive,” Rhode said, “which help us fill the gaps of the items that get donated.”

“We don’t discriminate against who it goes to,” Smalley said. “If it’s a real need ... if there is some organization and kids want to play ball, we’ll help them out. We don’t base need on who would get the most use out of the equipment.”

It’s success stories like one in Uganda that shows Pitch In For Baseball’s work around the world. “They started that whole program with our equipment,” Smalley said, “and were ultimately the first African team to play in the Little League World Series last year. We take great pride in that.”

Pitch In For Baseball has also helped local organizations through the MLB RBI (Reviving Baseball in Inner Cities) program and the Boys and Girls Club, among others. Rhode said they have plans to assist several Minneapolis and St. Paul public schools this spring.

“There is an amazing amount of equipment out there that can be used and reused, and we’re finding there is an even more amazing amount of kids who want to play but can’t, simply because of lack of equipment,” he said.

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“You see the look on kids’ faces when they get equipment, and it’s like Christmas,” Smalley said. “At the same time, it’s frustrating because we’ve had such a hard time getting the right kind of publicity.” Smalley said that while they accept donations of cash or baseball equipment, Pitch In For Baseball is always short of gloves, especially catcher’s gloves.

Smalley credits the publicity Pitch In For Baseball receives to the relationships he has with area organizations, such as the Minnesota Twins, Fox Sports North, the MLB and others.

“They have been amazing in terms of generosity of letting me talk about it on the air when we are doing equipment collection and different things,” he said. When Minneapolis hosted the MLB All Star game this summer, MLB allowed Pitch In For Baseball to have a booth at Fan Fest to collect donations and hand out information.

One of the biggest internal challenges Pitch In For Baseball faces is quantifying success. “Every time we light up a kid’s face, we are successful,” Smalley said. “The issue is that there are a million faces out there waiting to be lit up.”

For more information about Pitch In For Baseball, to make a donation or to send equipment, visit www.pitchinforbaseball.com.

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| Bob and Francly Matson | 612-865-3549 |
| Brad and Amy McNamara | 952-924-8785 |
| Tom and Meg Meyers | 952-924-8712 |
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Police Department Sees New Leadership

By Kaylin Eidsness

When previous Police Chief Jeff Long took a job with Lakeville's Police Department in January, it sparked a chain reaction in the Edina Police Department that was followed by a series of promotions.

Once Dave Nelson accepted the position of Police Chief, he left the first vacancy: Deputy Police Chief. However, Nelson said it wasn't a hard position to fill. Jeff Elasky seemed to him to be the perfect fit.

"Jeff and I have had such a strong working relationship over the years, even just the way we bounce ideas off of each other," said Nelson. "We'll do very well together as Chief and Deputy Chief. He's just a natural fit for the position, especially with his leadership skills."

Elasky grew up in Bloomington, Minnesota, and graduated from Normandale Community College with an associate degree in Criminal Justice. In 1985, Elasky joined the Edina Police Department as a Reserve Officer.

"Once I became a Reserve Officer, I was like 'yeah, this is for me,'" he said. "This is what I'm supposed to be doing with my life."

Four years later, he was hired as a Community Service Officer before taking on a two-year stint as Animal Control Officer. In 1994, he was hired as a Patrol Officer – a position he wanted since becoming a Reserve Officer. However, it was his time spent as a School Resource Officer while on Patrol that was a highlight of his career.

Photo by Michael Braun



Deputy Police Chief Jeff Elasky was promoted to his current position in May this year.

"I really enjoyed the interactions with the kids. Years later, some kids – well, they aren't really kids anymore – still stop by just to say 'hi,'" said Elasky.

Elasky applied to become Sergeant so that he could become more of a role model and have a little more say within the organization. Nearly eight years after becoming Sergeant, Elasky accepted the position of Lieutenant in 2010.

"I feel very fortunate that I was hired here and have had the opportunity to be promoted. I would have never in a million years anticipated ever getting to this level when I started," said Elasky. "For me, it's been a great honor. But the best part of being a cop is arresting the bad guys. That's still the same."

During his time with the Department, Elasky also served as a Hostage Negotiator, spent time on the SWAT team, participated as a DARE Instructor and Field Training Officer and graduated from the FBI Academy in Quantico, Virginia.

Another new member of the Police Department's command staff also includes the recently promoted Lieutenant Brian Tholen.

Tholen, who grew up in the Minnetonka and Hopkins area, graduated from the University of St. Thomas with a bachelor's degree in Criminal Justice. He joined the Police Department as a Patrol Officer in 1996 after spending time as a Police Explorer and Community Service Officer for the Minnetonka Police Department. Tholen also spent more than a decade on the SWAT team and worked as an Explorer Advisor. Nelson credits Tholen for developing both the Edina/Eden Prairie Law Enforcement Explorers Post 925 and SWAT team.

"One thing I've noticed is that wherever Brian lands, he is going to make whatever he is in charge of a lot better," said Nelson. "He brought the Explorers to new heights and turned the SWAT team into a very cohesive unit. I'm very confident he'll do outstanding work as a Lieutenant."

When Tholen was promoted from Sergeant, and after two other Sergeants retired, three Sergeant positions opened up. Brian Hubbard, Ryan Schultz and Aaron White accepted the open Sergeant positions.

Hubbard began work for the City in 2007 and most recently served as a School Resource Officer for Edina High School.

Schultz started with the Police Department in 1999 as a Police Explorer and was later hired as a Community Service Officer and then a Patrol Officer in 2007. Schultz most recently worked as a Field Training Officer.

White has been working as a Patrol Officer for the Police Department since 2006, but most recently served as a School Resource Officer for the two Edina middle schools and six elementary schools.

"We have a great command staff," said Elasky. "The Edina Police Department is looked upon as a great place to work, innovative and I just want to keep that going."

For more information, contact the Edina Police Department at 952-826-1610 or visit www.EdinaMN.gov/Police.



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Achieving Success For All Has Roots In Early Learning

By Lauren Hardy, Edina Public Schools
Communications Specialist

Sarah Carlson wipes a tear from her cheek as she watches her two boys happily playing with toys outside of the Edina Family Center. When Carlson moved to Edina last year, she wanted to give her boys the best early childhood education she could, but she worried about finding the right fit for them, because she didn't know what resources were available in town. Carlson's search took a positive turn when a neighbor introduced her to the Family Center's Early Childhood Family Education (ECFE) programming.

On Valentine's Day in 2013, Carlson and her then 3- and 4-year-olds, Evan and Floyd, took a tour of the Edina Community Center, which houses the Family Center. From the moment she started talking with an Edina Family Center representative, Carlson says she knew she had discovered the right place. "What was really great to see was that Evan and Floyd loved it from the start, too," she said. "Ever since they started early childhood education here, they look forward to coming to learn and are sad on the days that they don't go."

ECFE is a program offered in more than 300 school districts throughout Minnesota, including Edina. It works closely with the district's Early Childhood Special Education (ECSE) program to provide programs and services for all early learners, including those who need additional support, all in an effort to help them prepare for kindergarten.

The mission of ECFE and ECSE is to serve children between birth and kindergarten, and provide support



Submitted Photo

Sarah Carlson and her son Evan enjoy a recent gardening lesson at the Edina Family Center.

to parents and families – the first and most important teacher in a young child's life.

Over the last year and a half, this concerted effort to share resources and enhance the partnership between ECSE and ECFE has resulted in stronger and better programs, where hallways aren't seen as barriers, but as connectors.

"Collaborating with ECFE has changed my thinking about who is affected by my decisions and how we can better serve our families," says ECSE Coordinator Lisa Hawthorne. "We are seeing so many students flourish and shine when in a combined situation. It's not just a positive experience; it's also highly effective."

This idea of leveraging partnership is not limited to only Edina Public Schools programs. A recent demographic study by Hazel Reinhardt Consulting Services found that

a high percentage of resident kindergarten students are moving to the district between birth and age 5. As the need for ECFE and ECSE continues to increase locally and as state funded preschool scholarships become available for qualifying families, Edina Public Schools is working to also strengthen partnerships with other early childhood education providers in Edina.

“Part of the district’s ‘All for All’ efforts and the Next Generation of Edina Public Schools Strategic Plan is about sharing district resources with the community in order to make sure outstanding programming is available for everyone,” said Edina Family Center Coordinator Laurie Denn. “We all have a shared, common interest to make sure children are ready for kindergarten. The question is: how can we work together to accomplish this goal?”

To that end, the Edina Family Center hosted an Edina Early Childhood Gathering in July to serve as a community meet and greet for early childhood education providers in the area. In addition to discussing early childhood screening and ways to support children in their natural environments, the group focused much of its time on what the Edina Family Center and other programs can do to foster kindergarten readiness and address the school preparation gap.

According to Denn, quality early childhood programs can best prepare learners for kindergarten when staff:

- Accept all children and provide a seamless transition to a high-quality learning environment by engaging the whole family
- Welcome all children with opportunities to enhance and build confidence in their skills, knowledge and abilities

- Remove barriers like transportation, fees and language
- Align programs and service with kindergarteners through high school seniors and community programs

“As early childhood education providers, we are called to answer the community’s need for quality programs,” Denn said. “Part of that means meeting parents and kids where they are at and then working collaboratively to ensure all families have access to the best care in Edina.”

Sitting in the Edina Community Center today, Carlson says she cannot imagine life without the resources provided by the Edina Family Center. Not only has she seen an increase in Evan and Floyd’s eagerness to learn, she says she also feels like she has a place she can count on and trust to take care of her children’s early learning needs.

“It is going to be sad when Evan and Floyd leave the Family Center to enter kindergarten, but I know they will be ready because of the progress they have made in ECFE,” she said.

Edina Public Schools looks forward to continuing conversations with area early childhood education providers in an effort to build a solid network of programs and services focused on partnership, continuous improvement, and most importantly, enriching, personalized educational experiences for all of Edina’s youngest learners.

For more information on the Edina Family Center, call 952-484-3908. For information on the district’s Early Childhood Special Education, call 952-848-4236.

City Goes Mobile With New App



File Photo

With a new mobile app, residents can help City staff make fixes to public infrastructure with only a few taps.

Potholes, graffiti, damaged fire hydrants, burnt out streetlights – these are just a few of the issues the City’s Public Works crews face daily. Now, with a new mobile app, residents can help make fixes to public infrastructure with only a few taps.

In June, the City of Edina launched a mobile app, “Edina To Go.” The free app gives residents the power to report problems with the City’s infrastructure. It also gives quick, easy access to City information, such as phone numbers and City news.

“This transforms the way residents can interact with the City,” said Communications Coordinator Jordan Gilgenbach. “More people are using their phones

for everyday things, like working and paying bills. Interacting with your local government is no different.”

To develop Edina To Go, the City partnered with PublicStuff, a company that specializes in mobile apps for municipalities. PublicStuff has worked with more than 100 cities big and small, including Philadelphia and Tallahassee, to give cities a mobile presence.

“PublicStuff is committed to improving government-citizen relations,” said Gayatri Mohan of PublicStuff. “Edina To Go helps achieve this by opening up real-time, two-way communication between the City and its community.”

Efficiency And Transparency

In the past, reporting an issue to the City meant picking up the phone and calling Public Works Administrative Assistant Marge Bergman.

“Each phone call only takes a few minutes,” Bergman said. “However, the calls require gathering data from the caller and then entering it into the work order system.” The City previously had an online form that sent requests to staff as an email, though it still meant needing to re-enter the request in the system.

Bergman pointed out that while call volumes vary day to day, time spent on the phone adds up.

“As more people start filing their requests online, it will help free up time for other tasks,” she said.

Edina To Go is integrated with the City’s existing asset management system, Cityworks, to allow for service

requests to automatically be added to the work queue. The integration eliminates duplicative work for staff, streamlines the process and saves time and money.

According to the University of Utah's Center for Public Policy and Administration, the average cost per transaction to provide a service online is \$3.91 compared to \$17.11 to provide the same service offline.

"The integration will help staff so they don't have to check two systems – Edina To Go and Cityworks," said GIS Administrator Rebecca Foster, who oversees the City's asset management software. "Residents can also see on a map where requests have been made. This really helps us out, with crews not needing to check multiple times if something is done."

"The app also notifies the requester when a request has been finished and allows for comments to and from the City," Gilgenbach said. "This opens up transparency, and shows that things are getting fixed."

"Residents have the opportunity to make a positive change in their neighborhoods, and take control of improving the quality of life in their community," Mohan said. Research shows that about half of smartphone users prefer to use a mobile customer service application to try to resolve issues before calling.

Quickly Access Information

Edina To Go not only serves as a portal to report problems; it is also a one-stop place to find relevant information from the City.

"Where the City's website is a great resource, especially for deep dives, Edina To Go serves as a good resource for frequently accessed information," Gilgenbach said. "Things like the recycling pickup schedule, elected officials and staff contact information, City Code, news and more are quickly and easily accessible via the app."

The listings can be updated in real-time, allowing the City to provide up-to-date information via the app.

"This sort of functionality could be very useful in an emergency, too," Gilgenbach said. "If a major natural disaster were to hit, the app is another good way for the City to provide up-to-date and timely information."

Edina To Go is available in the iTunes App Store and Android Google Play Store. For more information, visit www.EdinaMN.gov/edina-to-go.

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Southdale Center: A Building That Changed America



Submitted Photo

Southdale Center hosted the national game show “Truth or Consequences” in 1957. Host Bob Barker, with microphone, stands among the crowd gathered in the Garden Court.

On Oct. 8, 1956, media from all over the world covered the grand opening of Southdale Center, the first fully-enclosed, climate-controlled shopping mall in the country. More than 40,000 shoppers flocked to see the new stores anchored by Dayton’s and Donaldson’s, as well as the “Garden Court of Perpetual Spring” with its aviary, goldfish pond, grand art and sidewalk café. Unique in 1956, Southdale soon became the model for hundreds of malls.

“The grand opening was a typical ribbon cutting, but it had the excitement of the people, the excitement of the media, [who] came from all over the United States,” said Marty Rud, Southdale’s first Public Relations Director. “*Life* was there; *Time* was there; *New York Times*; all

major publications were there, as well as all the in-state newspapers. We had coverage that you could not have even hoped for.”

A new class offered by the Edina Historical Society will look at Southdale’s history as it defined a new era of shopping. “Southdale, A Building That Changed America” will be offered 10:30 a.m. to noon Tuesday, Oct. 21, through Edina Community Education.

Thomas Fisher, professor at the University of Minnesota, will look at Southdale’s historical importance, its milestones over its 58-year history and what the changing nature of shopping suggests for its future. Fisher was interviewed last year for a PBS special “10 Buildings that Changed America,” featuring Southdale.

Rud will talk about the events he orchestrated to draw in shoppers and create a community gathering place. While he booked the typical choir concerts at Christmas, he also brought in unique events such as a *Sports Illustrated* show with a tennis court and diving tank in the Garden Court, as well as a traveling circus and Bob Barker’s “Truth or Consequences” game show.

“When Southdale opened, there weren’t any handbooks or rules and regulations that had been established so no one could [say,] ‘Marty, you’re doing it right or you’re doing it wrong.’ I was really blessed with this because you had an opportunity to use your imagination, your ingenuity, without somebody always saying you can’t or you shouldn’t do that,” Rud said.

The program will also include a “pop-up exhibit” of photos and artifacts from the Edina Historical Society’s Southdale collection, with many items recently donated by Simon Property Group, owners of Southdale Center. Participants are encouraged to bring their own souvenirs from Southdale history to share.

Cost is \$10. Register through Edina Community Education, edina.thatscommunityed.com, key word “Southdale.” For more information, contact the Edina Historical Society at 612-928-4577 or edinahistory@yahoo.com.

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Seven Campaign For Edina City Council

Editor's Note: The following candidate profiles were submitted by those seeking election to the Edina City Council. Answers were edited for consistency with AP Style, but are otherwise unaltered.

Seven candidates are vying for open seats in the race for Edina City Council. Thomas Bliss, Jennifer Janovy, Blake Johnson, Josh Sprague, Kevin Staunton, Keeya Steel and Bob Stewart are campaigning for two open Council Member seats. The two "at large" Council Member seats are currently held by Sprague and Joni Bennett. Sprague seeks a second term.

The municipal election will be held Nov. 4, in conjunction with the State General Election. The top vote-getters will begin their four-year terms in January.

Thomas Bliss

Address: 5348 Whiting Ave.

Thomas Bliss did not submit a candidate profile for *About Town*.

Jennifer Janovy

Address: 4016 Inglewood Ave.

Years in Edina: 20

Website: www.JenniferJanovy.com

What do you like best about living in Edina?

- Vibrant, established neighborhoods and an ideal location in the Twin Cities.
- Engaged, educated residents who care about our community.



Submitted Photo

Jennifer Janovy

- Excellent public schools and superior services such as snowplowing and emergency response.
- Walkable, bikeable neighborhoods; parks and trails; fostering a healthier, connected community.
- First-rate medical services, thriving business districts and safe neighborhoods.

What would you like to help the City improve?

- Transparency and collaboration; a civic environment that supports and acts on citizen input.
- A focus on core city services, preservation of public assets and meaningful citizen participation in setting spending priorities.
- Neighborhood and commercial traffic, the street reconstruction process and communication about new transportation facilities.
- Visioning and planning; connecting planning to process and outcomes.
- City Council policy and the decision-making process; updates to and enforcement of City Code.

What are the areas of emphasis in your campaign?

- Bringing the best ahead—as our community changes, we must carry forward the qualities that have made Edina great.
- Managing redevelopment in a way that protects public assets and the investments current residents have made in the community.
- Improving neighborhood and commercial traffic, public infrastructure and transportation options for all residents.

- Making sound investments in public services and facilities and maintaining Edina’s standing as a lower-tax community.
- Fostering a strong sense of community through authentic citizen participation in City governance.

Blake Johnson

Address: 4504 Vandervork Ave.

Years in Edina: More than 25

Website: BlakeJohnsonCPA.com

What do you like best about living in Edina?

- My grandparents, parents, and nine younger siblings reside in Edina (a.k.a., “The Johnson Family”).
- Our engaged, talented and diverse residents.
- Welcoming neighborhoods for residents of all ages that are dedicated to promoting and fostering a great sense of community.
- Our commitment to children through high-quality schools, safe and accessible parks and sustainable recreational facilities.
- The management and staff of the City by providing high-quality services.
- Enjoying the bike routes that I use on a daily basis to commute to and from work.



Submitted Photo

Blake Johnson

What would you like to help the City improve?

- Encouraging greater citizen input so the Council can make thoughtful decisions that improve the lives of residents as a whole.

- Managing the right balance of neighborhood preservation and redevelopment, with careful attention to long-term impact.
- Promoting fiscal responsibility and transparency by encouraging investment in services and infrastructure that sustains and improves the quality of Edina.

What are the areas of emphasis in your campaign?

- As a CPA, I will promote accountability for a balanced budget, prudent spending, and maintaining the City’s AAA credit rating.
- Working with residents and other Council members toward achievements rather than disagreements.
- Making myself available to everyone by email, phone and in person.

Josh Sprague

Address: 4720 70th St. W.

Years in Edina: 8

Website: www.VoteSprague.com

What do you like best about living in Edina?

- The sense of community: residents who watch out for one another, great local schools and parks, and uniquely diverse neighborhoods.
- The people making up those neighborhoods: generous, engaged, creative and supportive, the key to any great community.
- The schools: forward-looking and defined by excellence on all levels including teachers, staff, parents and students.



Submitted Photo

Josh Sprague

(continued on next page)

- Local businesses: dedicated to the well-being of their customers and the broader community in which they live and work.

What would you like to help the City improve?

- Governance: well-defined written policies and procedures; clear, updated City ordinances; long-term strategic planning guided by a renewed Vision 2030.
- Transportation: expanded bikeways/walkways for all ages and abilities; safe, accessible routes to school for our children; improved regional connectivity.
- Budgeting: spending prioritized by strategic objectives and evolving resident needs; financial sustainability for recreational enterprise system; low, stable tax rates.
- Community relations: finding new ways to educate and involve residents in planning and policy process; communication strategy for hard-to-reach populations.
- Environment: water quality initiatives and education to reduce lake and stream degradation, tree preservation and protection standards, increased business recycling.

What are the areas of emphasis in your campaign?

- Bringing positive, impactful change to the Edina community that builds on its legacy of excellence and continuous innovation.
- Sustaining the high quality of life in our neighborhoods through safe streets, beautiful parks and a balance of land uses.

- Prudent stewardship of financial and natural resources, while staying competitive and relevant to changing 21st century needs.
- Transformative redevelopment of Grandview and Fred Richards that preserves public spaces and promotes the health and wellness of all residents.
- Continued collaboration with residents, building upon the many great relationships built through my Edina 411 council newsletters and Friday meeting hours.

Kevin Staunton

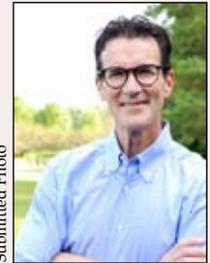
Address: 5277 Lochloy Drive

Years in Edina: 16

Website: www.StauntonForCouncil.com

What do you like best about living in Edina?

- Our People – it’s a privilege to live and work in a community with such talented, engaged and generous people.
- It’s a Great Place to Live – our schools, parks, neighborhoods and diverse housing make Edina the envy of other communities.
- We’re Multi-Generational – I love that families with young children, seniors and everyone in between are proud to call Edina home.
- A Great Business Community – healthcare, retail and other businesses provide essential resources and jobs and contribute to our tax base.



Submitted Photo

Kevin Staunton

- Our History of Excellence – for years, we have anticipated changes and found ways to make a great town even better.

What would you like to help the City improve?

- Address day-to-day resident concerns more efficiently and effectively while continuing to pursue long-range strategic planning.
- Act on quality-of-life issues like expansion of housing in the Southdale area, storm water management and airport noise.
- Reach out to Edina residents to ensure we are working together to meet the future.
- Work hard to maintain and build upon Edina’s position as a premier community with exceptionally low tax rates.

What are the areas of emphasis in your campaign?

- Understanding our Community – I’ve coached youth sports, volunteered in our schools and served nine years on the Edina Planning Commission.
- Knowledge and Experience – More than 20 years as a lawyer in private practice, including city attorney work in a neighboring community.
- Effective Local Leadership – Chair of the Planning Commission and the Grandview visioning process and past president of my local PTA.
- Collaboration – I have a record of building consensus by identifying what we can agree on before debating what we can’t.

- Listening and Leading – I have shown that I can successfully balance innovative public engagement with decisive leadership.

Keeya Steel

Address: 6423 Colony Way #1J

Years in Edina: 28

Website: www.keeyasteel.com

What do you like best about living in Edina?

- Edina residents value education, a key factor in our community’s vitality.
- Residents take pride in Edina and contribute to its greatness – volunteering in City government, youth programs, neighborhoods, etc.
- Edina’s wealth of public amenities and private businesses provide convenience and enjoyment.
- It’s a safe and supportive community to grow up in!



Submitted Photo

Keeya Steel

What would you like to help the City improve?

- Public engagement – create meaningful and accessible opportunities for residents to provide input that shapes outcomes.
- City communication – provide accurate and timely information to residents that encourages public engagement.
- Strategic planning – prioritize data-driven, long -range planning to maximize investments and enhance residents’ quality of life.

(continued on next page)

- Collaboration – between City departments, as well as with school district, businesses and neighboring cities in order to boost projects’ potential.
- Financial health – particularly of our enterprise facilities.

What are the areas of emphasis in your campaign?

- Building upon my work on the Park Board, I’ll provide visionary leadership to accommodate residents’ evolving needs and demographic changes.
- As a former board member of the League of Women Voters, I value and will advocate for meaningful public engagement.
- I will increase the City’s efficiency and effectiveness by improving the public process, prioritizing strategic planning and promoting collaboration.
- Through data collection and analysis, I’ll ensure our infrastructure and amenities enhance residents’ quality of life while being fiscally responsible.

Bob Stewart

Address: 6147 Arctic Way

Years in Edina: 37

Website: www.bobstewart4edina.com

What do you like best about living in Edina?

- Edina is a vibrant community with many opportunities for intellectual, spiritual and physical development.
- A tradition of quality and excellence in education, government and business.



Bob Stewart

- A diversity of nearby shopping, eating and entertainment.
- Good city services at reasonable tax rates.
- Great neighbors.

What would you like to help the City improve?

- Proactive, long-term planning must be put in place and followed.
- Budgeting – costs must be kept in check.
- Transparency in government proceedings.
- Public infrastructure must be maintained.
- City services must continue to be provided at a high level.

What are the areas of emphasis in your campaign?

- Public spaces are entrusted to the City for the best public use and should be sustained as a legacy for those who will follow.
- Respect for property rights.
- The burden of air traffic noise should be shared by the broader community and not arbitrarily concentrated over some unlucky few.

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Three Edina Residents Join VEAP Board



Strong, stable communities are measured, in part, by resident involvement and engagement. Many Edina residents support the mission of Volunteers Enlisted to Assist People (VEAP) through volunteerism, financial support and donations of food, school supplies and toys. Showing further support, three Edina residents recently joined

VEAP's Board of Directors.

VEAP's new Board members from Edina include Brad Johnson, John Mitchell and Dave Parrin. Johnson, the Vice President of Specialty Products at United Healthcare, was first exposed to VEAP through a partnership the organization has with his church.

"VEAP is a great organization ... when I was invited to join the board, it was an easy decision," said Johnson, who looks forward to enhancing his own company's social responsibility by taking advantage of volunteer opportunities at VEAP.

Parrin is the former Chief Financial Officer of organizations including MoneyGram International, Dain Rauscher and Värde Partners. "I was aware of VEAP through Christ Presbyterian Church and though I hadn't really done much with them, a friend of mine was on the Board and introduced me in greater depth and asked me to join the Board earlier this year," said Parrin. "It's really about helping neighbors, and I share their mission. A very important aspect of the charity world is to help

people with their situation and then help them move on, which is one of the reasons I was attracted to VEAP. It's my way of giving back."

Mitchell serves as the Executive Pastor of Christ Presbyterian Church and was asked to consider a Board position by existing Board Member Reed Nelson.

"As a staff member at Christ Presbyterian Church, I see how important VEAP is for so many residents of our community," said Mitchell. "I am grateful that as a church we are able to serve those in need and crisis in partnership with VEAP. I have great appreciation for the ways in which VEAP tries to empower the clients served and to treat them with great dignity."

VEAP serves the communities of Bloomington, Edina, Richfield and south Minneapolis. Numbers show that more Edina residents are also coming to VEAP for services.

In 2013, the Back to School Program saw a surge in the number of Edina residents needing school supplies for their children and data shows higher numbers of Edina residents are using VEAP for food and other programs to help them regain and maintain economic stability.

VEAP's Transportation Program, which provides rides to low- and fixed-income seniors and adults with disabilities to medical appointments, grocery stores and other critical destinations, provided 1,838 rides to Edina seniors in 2013 – 23 percent of the total number of rides provided through the program. For many seniors, VEAP's Transportation Program is about more than getting a ride;

it reduces the sense of social isolation that many seniors experience as the VEAP volunteer driver may be one of the few people they interact with during the week.

In January 2014, VEAP moved into its new building at 9600 Aldrich Ave. S. in Bloomington. This building

Toy Collection To Be Held In November And December

During November and December, preparations for the annual Holiday Toy Program will be under way. This program provides gifts, toys and books for children up to the age of 18. VEAP's Holiday Toy Program is unique in that a store is set up where parents can "shop" for items they know their children will enjoy.

VEAP is extremely grateful for the generosity the Edina community has shown toward the Holiday Toy Program over the years. Donations of new, unwrapped gifts, toys and books for all ages and \$15 gift cards to local retailers, such as Target and Best Buy for teens, are greatly appreciated. In addition, mittens, gloves, scarves and hats and family-friendly board games are also needed. All items should be new and valued at \$10 to \$20. The Wish List of needed items and a complete list of Community Collection Sites, which includes Edina City Hall and Fire Station No. 1, will be available in November on the VEAP website at www.veap.org or by calling 952-888-9616.

has had an immediate and profound effect on VEAP's ability to serve clients. Wait times for food pantry appointments have been reduced from five or even seven days to 48 hours or same-day appointments. In VEAP's former location, the pantry could only accommodate 120 appointments per day; in the new facility, as many as 185 households can be served in a single day. Additionally, with the expanded refrigerator space, VEAP is able to store more fresh produce and dairy products, increasing the supply of nutritious foods available to clients – more than 50 percent of all food that goes out of the pantry each day is fresh produce.

There are many ways for other Edina residents to get involved with VEAP. VEAP's next big event is an annual gala Friday, Nov. 14, at the Hilton Doubletree in Bloomington. With the theme "A Place We Call Home," VEAP will celebrate its 41 years of service to the community it calls home, as well as the move to the new location. If galas aren't your thing, Give to the Max Day, Minnesota's day of giving, is Thursday, Nov. 13; or consider supporting the "Our Next Chapter" campaign – a capacity campaign to support the building renovation and program expansion at the new location.

Edina is tops in collecting toys for the annual Holiday Toy Drive, which brings joy to thousands of children each year. Edina Fire Department's Administrative Assistant Ruth Schmoll has organized the annual toy drive since 1984.

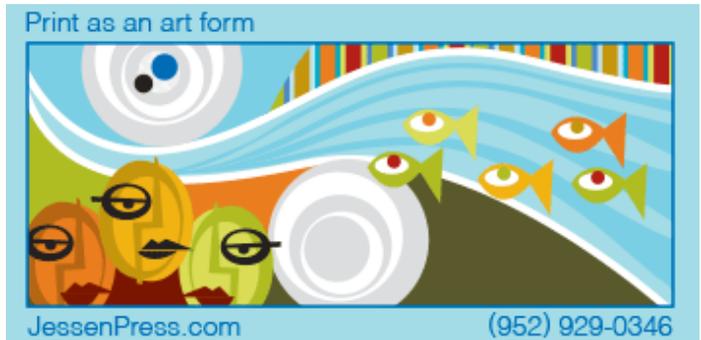
"When you think about giving, VEAP is a great place to give," said Schmoll. "It's crazy how many people donate toys. It has really been a success."

(continued on next page)

In addition to the Toy Drive, the City also serves as a collection site for food throughout the year and school supplies in late summer.

There's always room to get involved! For more information, like VEAP on Facebook at www.facebook.com/VEAPvol, visit www.veap.org or contact Patty Schulz at 952-955-8310 or pattys@veap.org.

– Lauryn Grimes contributed to this story.



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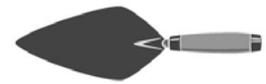
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Pamela Park Gets An Upgrade

By Lauryn Grimes

Street construction projects are wrapping up around the City, but upgrades to Pamela Park are just beginning. This fall, Pamela Park will undergo a number of improvements to enhance the Park's appeal and broaden its user group.

A master plan for Pamela Park was proposed and approved in 2007, but due to a lack of funding, the project was delayed.

In conjunction with the domed Braemar Field and outdoor ice rink proposal, the City completed a needs assessment, which identifies an overarching need for flat field space of all types. Due to Braemar Field being built where Edina's most popular soccer fields exist, the City needed to find new locations to accommodate soccer teams, neighborhood groups, playground programs and other user groups. These findings sparked the conversation about which location would be best suited for the improvements.

"It was like moving a chess piece – when one moves, so does another," said Park Board Chair Dan Gieseke. "There has been discussion about Pamela Park for a long time and Pamela Park was a perfect fit for the desired renovations."

In July of 2014, City Council approved the final design for the Pamela Park project alongside the improvements in Braemar Park.

The 62-acre park in northeast Edina will receive \$3.39 million in updates with the following treatments:

- Addition of a mile-long asphalt trail that will stretch all the way around the park and extend to 58th and 62nd streets;
- Renovation of the north athletic field into a sand peat-based field;
- Renovation of the senior athletic field into an artificial turf field;
- Expansion of the parking lots at the north, south and west ends of the park;
- Reconstruction of the entrance drive at the north end of the park, including expansion and new pavement;
- Construction of a new park shelter building which will include a gas fireplace; and
- Improvement of the surface on the environmental trail.

Edina resident, member of the project's task force – the group of Pamela Park neighbors who provided review and comment of the revised master plan – and big supporter of the project, Julie McMahon is especially looking forward to the improvements.

"I am particularly excited about the one-mile asphalt path, which is supposed to be cleared year-round, and the artificial-turf field! I have three kids and soccer is constantly being canceled because of poor drainage," she said.



A rendering of the new shelter to be built at Pamela Park. The park shelter is just one of the many upgrades to Pamela Park, some of which include an addition to the asphalt trail and renovation of the north and senior athletic fields.

The park's renovations will combat this issue head-on and allow for even more sporting and community recreation, including athletic practices, neighborhood events and even birthday parties.

"We want to hold Easter egg hunts and events like Octoberfest to utilize the new-and-improved public space," said McMahon. "The renovations to this great park will definitely boost appeal and property value in the area."

"I'm looking forward to the whole thing," said Parks & Recreation Director Ann Kattreh. "I think these renovations are going to meet the needs of so many users."

The first round of renovations at Pamela Park is expected to be completed by December 2014 – just in time for the winter skating season. The park will remain open, but park patrons should expect much of it to be a construction zone. Throughout the course of construction, different areas of the park will not be accessible, but the playground structure should remain open. Patrons are encouraged to visit other Edina parks when certain aspects of the park are not accessible.

For more information, contact the Parks & Recreation Department, 952-826-0367.

Business Notes

Polly Norman Wins Honorable Mention

Local author and photographer Polly Norman recently won an Honorable Mention in the Eric Hoffer Award for Books for her publication “Dances Through Glass.”

The Eric Hoffer Award for Books is an international competition and has a number of categories in which authors can enter. Norman’s book won its award in the “Art” category. Dances Through Glass is a retrospective of work sharing Norman’s “psychological struggle and her passion for dance in pictures and prose.”

“I was very excited,” said Norman of her first reaction to receiving the news of her award. “We put a lot of work into the book and it was really a pleasant surprise. And the fact that it’s international is really cool. I’ve been a serious artist for 25 years now and this book is really a communication of my life’s work and my passion. This work reflects my soul, my mind, my art.”

“Dances Through Glass” is available at [Barnes & Noble](#) or [Amazon.com](#). For more information, visit [www.pollynormanart.com](#) or [www.avantcircle.com](#).

Parasole Hires New Event Professionals For Edina Restaurants

Maddy Arthur and Kristi Stanton were recently hired by Parasole Inc. as Private & Group Dining Professionals. Arthur works at Mozza Mia at 50th & France and Stanton at Pittsburgh Blue at the Galleria Edina.

“Parasole Restaurant Holdings is excited to have bright young professionals working to ensure the success of our guests private and group events,” said Vice President of

Business Development for Parasole Restaurant Holdings Inc. Kip Clayton, “ranging from grooms dinners and sales meetings to rites of passage parties for children of all ages.”

Stanton, a Minnesota native who studied recreation and tourism at Winona State University, brings extensive expertise to Pittsburgh Blue.

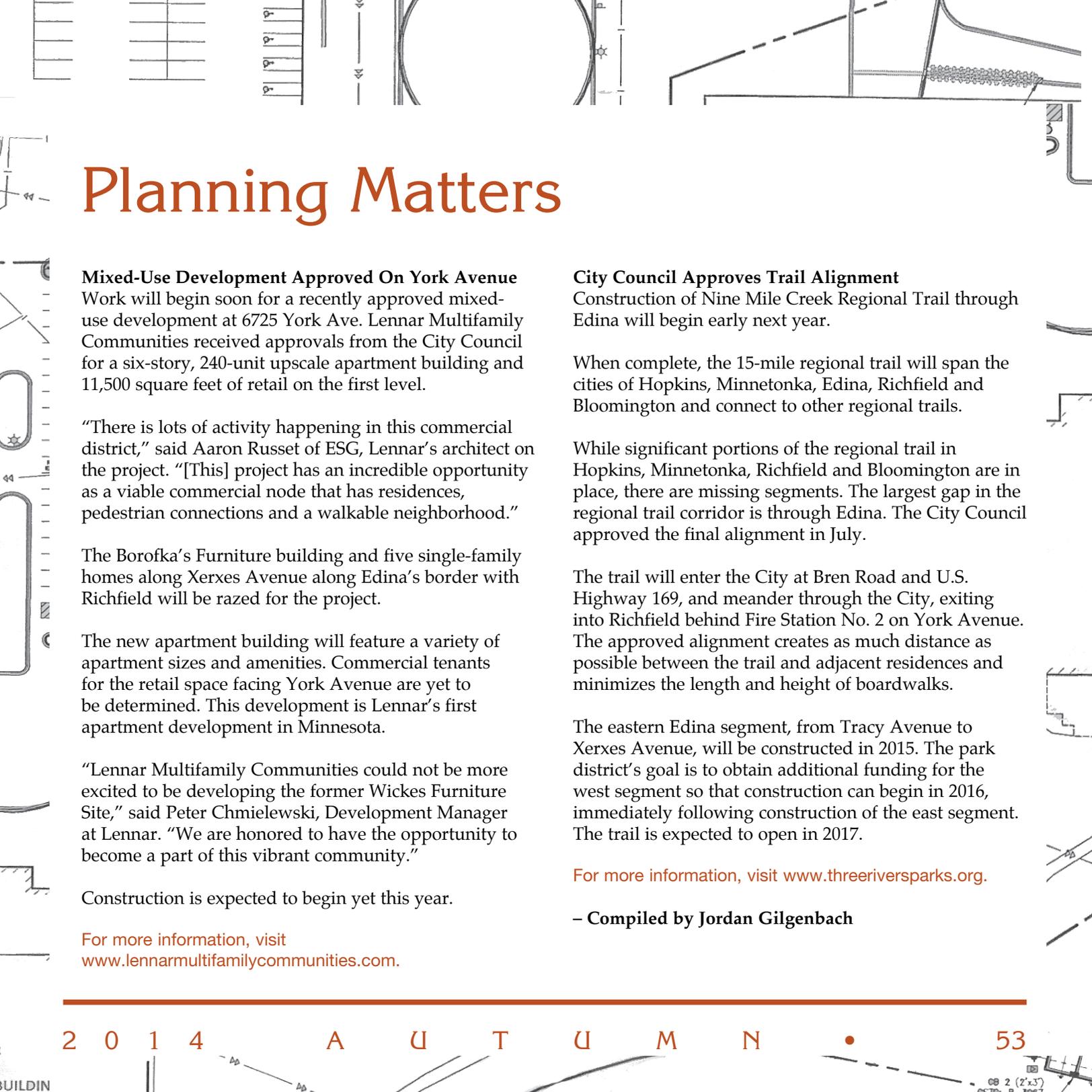
“The most thrilling part of embarking on this journey with Parasole is taking on the new challenge of working in the restaurant industry,” said Stanton. “I have a background in events. It has been fun learning more about the industry on a higher level and doing my part to ensure the private dining is successful so that, in turn, the restaurant as a whole is successful.”

Following exposure to events at Chino Latino in Uptown, Arthur thought Mozza Mia would be a perfect fit.

“I was an international studies major at the University of Wisconsin-Madison, and my area of emphasis was Italian studies,” she said. “For me, Mozza Mia is a master’s class in dolce vita ... [Mozza Mia] is really a hidden gem. It has so much versatility and can be used for so many different occasions. I’m looking forward to getting the hype up around the space and making people aware of it.”

For more information, contact Clayton, 612-822-0016 or KClayton@parasole.com.

– Compiled by Lauryn Grimes



Planning Matters

Mixed-Use Development Approved On York Avenue

Work will begin soon for a recently approved mixed-use development at 6725 York Ave. Lennar Multifamily Communities received approvals from the City Council for a six-story, 240-unit upscale apartment building and 11,500 square feet of retail on the first level.

“There is lots of activity happening in this commercial district,” said Aaron Russet of ESG, Lennar’s architect on the project. “[This] project has an incredible opportunity as a viable commercial node that has residences, pedestrian connections and a walkable neighborhood.”

The Borofka’s Furniture building and five single-family homes along Xerxes Avenue along Edina’s border with Richfield will be razed for the project.

The new apartment building will feature a variety of apartment sizes and amenities. Commercial tenants for the retail space facing York Avenue are yet to be determined. This development is Lennar’s first apartment development in Minnesota.

“Lennar Multifamily Communities could not be more excited to be developing the former Wickes Furniture Site,” said Peter Chmielewski, Development Manager at Lennar. “We are honored to have the opportunity to become a part of this vibrant community.”

Construction is expected to begin yet this year.

For more information, visit www.lennarmultifamilycommunities.com.

City Council Approves Trail Alignment

Construction of Nine Mile Creek Regional Trail through Edina will begin early next year.

When complete, the 15-mile regional trail will span the cities of Hopkins, Minnetonka, Edina, Richfield and Bloomington and connect to other regional trails.

While significant portions of the regional trail in Hopkins, Minnetonka, Richfield and Bloomington are in place, there are missing segments. The largest gap in the regional trail corridor is through Edina. The City Council approved the final alignment in July.

The trail will enter the City at Bren Road and U.S. Highway 169, and meander through the City, exiting into Richfield behind Fire Station No. 2 on York Avenue. The approved alignment creates as much distance as possible between the trail and adjacent residences and minimizes the length and height of boardwalks.

The eastern Edina segment, from Tracy Avenue to Xerxes Avenue, will be constructed in 2015. The park district’s goal is to obtain additional funding for the west segment so that construction can begin in 2016, immediately following construction of the east segment. The trail is expected to open in 2017.

For more information, visit www.threeriversparks.org.

– Compiled by Jordan Gilgenbach

The Last Word



In October 1933, the Minnesota State Legislature voted to approve the 21st amendment to the United States Constitution in order to repeal the 18th amendment, thereby ending the interesting social experiment called Prohibition. In response to mayors and city council members who were concerned about the impacts of the return of alcohol into their communities, the State Legislature allowed

city governments the option to control the retail sale of beer, liquor and wine through new municipally owned retail stores operating as municipal monopolies. While many cities opted to allow privately owned liquor stores, Edina residents opted to have municipal liquor stores by a majority vote in a municipal liquor referendum on Feb. 24, 1948.

Today, Edina has one of the most successful and most profitable municipal liquor operations in the State. The City has stayed in the retail liquor business over the past 60 years for two primary reasons. The first reason is control. We believe that a retail liquor operation controlled by city government offers better control over the sale and distribution of alcohol in the community than one owned and operated by a private, profit-maximizing company. There's honest debate around this rationale, but it's one of the fundamental reasons why the City remains in the liquor business.

The second primary reason the City is in the liquor business is money. In 2013, the gross sales of our liquor operation were \$13.7 million. Our total operating expenses were \$12.2 million, which meant we had a profit of \$1.4 million.

In 2013, the City transferred \$1.3 million of the \$1.4 million profit to other City funds. Most of it went straight into our Construction Fund where it was divvied up among a long list of park projects, equipment purchases and other public property improvement projects. \$157,403 and \$317,103 of the liquor profit was transferred to the Ice Arena and Golf Course funds, respectively, in order to cover the annual operating deficits of those two funds. If we did not have the liquor profit, we would have been forced to make substantial changes in our ice and golf operations, or we would have been forced to cover their annual fiscal deficit with other City funds, most likely property tax funds.

It's that latter option, our care for your property tax bill, which ought to inspire taxpayers in Edina to care about the City's municipal liquor operations. If the City had to generate \$1.4 million in new tax revenue from our current tax base, we would have to raise our property tax rate a little over 4 percent. Look at your City property tax statement later this fall, find the line item for your City of Edina property tax bill, and then figure out what 4 percent of that bill equals. That is the personal financial impact of the City's municipal liquor operation on your life.

The City is in the retail liquor business in order to control the sale of alcohol in the community and because it is an important source of revenue to provide city services to our residents. We want to earn your business through competitive prices, a wide array of products, convenient locations and excellent customer service. Remember, at Edina Liquor, we pour our profits back into the community.

A handwritten signature in black ink that reads "Scott H. Neal". The signature is written in a cursive, slightly slanted style.

Scott H. Neal
City Manager

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