

AboutTown

Official Magazine of the City of Edina



AboutTown

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informed of news, activities and programs that are
important to them. We include articles of interest about our
residents and community history as well.

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About Town Calendar

January 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 New Year's Day. City Hall closed.	2
3 7 p.m., CC Septet, Edinborough Park.	4	5 6:30 p.m., Community Health Commission, Edina City Hall. 7 p.m., City Council, Edina City Hall.	6	7 4 p.m., Public Art Edina working group, Edina City Hall.	8 6:30 p.m., Family Movie Night, Edinborough Park.	9
10 1-5 p.m., Winter Ice Festival, Centennial Lakes Park. 7 p.m., Rum River Brass, Edinborough Park.	11	12 7 p.m., Heritage Preservation Board, Edina City Hall. 7 p.m., Park Board, Edina City Hall.	13 7 p.m., Planning Commission, Edina City Hall.	14 7 p.m., Energy & Environment Commission, Edina City Hall.	15	16 9 a.m., Walk with the Mayor, Southdale Center. 5:30 p.m., Dinner & A Movie, "Inside Out," Braemar Golf Course.
17 7 p.m., River City Jazz, Edinborough Park.	18 Martin Luther King Jr. Day. City Hall closed.	19 7 p.m., Beasley's Big Band, Edinborough Park.	20 7 p.m., City Council, Edina City Hall.	21 6 p.m., Transportation Commission, Edina City Hall. 7 p.m., Edina High School Theater winter play, Performing Arts Center.	22 7 p.m., Edina High School Theater winter play, Edina Performing Arts Center.	23 7 p.m., Edina High School Theater winter play, Edina Performing Arts Center.
24 7 p.m., St. Louis Park Community Band, Edinborough Park.	25	26 7 p.m., Human Rights & Relations Commission, Edina City Hall.	27 11:15 a.m., Senior Center trip, "The Wedding Singer," Old Log Theater.	28 Kindergarten registration at Edina elementary schools. Check school calendars for times.	29 7 p.m., Edina High School one-act play, Edina Performing Arts Center.	30 7 p.m., Edina High School one-act play, Edina Performing Arts Center.
31 7 p.m., First John Philip Sousa Memorial Band, Edinborough Park.		6 p.m., Edina High School Orchestra Pajama Jamboree, Fick Auditorium.	7 p.m., Planning Commission, Edina City Hall.	4:30 p.m., Arts & Culture Commission, Edina City Hall.		

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About Town Calendar

February 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 7 p.m., City Council, Edina City Hall.	3	4	5 6:30 p.m., Family Movie Night, Edinborough Park. 8-9:30 p.m., Winter Warm-Up, free open skating, Braemar Arena's Backyard Rink.	6 10 a.m.-noon., Winter Warm-Up, open skating, Pamela Park. 10 a.m.-noon., Winter Warm-Up, snow sculpture-making, Edina Art Center.
7 4 p.m., Winter Warm- Up, Nordic walking, Edina Senior Center. 5-8 p.m., Winter Warm-Up, open skating, Centennial Lakes Park.	8 6:30 p.m., Community Health Commission, Edina City Hall.	9 7 p.m., Heritage Preservation Board, Edina City Hall. 7 p.m., Minnesota Mandolin Orchestra, Edinborough Park. 7 p.m., Park Board, Edina City Hall.	10 7 p.m., Planning Commission, Edina City Hall.	11 7 p.m., Energy & Environment Commission, Edina City Hall. 7 p.m., Masterworks Choral Concert, Edina Performing Arts Center.	12	13
14 7 p.m., Classic Brass Quintet, Edinborough Park.	15 Presidents Day. City Hall closed.	16	17 7 p.m., City Council, Edina City Hall.	18 6 p.m., Transportation Commission, Edina City Hall.	19 7 p.m., Edina High School POPS Concert, Fick Auditorium.	20 9 a.m., Walk with the Mayor, Galleria Edina. 5:30 p.m., Dinner & A Movie, "Cinderella" (2015), Braemar Golf Course.
21 7 p.m., Honeywell Concert Band, Edinborough Park.	22	23 7 p.m., Human Rights & Relations Commission, Edina City Hall. 7 p.m., Westwind Big Band, Edinborough Park.	24 7 p.m., Planning Commission, Edina City Hall.	25 4:30 p.m., Arts & Culture Commission, Edina City Hall. 7 p.m., Edina High School POPS Concert, Fick Auditorium.	26 7 p.m., Edina High School POPS Concert, Fick Auditorium.	27 7 p.m., Edina High School POPS Concert, Fick Auditorium.
28 7 p.m., First John Philip Sousa Memorial Band, Edinborough Park.	29					

About Town Calendar

March 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 7 p.m., Eden Prairie Community Band, Edinborough Park.	2 7 p.m., City Council, Edina City Hall.	3 4 p.m., Public Art Edina working group, Edina City Hall. 7 p.m., Edina High School performances, Black Box Theater.	4 6:30 p.m., Family Movie Night, Edinborough Park.	5
6 7 p.m., Hopkins Westwind Concert Band, Edinborough Park.	7	8 7 p.m., Heritage Preservation Board, Edina City Hall. 7 p.m., Park Board, Edina City Hall.	9 7 p.m., Planning Commission, Edina City Hall.	10 7 p.m., Energy & Environment Commission, Edina City Hall.	11	12
13 7 p.m., Minnesota State Band, Edinborough Park.	14 6:30 p.m., Community Health Commission, Edina City Hall.	15 7 p.m., City Council, Edina City Hall. 7 p.m., Execs Big Band, Edinborough Park.	16	17 6 p.m., Transportation Commission, Edina City Hall.	18	19 9 a.m., Walk with the Mayor, TBD. 5:30 p.m., Dinner & A Movie, "McFarland USA," Braemar Golf Course.
20 7 p.m., First John Philip Sousa Memorial Band, Edinborough Park.	21	22 7 p.m., Human Rights & Relations Commission, Edina City Hall.	23 7 p.m., Planning Commission, Edina City Hall.	24 4:30 p.m., Arts & Culture Commission, Edina City Hall. 7 p.m., Edina High School Comedy Sportz, Edina Performing Arts Center.	25	26
27	28	29 7 p.m., Richfield Symphonic Band, Edinborough Park.	30	31		

Winter Calendar Highlights

Other Dates To Remember

- Jan. 12** 7 p.m., Edina High School Jazz Band Concert, Fick Auditorium.
- Feb. 6** 11 a.m.-2 p.m., Winter Warm-Up Weekend, “Braemar Big Break” drive, chip and putt competition, Braemar Golf Dome.
- Feb. 6** 2 p.m., Winter Warm-Up Weekend, Trot Around the Track event, Edinborough Park.
- Feb. 6** 6:30-8:30 p.m., Winter Warm-Up Weekend, Free Family Night, Braemar Field.
- Feb. 6** 8:30-10 p.m., Winter Warm-Up Weekend, Teen Night games, Braemar Field.
- Feb. 7** 7 p.m., Golden Valley Orchestra, Edinborough Park.
- Feb. 9** 7 p.m., Edina High School Masterworks Choral Concert, Edina Performing Arts Center.
- Feb. 20** 7 p.m., Edina High School POPS Concert, Fick Auditorium.
- March 8** 7 p.m., Edina High School Orchestra Concert, Fick Auditorium.

Winter Ice Festival

- What:** Centennial Lakes Park will host the 26th-annual Winter Ice Festival. Visitors to the park can have their faces painted and ride on a horse-drawn wagon. Ice Festival participants may bring their own equipment, but ice skates and kick-sleds are available for rental at Hughes Pavilion, which serves as a warming house and concessions stand during the winter months. Behind Hughes Pavilion, ice-sculpting demonstrations will be given.
- When:** 1-5 p.m. Sunday, Jan. 10
- Where:** Centennial Lakes Park, 7499 France Ave. S.

Info: www.CentennialLakesPark.com or 952-833-9580

Winter Warm-Up Weekend

What: The Parks & Recreation Department will host a series of family-friendly activities in February in its second-annual Winter Warm-Up Weekend. Some of the events include open skating at Braemar Arena, Centennial Lakes Park and Pamela Park; family movie and Trot Around the Track event at Edinborough Park; snow sculpture-making at the Edina Art Center; drive, chip and putt contest at Braemar Golf Dome; games at Braemar Field; and Nordic walking at the Edina Senior Center.

When: Friday, Feb. 5-Sunday, Feb. 7

Where: Braemar Arena, Braemar Golf Dome, Braemar Field, Edina Art Center, Edina Senior Center, Centennial Lakes Park, Edinborough Park and Pamela Park.

Info: www.EdinaParks.com or 952-826-0367

State of the Community

What: Edina Mayor James B. Hovland, City Manager Scott H. Neal and Edina Public Schools Superintendent Ric Dressen will present the “2016 State of the Community,” speaking about current affairs in Edina. The presentation will be made at the Edina Chamber of Commerce’s monthly General Membership Meeting and will be broadcast on Edina TV, channels 16 and 813.

When: 11:30 a.m. Wednesday, Feb. 24

Where: Interlachen Country Club, 6200 Interlachen Blvd.

Info: 952-826-0359

A Word From The Mayor

Last year, the City celebrated the 25th anniversary of publication of *About Town*. This magazine seems to defy the trend toward electronic newsletters replacing print publications.

In the 2015 Quality of Life survey, 85 percent of respondents said that *About Town* is a significant source of information about Edina government and its activities. The next highest-rated publication was the *Edina Sun-Current* newspaper, with 70 percent of respondents citing it as a source of information. Of the 85 percent who said the City magazine is a source of information, more than a third called it a “major source.”

The City’s Communications staff works hard to develop content and features that readers find valuable. Among the favorites is the contemporary history piece that follows this column. Over the years, we have been fortunate to have several top-notch writers for the history piece, starting with Dudley Parsons and Deborah Morse-Kahn in the 1990s.

Joe Sullivan followed Deborah and wrote the history article for nearly 15 years. After retiring from a successful career in advertising and public relations, Joe took on the role of historical columnist in 2000. He wrote more than 50 articles before retiring in 2014. Last year, we recognized Joe with a Mayor’s Commendation for his work.

Former Edina Historical Society Executive Director Marci Matson took on the role in mid-2014. This issue contains her last submission, as she took a new job in November 2015 as Membership Coordinator for the Minnesota Association of Local History Museums.

Her new job includes website maintenance, newsletter development, conference planning and membership management.

Later this year, the City will introduce a new historical columnist. David Katz will succeed Marci in the position.

David is a Project Manager with Library Strategies, the in-house consulting group of The Friends of the Saint Paul Public Library. In that capacity, he coordinates client communications initiatives and organizes library programming across the state.

He served previously as a Research Assistant with the Minnesota Historical Society Press, where he conducted in-depth research in support of recent publications, including *Minnesota in the 70s* (2013), *Minnesota’s Own: Preserving Our Grand Homes* (2014), and *Warrior Nation: A History of the Red Lake Ojibwe* (2015). David’s first column will appear in the Spring 2016 issue.

For now, we thank Marci for her terrific work documenting Edina’s history for *About Town* (and the rest of Edina through her work at the Historical Society). Turn the page and enjoy her recount of Edina’s former gravel pits.



James B. Hovland
Mayor

Gravel Pits Helped Build And Shape Edina

By Marci Matson,
Contributing Writer

Where tall office buildings at Edinborough Park and Centennial Lakes Plaza stand today, mountains of sand and gravel and stacks of cement block filled the landscape for more than 70 years.

Sand and gravel helped build the roads, housing subdivisions and businesses in Edina and created a new type of development that would later become a national model.

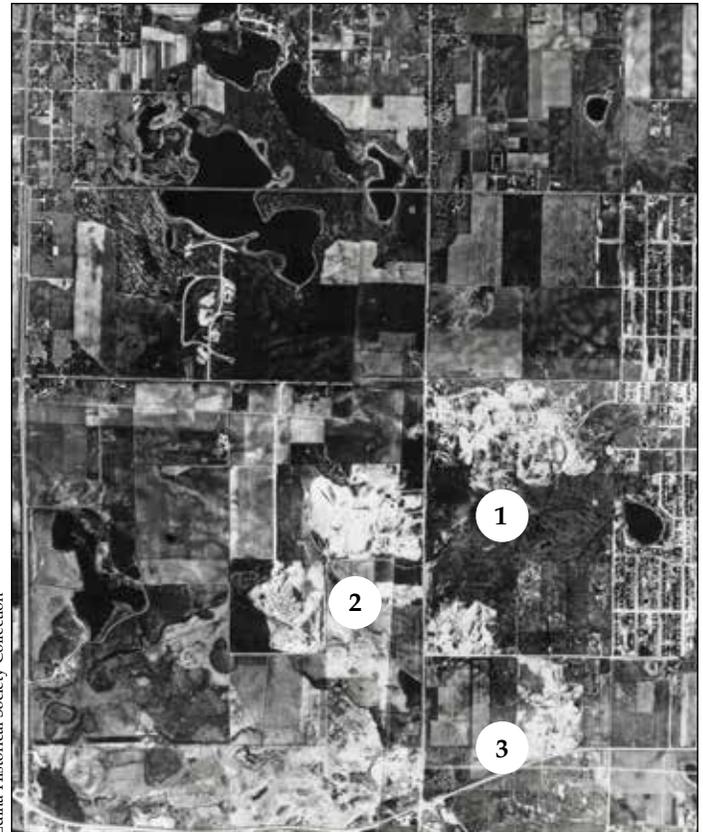
Even though his legacy in Edina lies in buildings and new development, former Glacier Sand and Gravel owner Don Erickson chuckled when he said people remember his business for more prosaic reasons – millions of concrete blocks can't compete with the memories of filling sandboxes for 50 cents a carload or providing wide open spaces for suburban youngsters to explore.

"I run into people all the time who say the gravel pits were their favorite place on earth," he said.

A Forbidden Playground

The gravel pits of Edina might have been just piles of sand and rock, but children who played there thought they were a wonderland. With the added adrenaline rush from engaging in a forbidden activity, kids of every decade loved biking and play-acting in the acres of dirt.

"My best friend and I almost grew up in those gravel pits; our favorite was Hedberg & Sons [7557 France Ave. S.]. It was year-round for our bunch, riding the trails in summer



Edina Historical Society Collection

This 1951 aerial photo shows how much of the landscape gravel pits (the white areas in the photo) occupied. Just south of Lake Cornelia (upper left) along France Avenue were three large gravel pits: 1. Glacier Sand and Gravel, 2. Oscar Roberts and 3. Hedberg and Sons.



Oscar Roberts

and sliding down ‘suicide hill’ (near Upton Avenue) in winter,” recalled John Hanson in an essay to the Edina Historical Society. “There was a stream of ice cold water that ran from the gravel wash station down and into the woods. We would drink that cold water on those hot Minnesota days of biking, exploring and swimming in the holding pond. It really put the spirit of being a kid into all our hearts. I don’t know how many war movies we acted out in those gravel pits, how many airborne jumps we did off the edge of the gravel pits to tumble down the steep slope. It didn’t make a difference if you were the Germans that day or the other bad guys, as you all went home to supper hungry and as always, friends.”

After someone broke a leg sliding down one of the hills on a toboggan and threatened to sue, Erickson said he hired a high school student as a security guard.

Some activities were not so innocent. Edina’s lone Police Officer, Percy Redpath, patrolled the area and often found couples “spooning” in cars parked in dark corners and sent them home. On Sept. 7, 1930, boys playing in the gravel pits found a cracked safe with more than \$35,000 in bank notes left behind. About \$400 in cash was reported missing.

and sliding down ‘suicide hill’ (near Upton Avenue) in winter,” recalled John Hanson in an essay to the Edina Historical Society. “There was a stream of ice cold water that ran from the gravel wash station down and into the woods. We would drink that cold water on those hot Minnesota days of biking, exploring and swimming in the holding pond. It really put the spirit of being a kid into all our

Three Swedish Immigrants

Three of the biggest sand, gravel and concrete operators in the Southdale area were founded by Swedish immigrants: Oscar Roberts, Fred Hedberg and Gustav Erickson. However, they were not the first gravel operators in Edina. The 1924 Village of Edina minutes refer to a sand pit owned by Country Club District developer Samuel Thorpe. Nancy Wallace Wild, who grew up on 50th Street near Halifax Avenue in the 1920s, also mentions a concrete block factory and two sand pits “located a short distance from our house, accessible by way of the wheel tracks behind our property.”

Like the youngsters who would follow, Wild and the neighbor children found “its main attraction was the huge, flat stacks of finished cement blocks. The stacks, three or four parallel to each other, must have been about 100 feet

(continued on next page)



Edina Historical Society Collection

Before France Avenue was paved, Oscar Roberts opened a gravel pit operation in Edina in the late teens or early 1920s.



When Southdale opened in 1956, its nearby neighbor included a gravel pit operation owned by Don Erickson, Glacier Sand and Gravel.

long, a fourth as wide and 10 or 12 feet high. They served as our play ‘palaces.’”

The three Swedish entrepreneurs may not have been the first gravel pit owners, but they were the most influential and helped shape Edina’s landscape in lasting ways.

Oscar Roberts

After trying his hand as a lumberjack, Roberts decided to go into building construction so he could live in the city. Beginning in 1909 in Minneapolis, Roberts used a horse and plow to excavate basements and hand make concrete blocks to finish the walls. “His motto was ‘a basement a day,’” said his grandson-in-law Glenn Bolles, an Edina

resident who bought the company in 1982. “It was incredibly hard manual labor.”

Bolles doesn’t know when the company expanded into Edina, but noted that Oscar’s son Harold Oscar Roberts joined the business in the 1920s after graduating from the University of Minnesota and helped reinvigorate the company. About that time, the Village of Morningside minutes show purchases from Oscar Roberts Sand and Gravel to improve the rutted dirt roads of the new suburban neighborhood.

With a thriving business, Oscar Roberts moved to Edina and built an all-masonry house at 4808 Woodhill Way and helped found Edina Covenant Church at 4201 W. 50th St. Bolles would also build an all-masonry house for himself at 4913 Rolling Green Parkway.

During World War II, Roy Frank worked at Oscar Roberts’ at 70th Street and France Avenue and farmed the neighboring farm he rented from the Delaneys, one of the pioneer Irish families in the area. The gravel pit operations provided some of the few job opportunities outside of farming in rural Edina.

As one of the first to mine in south Edina, Roberts was also among the first to redevelop his property. The plat that now bears his name is located on the west side of France Avenue, bordered on the south by West 74th Street and on the north by West 72nd Street. Instead of stacks of concrete block, the land now contains concrete block office buildings and apartment complexes.

Although the Roberts’ operation closed its Edina plant in the 1970s, Bolles continued to grow the company by

acquiring Anchor Block Company in 1988, followed by the purchase of R. & W. Block Company in 1995. The renamed corporation, Anchor Block Company, became a leader in the landscape block industry and created 120 patents, among them a concrete block that looks like Kasota stone. Target Field, TCF Bank Stadium at the University of Minnesota and the Target Center all feature walls made from the cream-colored engineered concrete.

After operating for more than 100 years under three generations of Roberts, the company was sold last year to an Irish firm, Oldcastle APG. Many of the founder's descendants still call Edina home.

Glacier Sand And Gravel

Across the street from Oscar Roberts (on the east side of what was then unpaved France Avenue), Gustav Erickson was a comptroller for Pence, another sand and gravel company in the 1920s. When the company went bankrupt during the Depression, Erickson took over and renamed

his company Glacier, in honor of the glaciers that deposited sand and gravel in the area.

His son Don Erickson joined him in 1949, after graduating from the University of Minnesota with an aeronautical engineering degree and service in the U.S. Navy as a pilot during World War II.

Glacier started with about 85 acres or so in the beginning and continued to add acreage as neighbors wanted to get out of farming. Glacier ended up with about 135 acres at its peak.

Southdale's opening in 1956 brought a housing boom and a huge need for concrete blocks for new basements. Glacier had 50 employees working three shifts, 24 hours per day.

"We were making 15 million blocks per year," Don Erickson recalled, "but if we made a half-a-cent profit per block, we were lucky."

New residential neighbors, sitting on basements made from those concrete blocks, complained about the noise and dust. That's typical of the sand and gravel industry; because of the high cost of transporting heavy sand and gravel products, it is advantageous for gravel pits to be located relatively close to developing areas.

Glacier Sand and Gravel began selling off mined-out acreage in 1957, a year after Southdale opened and made the area ripe for retail. Although mining changed the topography, lowering the elevation by 20 feet along France Avenue, the land could be graded for subsequent development. "When we mined, we were very careful not to destroy the land value," Erickson said.

(continued on next page)



Edina Historical Society Collection

Glacier Sand and Gravel built its headquarters out of some of the millions of concrete blocks it produced each year.

He sold his northwest corner (now the U.S. Bank site) to Wichita developer George Ablah, “who was quite a character in his cowboy boots and blue jeans,” Erickson said. “Everybody loved him and he was able to convince the [Village] Council that this would be a good use for the land.”

Erickson sold the northeast corner of his land for the Hennepin County Library’s Southdale branch, which opened in 1973. He donated the southeast corner for the Southdale YMCA “because it made me feel good,” he said; the southwest corner now houses Lunds & Byerlys.

Hedberg & Sons

Like Oscar Roberts, Fred Hedberg was a Swedish immigrant who dug basements and made concrete block by hand. From modest beginnings in a Lake Street building, Hedberg-Friedheim Co. was incorporated by Fred Hedberg and Charles M. Friedheim Sr. on March 28, 1922, with a capital stock of \$50,000.



Edina Historical Society Collection

Hedberg & Sons was the last of the gravel pit owners to exit the business. In 1974, the company was still producing piles of sand and stacks of concrete block.

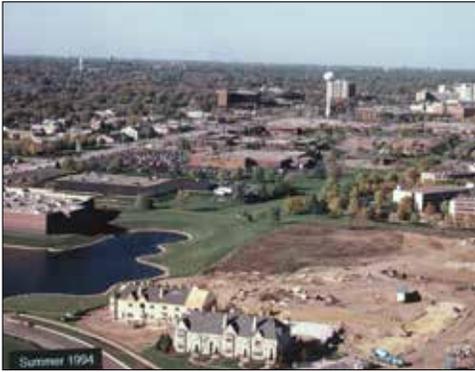
In 1947, the company partnered with Percy McGowan to acquire sand from his operation at 76th Street and France Avenue in Edina to supply its block plants in St. Louis Park and Hopkins. By 1953, Hedberg and Friedheim parted ways and Hedberg & Sons became the sole owner of the Edina site.

A latecomer to Edina’s sand and gravel business, Hedberg was the last to exit. In 1981, the first proposal for the largest undeveloped parcel left in Edina looked a lot like other projects in the metro area, an office-warehouse complex. City Planner Gordon Hughes, who later became City Manager, had a last-minute meeting with the developers and urged them to think more creatively, saying something like: “Don’t you think this property has a lot higher potential than this?”

Something Out Of Nothing

The resulting Edinborough Park and Centennial Lakes projects became “the granddaddy of suburban projects known by various names: mixed use, smart growth, pedestrian-friendly and new urbanist,” wrote *Star Tribune* reporter Larry Werner on June 20, 2002.

Back in 1987, when Edinborough Park opened, it was a pioneer in combining shopping, working and playing in one project. The \$80 million complex on the northwest quadrant of Interstate Highway 494 and York Avenue in Edina was a departure from the suburban tradition of car-dependent developments placed in huge parking lots. At the time, the City could use tax-increment financing proceeds for the creation of an indoor park, an amenity that drew younger families to affordable housing, as well as seniors to luxury condos. Businesses wanted to locate where people gathered, and the concept of a mixed-use



Centennial Lakes was built in stages on the Hedberg site. Approved in 1988, the mixed-use development was among the first of its kind to combine entertainment, shopping, offices and housing.

project was completed. “It was a gravel pit. We really built something out of nothing.”

A National Model

All the gravel pit developments, of course, built something on nothing, but Edinborough Park and the subsequent Centennial Lakes projects set a new standard. The 95-acre Centennial Lakes project, with a much larger site than Edinborough Park, expanded the concept of multi-use by including an eight-screen movie theater, a 25-acre park surrounding a man-made lake, a 200,000-square-foot shopping plaza, 276 mid-priced condominiums and a medical office tower.

Developers from all over the country and even Russia toured the new site, and places like The Shoppes at Arbor

project was born.

“I think we built something absolutely amazing without controversy,” Henry Hyatt, developer behind the senior building Edina Park Plaza, told the *Star Tribune* after the

Lakes, built on a mined out gravel pit in Maple Grove, followed.

Centennial Lakes, which was approved during the City’s centennial in 1988, was built in stages over 10 years and has even been partially redeveloped, with the movie theater being demolished and replaced by Pinstripes. Instead of playing among piles of sand, youngsters fish and race model boats, play mini golf or croquet and skate along the 10-acre lake. High school students pose for homecoming photos along the picturesque lake and Edinans enjoy music at the lakeside pavilion after dinner and shopping.

Hughes has said Edinborough and Centennial Lakes have given Edina “a public gathering spot” – a place to take your relatives when they visit. “I think as time has gone by, I see in Edina a lot more interest in trying to identify those things that provide community identity,” he told the *Star Tribune* in 2002.

Sand and gravel shaped Edina, first creating a rolling landscape with glacier deposits. Later, sand and gravel would build new roads and houses and provide jobs, and finally the mined out pits would create a new urban landscape of shops, housing and offices.

Background information and photos were provided by: Interviews with former gravel pit owners and family members; memoir by Nancy Wild Wallace; Village of Edina Minutes; police log by Percy Redpath, newspaper archives and topic files at the Edina Historical Society.

It's Not Only Neighborly ... It's The Law

Safety During A Traffic Stop

Minnesota State Trooper Ted Foss was killed on the shoulder of Interstate Highway 90 in Winona in 2000. The Ted Foss Move Over Law was enacted to prevent this type of tragedy and ensure safer roadways for everyone.

The law: *Minnesota Statute 169.18, Subd. 11. – Passing parked emergency vehicle*

(a) When approaching and before passing an authorized emergency vehicle with its emergency lights activated that is parked or otherwise stopped on or next to a street or highway having two lanes in the same direction, the driver of a vehicle shall safely move the vehicle to the lane farthest away from the emergency vehicle, if it is possible to do so.

(b) When approaching and before passing an authorized emergency vehicle with its emergency lights activated that is parked or otherwise stopped on or next to a street or highway having more than two lanes in the same direction, the driver of a vehicle shall safely move the vehicle so as to leave a full lane vacant between the driver and any lane in which the emergency vehicle is completely or partially parked or otherwise stopped, if it is possible to do so.

What it means: Strict adherence to the Move Over Law is in everyone's best interest. Allowing at least one full lane of clearance reduces the chance of accidents, injuries and fatalities. Additional space allows officers more room to maneuver should they need to respond to a sudden assault or some other challenging situation.

Another added benefit of the Move Over Law is that it refocuses drivers' attention on driving instead of on the flashing lights, traffic stop or accident.

"Since the Ted Foss Law was enacted, I have felt a better sense of safety," said Lt. Brian Tholen. "Our officers are able to focus more attention to the driver and the vehicle's occupants."

Tholen also shared some tips on what to do when getting pulled over.

- Pull over immediately. Officers plan ahead to make sure you pull over in a safe area.
- Pull over to the right as far as possible. Pulling over to the left increases risk because it is something out of the ordinary from the viewpoint of other motorists, and it many times will result in the stop being conducted in a more confined and dangerous area, closer to oncoming traffic.
- Place your hands toward the top of the steering wheel and keep them there. Grabbing your driver's license and insurance can wait. Keeping your hands in plain sight neutralizes a big variable in traffic stops and increases safety.

Failure to follow the law can result in a fine of more than \$100.

For more information, visit <http://bit.ly/1Nnq6mE>.

– Compiled by Frank Petrović

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City's New HR Director Is Both A Leader And A Learner

By Krystal Caron

A self-described life-long learner, the City of Edina's Human Resources (HR) Director is diving into her new role. Kay McAloney began work for the City on Oct. 1 after former HR Director Lisa Schaefer accepted the role of Assistant City Manager.

Always looking for her next new challenge, McAloney was excited to work with Edina. "I heard about the wonderful team that's here ... and I heard that it was a well-run organization," she said, adding that she was anxious to dig in to learn more about the City itself and the employees who work in Edina.

"I'm always looking for answers to things; I'm just always very inquisitive," she said. "I always tell people that when I was a child I was probably just really precocious. Even after I retire, I probably will take classes in zoology or astronomy or something. I'm just always curious about lots of different things."

Her quest to know more has led her in a seasoned career in HR where she has worked for about 25 years. Most recently, McAloney was the HR Director for the City of Bloomington. In addition, she has worked in the cities of Ramsey, Anoka and Brooklyn Park, as well as Washington County. She also spent several years working in the private sector.

"I was working in the private sector as a warehouse manager and it was when things weren't going very well [at work] that I thought, 'I think I can do a better job than that and have the employees treated better than that,'" she explained.



Photo by Michael Braun

Kay McAloney started as the City's new Human Resources Director in early October.

With a bachelor's degree in Business Management from St. Cloud State University already under her belt, she obtained a master's degree in Human Resources and Industrial Relations from the University of Minnesota – Carlson School of Management.

"When you're working full time and going to school nights – well, I'm just glad those days are over," she said. "But in the end, it's so worth it."

Schaefer is glad for McAloney's career change to the public sector.

"Edina will benefit from her extensive experience in city and county government. In order for the City to meet the needs of our residents, we must attract and retain highly

skilled and well-trained staff. I am confident that Kay will work to ensure the right systems are in place to do that," Schaefer said. "Kay is going to be a great addition to our leadership team."

After working in both the private and public sectors, it's easy for McAloney to see why she appreciates the public sector so much. In addition to stability and a regular schedule, she enjoys the variety of employee groups in public sector positions.

"You get to work with folks in Public Works and Police and Fire and other areas that you wouldn't get exposed to otherwise," she said. "I also like the policy administration. [I really enjoy] helping to write policies and administer policies that actually work in the workplace."

As an HR Director, McAloney holds herself to high standards and strives to ensure that all employee groups are heard and well-represented in city decisions.

"I try to be approachable and what I call 'do the right thing.' Some people ask, 'Are you an employee advocate or are you a management advocate?' and I always say that I'm an advocate for doing what's right," explained McAloney.

Outside of work, McAloney describes her days as "less chaotic." Whereas she is outgoing and inquisitive at work, she describes herself as quiet and more reflective at home. She enjoys doing puzzles, playing Sudoku and reading. Saying that McAloney enjoys reading is an understatement, though; she has over 600 electronic books in her library.

McAloney grew up in Anoka County, where she now lives. She and her husband, Allen, have a 24-year old son named Jerry. In addition to a new job, McAloney and her husband also just finished a big move into a new home along Rum River in Anoka in November.

For more information, contact McAloney at kmcaloney@EdinaMN.gov.

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City Seeks Applicants For Human Rights Award



Photo by Michael Braun

Jessi Kingston was the 2015 recipient of the Tom Oye Award.

By Kaylin Eidsness

For many people, human rights is an abstract concept, or a subject relevant only for war-torn or third-world countries. Equal opportunity advocate and recipient of the 2015 Tom Oye Award, Jessi Kingston takes every chance she gets to illustrate how human rights considerations are equally important to daily life right here in Edina.

“Throughout her career and life, Jessi has worked on developing her skills in order to help create processes that mirror her passion for diversity, equality and inclusion of all perspectives,” said John Cashmore, who nominated Kingston for the award. “She exemplifies the true meaning and purpose of the Tom Oye Award.”

Every year, the Human Rights & Relations Commission (HRRRC) bestows the Tom Oye Human Rights Award to a

member of the community who promotes human relations and advances human rights. The HRRRC is now accepting nominations for the 2016 award.

Kingston first learned of the opportunity to join the HRRRC – open to all interested residents – from a friend in the Edina Federated Women’s Club. “I grew up in Edina, and had just recently bought a house here,” Kingston remembered. “I felt very invested in the community, so the opening on the commission really appealed to me.”

She was uniquely qualified for the role, as fellow commissioner Cashmore recalled last year when putting Kingston’s name forward for the Tom Oye Award.

“Throughout her career and life, Jessi has worked on developing skills and creating processes that advance her passion for diversity, equality and inclusion,” he said.

As a sourcing and purchasing specialist, first for GE Fleet Services and later for ecommerce firm Digital River, Kingston restructured vendor contract bidding procedures to increase the representation of woman- and minority-owned businesses.

Similarly, in her current role as Director of the City of St. Paul’s Department of Human Rights and Equal Economic Opportunity (HREEO, pronounced “Hero”), Kingston heads a diverse team responsible for ensuring fair treatment to historically disadvantaged and underrepresented groups.

Kingston’s expertise proved invaluable to the HRRRC during her five years in their ranks – including two terms

as chair. Among the highlights, Kingston is most proud of her role in championing the adoption of Edina's domestic partner ordinance. When the City Council adopted this HRRC-approved measure in 2010, it singled out the City as a progressive trailblazer, she said.

"We were the very first suburb – and only the fourth community in Minnesota – to adopt such an ordinance," said Kingston.

Kingston is equally pleased that, though her last term ended in February 2014, her efforts will also live on in the City of Edina's dedication to Holocaust remembrance and genocide awareness. In 2011, she played a leading role in the City's adoption of the Days of Remembrance Proclamation. Shortly after, she spearheaded a HRRC partnership with the National Holocaust Museum to bring that institution's traveling "Homosexuals in Nazi Germany" exhibit to Edina.

The award was established in recognition of the late Tom Oye who helped found the HRRC in 1970 and served on it for more than 30 years. Oye was also a Nisei soldier in World War II, a second-generation Japanese American who served in the 100th Infantry Battalion of the 442nd Regimental Combat Team. In 2003, Oye received the Prize for Humanity by the Immortal Chaplains Foundation.

Anyone who lives, works or studies in Edina, or who makes significant contributions to human rights in Edina, is eligible for the Tom Oye Human Rights Award. Nominees are evaluated based on their efforts to foster respect and dignity for others, model courage and/or compassion in the advancement of human rights, and demonstrate

leadership by example for improving human relations or advancing human rights.

Nominations must be received by Jan. 15. The award application can be found online at www.EdinaMN.gov/humanrights.

For more information about the award, contact HRRC Staff Liaison MJ Lamon at 952-826-0360 or mlamon@EdinaMN.gov.



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City Relaxes Liquor Laws

By Jordan Gilgenbach

When the 21st Amendment lifted Prohibition in 1933, most were free to drink alcoholic beverages at restaurants in cities around the country. However, Edina was not one of those cities.

Edina was, for the most part, a “dry” city until 1985 when wine was allowed to be served in restaurants, passed by a voter referendum.

Throughout the 1990s, Edina’s liquor ordinance continued to grow and change. Regulations were passed that required strict training for restaurant staff and limited seating in a bar area to no more than 15 percent of a restaurant’s seating. Under the “60/40 rule,” no more than 40 percent of a restaurant’s gross sales could be from beer and wine.

Liquor wasn’t allowed to be served in restaurants until 1999. Happy hour specials weren’t allowed until 2012. At one point, a full entrée was required to buy alcohol, and a patron had to have their food before ordering a drink.

With increased competition in neighboring cities and changes in consumer trends and preferences, City staff determined in early 2015 that it was time to take another look at Edina’s liquor laws.

“Our ordinance has been around for decades. [Local laws] were amended, tweaked, adjusted and modified a little bit on a regular basis,” said Economic Development Manager Bill Neuendorf. “But after 30 years of doing this, it’s difficult for business owners to understand the laws and it was challenging for City staff to interpret and enforce

those laws. It became apparent it was time to streamline the requirements so the laws are understandable, provide reasonable regulations and are enforceable in a fair manner.”

City Management Fellow Devin Massopust researched other cities’ liquor laws.

“Lakeville just rewrote their liquor ordinance. When we got into it, we realized how much more streamlined it was than ours,” he said. “Edina’s ordinance also had local definitions that conflicted with definitions in State statute, creating confusion for staff for enforcement and for applicants. For the new ordinance language, we reverted back to State statute.”

Last fall, the Edina City Council adopted a new liquor ordinance. Among other things, the new ordinance retains the City’s municipal liquor stores, Edina Liquor; removes outdated local provisions and definitions that conflicted with State law; used industry-standard and State law-defined definitions; and clarified language regarding outdoor consumption.

Most notably, the new ordinance eliminates the “60/40 rule” and adds licenses to allow brewpubs, taprooms and cocktail rooms.

“The outdated rules made it difficult to be as competitive as our neighbors in Minneapolis,” said Rachel Thelemann, Director of the 50th & France Business & Professional Association. “Getting rid of the 60/40 provision and updating patio rules are more patron and business friendly.”

“We feel that in the 21st Century, the expectation is to have regulations that are understandable, competitive and enforceable. It was time to rewrite the laws to reflect the community’s desires,” Neuendorf said.

When the City hosted discussion on Edina’s liquor laws last year and on the 60/40 rule in 2014 on www.SpeakUpEdina.org, the vast majority of participants favored relaxed liquor laws for restaurants and a desire to allow taprooms.

Even with the desire to relax the laws, one thing stood out: no bars. “Aside from taprooms, residents want restaurants that have alcohol services, but as a restaurant first. They are not interested in bars or nightclubs,” Neuendorf said.

“What we wanted to accomplish in our town [is to be] primarily a restaurant town. That’s our niche,” said Edina Mayor James Hovland.

“While we don’t expect this change to create a restaurant boom in Edina, it will make it more attractive for restaurants to open here. There are some niche and underserved markets in Edina, in areas like Wooddale/Valley View, 70th and Cahill, and Grandview,” Neuendorf said. “It’s a highly competitive market. Southdale isn’t the only regional shopping destination anymore. People can and do go to Eden Prairie Center, West End, the Mall of America. Anything we can do to make it easier for restaurants to excel in Edina, we need to do.”

In the new ordinance, taprooms and cocktail rooms would only be allowed in industrial-zoned areas. Brewpubs

will be allowed in areas zoned as “commercial” and “mixed-development” because it would have a restaurant component, like Granite City or The Urban Growler. A taproom would only serve its beers brewed on-site, but could have a non-permanent food truck outside to serve food.

“We’ve [looked at] the calls for services over the last two years and don’t see a lot of difference in the types of calls,” Police Chief Dave Nelson reported to the City Council. “Most after-hours calls are alarm trips. During business hours, most are medical calls.”

“One thing that’s not changing – we’re not being any more lenient to overserving patrons,” Neuendorf said. “We still have very strict staff training rules. Drinking and driving, underage consumption, overserving and public nuisances are still a concern and we’re not backing down on those.

“Any of those could have happened with the old rules, but we’ll continue to remain diligent with the new rules in terms of enforcement and penalties,” he said. “We’re lucky they haven’t been an issue, but we will remain strict.”

The new laws went into effect Jan. 1, 2016.

For more information, contact Neuendorf at 952-826-0407 or bneuendorf@EdinaMN.gov.

New Sculptures At Centennial Lakes Commemorate Northwest Airlines

By Krystal Caron

New public art at Centennial Lakes Park is highlighting the importance of Northwest Airlines and the contributions the men and women of Northwest Airlines gave to the growth of commercial aviation.

The Edina Community Foundation served as the charitable giving partner for the project and helped carry out the vision of the many contributors.

“A couple of years ago, [a former airline employee] came to us with a plan to memorialize Northwest Airlines as a corporate home for many people, including its CEO, Don Nyrop,” explained Edina Community Foundation Executive Director Dick Crockett. “His plan [came to include] a series of sculptures in Centennial [Lakes Park] along the walkway and an area of the park set aside for these sculptures.”

The sculptures are the work of Nick Legeros, an Edina resident and winner of the 2014 Public Art People’s Choice Award for his sculpture “Leaping Hare.” Legeros is also the artist behind many other popular Edina sculptures, including “Reflecting on Friendship” outside the Hughes Pavilion at Centennial Lakes Park and “The McCurdy Bench” and “Treehouse” at Highlands Elementary School.

Legeros’ sculptures are bronze and cast through an age-old and labor-intensive process known as “lost-wax” casting. This method allows the sculptor to capture



Photo by Krystal Caron

“The Glamorous Days of Flight” depicts a family boarding an aircraft in the 1960s, when flying was novel and prestigious.

intricate details in wet clay before working with metal alloys.

“Dreams Take Flight” was the first installment at Centennial Lakes Park. It depicts a 5-year-old boy and a 10-year-old girl dreaming of the future of aviation. The airplanes represented in this sculpture are a Convair 580 and a Boeing 747. The second sculpture, called “The Glamorous Days of Flight,” was installed in late October. It depicts a family boarding an aircraft in the 1960s, when flying was novel and prestigious.

Legeros began the process of developing his sculptures by interviewing past employees of Northwest Airlines.

“From the pilots down to the guys who tossed the baggage around, all of them felt that working in the airlines was kind of a glamorous position. And when people flew back then, they dressed up, they looked great and it was a big deal to fly,” said Legeros. “People my age, they’ll remember those days and feel some nostalgia. I hope [the younger generation] asks themselves a little bit about flying and about how things have changed. Just because these kids never experienced what flight used to be doesn’t mean that they can’t ask for it.”

Centennial Lakes Park General Manager Tom Shirley believes that vision is being fulfilled.



Photo by Krystal Caron

“Dreams Take Flight” comprises two separate bronze sculptures depicting a 5-year-old boy and a 10-year-old girl dreaming of the future of aviation.

“[These sculptures] add so much to the park. The park is composed of just a necklace of different attractions and these are fitting into an area that was a little barren,” Shirley said. “It adds just another element in that area.” Both sculptures are located in the

northeast section of the park, directly across the pond from Pinstripes.

“We see a lot of families going up and looking at the sculptures; kids going up and going right next to them,” Shirley said. “They’re very interactive. I think they love the playfulness of the sculptures.”

For more information about the sculptures, contact Shirley at 952-833-9582 or tshirley@EdinaMN.gov.

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Horn Begins Work As VEAP's New Chief Executive Officer



Photo by Michael Braun

Lisa Horn oversees volunteers as they coordinate food distribution and donations at VEAP.

By Mia Vacanti

During a time of increasing need throughout the community, Lisa Horn began work as Chief Executive Officer of Volunteers Enlisted to Assist People (VEAP).

"Lisa brings incredible energy and entrepreneurial spirit to VEAP. She has the rare talent to harness an organization's capacity and couple it with internal and external opportunities for collective community impact," said Board Member John Mitchell. "She is coming to VEAP at the right time in the organization's life cycle and we are excited to see where she will take us."

VEAP is a non-profit organization that provides services to help low-income people meet their immediate needs

and reach a long-term goal of stability. The organization serves the residents of Bloomington, Richfield, Edina and part of South Minneapolis by providing food, apparel and more. The VEAP mission statement, "Neighbors serving neighbors in need," succinctly explains the vision of strengthening the community as a whole.

Horn, who began work in late October, joins VEAP with vast experience in nonprofit organizations, project management and community outreach. Prior to her new position, Horn served as the Executive Director of The Open Door, a nonprofit hunger relief organization in Dakota County. There, she managed a five-year budget growth from \$100,000 to \$1.5 million, led the process to receive the Charities Review Council seal of approval and implemented a comprehensive Healthy Food Policy, among other recognizable accomplishments.

"Lisa is recognized for her ability to forge partnerships and collaborations to address food security," said Jean Berry, President of the VEAP Board of Directors. "Her innovative spirit led to the creation of a one-of-a-kind mobile food pantry and summer launch program."

"Moving to VEAP was the logically professional decision for me to make," said Horn. "It was an enticing opportunity and I felt the skillset I could bring to the table was perfect for [the organization]."

Horn earned her master's degree from the Hubert H. Humphrey Institute at the University of Minnesota, where she concentrated on Public Administration and Nonprofit Management. Prior to that, she earned her

bachelor's degree in Public Health from St. Cloud State University. The first step in her career path was managing a destination spa resort. After that, she landed a position as Grant Manager and Health Educator for Meeker County. It was there that she realized she wanted to go into mission-based work and became eager and ready to go into nonprofit management.

"In my work, I need to get up every day knowing that I am making a critical difference in the lives of others, which is why I work for basic needs organizations," said Horn.

The first order of business as VEAP's new CEO involves strategic planning. In the next six months, VEAP will focus on putting together a new vision and mission strategy statement, in order to tell VEAP's story in a new way. The focus is on an inclusive strategic plan so that the community, staff and clients can all have a voice and involvement in the process.

"My motive of operating and the way I run an organization is a very inclusive process," Horn explained. "I don't see myself as a decision maker, but rather a facilitator of collective decision making."

The team will discuss what focuses and strategies they want to remain similar, while determining the future of VEAP and the place it should have in the community. To do that, they want to hear voices from all over the community.

"When I think about how much I was able to accomplish at The Open Door with a smaller budget and a smaller staff, I think about what we'll be able to accomplish here,"

said Horn. "The staff and volunteers who I have met thus far are amazing. It's such a great organization with so many resources, I'm looking forward to getting to know everyone here and bringing additional resources to the table to help VEAP move forward."

With a community that is in need, Horn is eager to contribute her resources to grow the organization.

For more information, contact Horn at lhorn@veap.org.

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New Policy Encourages Affordable Housing

By Jordan Gilgenbach

Edina may be land bound, but it continues to grow and evolve. Showing its commitment to being a community for all, the City Council recently approved an affordable housing policy that will apply to all new multi-family developments of 20 or more units that require rezoning.

Based upon a review of housing trends in the community, the City found that the diversity of the local housing stock has declined as a result of increasing property values and a reduction in the availability of modestly priced dwellings. In many cases, redevelopment has contributed to higher property values that further the difficulty of providing affordable housing. Privately developed new residential housing that is being built is generally not affordable.

“The goal of the policy is to make living in Edina more affordable for those who work here and those in the service industry,” said Community Development Director Cary Teague. “It’s always a goal of ours to provide affordable housing as part of the PUD [Planned Unit Development] ordinance. We’ve never had a policy, just a goal. Now with this policy, we have something in writing so developers know what it is that we want.”

“Affordable” housing is not “subsidized” housing. Housing is deemed “affordable” if it can be paid for by a person whose income is 60 percent or less of the area median gross income. A family of four making \$51,960 in 2015 – 60 percent or less than the area’s median gross income – would qualify to pay 60 percent of the average

market rental rate, about \$1,351 on a three-bedroom apartment. Both income (adjusted for family size) and rental rate limits are set annually by the Minnesota Housing Finance Agency (MHFA).

According to the policy, 10 percent of new rental and for-sale multi-unit developments must be affordable. In rental developments, the affordable units must remain affordable for at least 15 years.

In some cases, providing affordable units might not be economically feasible or practical. In those cases, the City may waive the policy for the new development, but require a developer to build them elsewhere in the community.

Teague said while they would always ask developers to include affordable housing, projects are varied and it doesn’t work for all of them.

“Some are open to it, some just 10 percent or two units, some don’t want to or can’t make it work financially,” he said.

Since 2008, the City Council has approved 168 affordable housing units. The Metropolitan Council and City have set a goal for Edina to establish 212 new affordable housing units by 2020.

“Every project and every developer is different,” Teague said. “The policy is focused on those projects that are asking for something from the City. If a developer wants more density, or a different land use, they will have to

give us some sort of affordable housing.” Teague notes that a new multi-family housing development could still be built without affordable housing, but the building would need to meet all code requirements.

If it is determined that providing affordable housing is not a feasible option, a developer can opt to dedicate funds to the City to establish affordable units elsewhere. The reallocated funds could be used as incentives to developers who want to make affordable housing work.

“[When we ask for affordable housing], we’re not asking for just one or two units; we’re asking for 10 percent. That can be very expensive,” said Jeff Hugget of the Edina Housing Foundation. The expense is why the policy offers incentives for providing affordable housing instead of a developer paying a fee.

Those incentives could include density bonuses, parking reductions, tax increment financing and/or deferred low-interest loans from the Edina Housing Foundation.

“It’s not that some developers don’t want to provide affordable housing. It often comes down to it being too expensive,” said City Council Member Mary Brindle. She said simply asking for affordable housing doesn’t work on its own. “[The new policy is] enforceable, usable and understandable by developers.”

While a developer can opt to reallocate funds elsewhere in lieu of providing affordable units, there is not a “one-size-fits-all” fee. “There’s not a formula as part of the policy, so the fee would be negotiated on a project-by-project basis,” Teague said. “To provide affordable

housing elsewhere could really be a combination of several options.”

“This policy does apply to [new] ownership housing as well,” Hugget said. “So, if condominiums or larger townhomes came on board, the policy would apply,” so long as there are 20 or more units.

In such developments, 10 percent or more of all livable area should be affordable and sold to those whose income is at or below MFHA’s limits. For ownership housing, the sale price limit is \$350,000 for three or more bedrooms, and income limited to \$99,500 for a family of three or more. These limits are also updated annually.

“We also have a second mortgage loan program ... for home ownership,” Hugget said. The program, Come Home 2 Edina, provides a second mortgage for homeownership to help make purchasing a home more affordable.

Even with the policy, which went into effect in November, there is still work to be done for the City to reach its goal.

“We expect that this will help get us there,” Teague said. “Some of the previously approved units didn’t end up getting built for financial reasons. This could take funds from those who paid a fee and make it work.”

For more information, contact the Planning Division at 952-826-0369.

Building Review Plans To Go Electronic

By Mia Vacanti

To improve efficiency, the City of Edina will begin accepting building plans electronically Jan. 4.

Moving away from the standard large-format paper plans, the City of Edina is one of the first cities in Minnesota to move into the digital age of plan reviews.

For more than a year, Chief Building Official David Fisher, Building Inspector Jim Hall, Building Inspector Greg Bomsta and I.T. Specialist Katie Bisek have worked together to organize, create and implement the new system using Avolve software. The technology is designed for electronic plan submission, review and workflow.

“It is a very detailed project,” Bisek explained. “We’ve worked with our vendor for months, as well as in-house technology services, to coordinate the program.”

Currently, when residents submit a building permit application, a 30-by-42 inch piece of paper travels from department to department for reviews. At each department, an additional piece of paper is attached to the plan that includes edits, revisions and mark-ups before it is sent to the next destination, creating a large roll of paper.

The plan travels back and forth between departments several times before it is finalized and ready for approval. The document, which lays out a structural image of the building plan, begins its journey in the



Photo by Mia Vacanti

David Fisher uses dual monitors in his office to review building plans that were submitted online.

Planning Division where zoning issues are reviewed. Next, the document is brought to the Engineering Department for grading and drainage review. Then, it is sent off to the Public Works Department for tree ordinance review. Finally, the Fire-Rescue & Building Inspection Department reviews building code compliances. If the plan is approved, a permit is issued.

“It can take anywhere from one business day to a week or more to hear back from someone on their part of the project,” Fisher said. “We set goals on when we would like to have a plan review complete, but each project has a different turn-around period time based on the project’s size, magnitude or complexity.”

With the new online plan review system, the entire process will be completed electronically, saving both time and paper. Architects, owners and contractors will submit their plans and permit application online. From there, edits, revisions and mark-ups can all be done on the computer by staff. The document will be available for multiple staffers to review simultaneously, making it easier on each department by saving time and resources.

“With the software, one will be able to overlay plans on top of each other after revisions have been made so that the next person is able to see what changes have been made,” said Bisek. “There are tools for leaving comments, drawing around or highlighting areas, making marks where they are necessary and sending email notifications when the plan is ready for the next step.”

“Going paper-free with this process will be a huge time saver and benefit for everybody involved,” Fisher said. “I’m looking forward to this new technology because I think it’s going to be a positive benefit for all of the contractors and departments, as well as the residents, in the future.”

The City of Bend, Oregon, implemented the same program in 2010.

“We have worked with some large national companies and what they have found is they don’t have to fly in an architect to come to a meeting to show us what they are doing. They do this all from their office,” said Bend Chief Building Official Robert Mathias. “We are able

to spend more time working with the customer on the actual code issues as opposed to the process.”

Being the first city in Minnesota to integrate this system comes with irrefutable pressure from surrounding cities that hope to implement the same system sometime in the near future.

“We’re being watched by other communities that are interested in going paperless, to see how the program integrates and works with our system,” explained Fisher. “We’ll be the leaders in showing others how it works.”

Over the past two months, Bisek and her team have trained almost 40 staff members on how to use the program. Online classes were the final part of the training, which included test plans for staff to become oriented with the program before its launch.

“[The program] is much more collaborative than the system they use right now,” said Bisek. “I think it will bring more transparency to the process for residents to be able to see the plan in the process. It’s more interactive.”

For more information, contact Fisher at 952-826-0450 or dfisher@EdinaMN.gov.

How Much Salt Is Enough?

By Jessica Van Der Werff

Winter is the time of year when Edina residents become increasingly concerned for the safety of family and visitors using walkways around their homes. As you reach for the salt, remember that too much salt – which might be less than you think – or salt applied at the incorrect temperature causes unnecessary irreversible damage to nearby lakes and streams.

Think “coffee mug” and “ground temperature” if you salt this winter. Use a consistent measuring tool and become familiar with the effective spread pattern.

“Many people are not aware of how much salt they need,” explained LouAnn Waddick, Chair of Edina’s Water Quality Working Group (WQWG). According to the Minnesota Pollution Control Agency (MPCA), two to four pounds of salt will effectively treat an area of 1,000 square feet. A 12-ounce coffee mug holds approximately one pound of salt. Keeping a coffee mug near the salt bag will help you become more aware of salt usage.

Waddick also suggests becoming familiar with the recommended spread pattern. Salt crystals should be two to three inches apart, and not overlapping. If extra salt is inadvertently applied, sweep it up and return it to the bag to use on another day.

Salt efficacy varies with ground temperature. “It’s the ground temperature, not the air temperature, that impacts the efficacy of melting agents,” Waddick said. For example, sodium chloride, a commonly used melting agent, stops working when the ground temperature drops

below 15 degrees Fahrenheit. Read packaging carefully to know if products will be effective or not.

Salt is classified as a permanent pollutant. It is carried directly through the storm drain system to lakes and rivers by melting snow. Once in Minnesota waters, the chloride in salt upsets the freshwater aquatic environments, killing birds and plants and preventing lakes and rivers from freezing during winter months.

Just one teaspoon of salt contains enough chloride to permanently pollute five gallons of water. A coffee mug of salt can permanently pollute up to 120 gallons of water. There is no known cost-effective way to remove the chloride from our lakes and rivers.

Edina’s WQWG encourages residents to consider making plans for a “low-salt” winter. Use shoveling as a primary defense against ice. Shovel often and shovel early, followed by a quick sweep to remove the last remnants of snow that can later become ice.

“If icy spots continue to cause issues, spot applications of salt in problem areas only is a great solution,” Waddick said. “Then once nice weather returns, look for ways to implement a more permanent solution to those pesky winter areas.”

The Master Water Steward program trains volunteers to assist Edina residents in solving water issues on their residential properties. One-hour free consultations are available by contacting Deirdre Coleman at dcoleman@freshwater.org.

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Southdale Area Planning Process Takes Shape

By **Kaylin Eidsness**

What will the greater Southdale area look like in 5, 10 and 25 years? That's what a working group appointed by the City Council is trying to determine.

"We're trying to strike a balance of protecting residential areas – protecting their values and the way they and interact with the community," said Community Development Director Cary Teague, who oversees the working group. "At the same time, we want to increase the vibrancy of our commercial areas and increasing that tax base helps reduce the tax burden on our residents."

In March 2015, the Southdale Area working group composed of residents, business owners and two Planning Commission members began work on the first phase of the project – creating guiding principles for development in the area.

Collen Wolfe, an 18-year Edina resident and working group member, was elected to represent residents in the area of 70th Street and France Avenue.

"Traditionally, cities and developers have taken on a plot of land and developed that property independently of the connected or nearby properties," said Wolfe. "Right now, there's a piece of opportunity in the area that's going to evolve over the next decade. We're asking ourselves, 'How can we put more controls in planning the future of the properties? How should they interact and what do we need to do to make this a place residents and non-residents want to visit, shop and play no matter where they are in the Southdale corridor?'"

Out of the first phase came the Southdale Area Working Principles and supporting questions, which are distributed to developers to help guide future projects. These address nine elements: plan and process, identity, district function, comprehensive connections and movement, site design and transition, health, innovation, land use and livable precincts, and economic vitality.

The first goal of Phase Two of the project, which kicked off in October, is to further refine the working principles and supporting questions. The working group hopes to create a graphic vision for the study area demonstrated in two- and three-dimensional illustrations to convey the essential character of and parameters for development. Another goal is to clearly highlight the experience expected for the public as well as identify development zones within the Southdale area, including defining development parameters based on those zones.

To aid the working group through the second phase, Mic Johnson, Design Principal with Architecture Field Office, was hired as the consultant.

"We're very fortunate to have been selected for the project," said Johnson, who has more than 40 years of experience as an architect. "Cities like Edina are extremely important to the future of our region and are exciting. Edina, specifically, has some extraordinary opportunities around the Southdale area, medical center, Centennial Lakes and Promenade."

Johnson and his team will use their urban design expertise in support of the working group's efforts, which

will continue to solicit public and stakeholder feedback about the future of the area.

“We’ve had a lot of experience in large projects and that history will help serve the Edina working group well,” he said.

Teague said the last two phases of the four-phase study should be complete by fall of 2016.

“Small area plans like these are critically important to us,” said Teague. “We want to have a tool we can give developers and say ‘this is what we’d like.’”

Not only will the guiding principles be used to assist developers, but they were developed at the request of Council Members to aid their decision-making process when amendments to the City’s Comprehensive Plan are requested.

“The Comprehensive Plan sets the stage at a 10,000-foot level, looking down at density, housing and usage,” said Teague. “The small area plans give more detail as to the specifics of an area.”

“This is a really great opportunity to influence positive change and work collaboratively with all of the individuals who have invested in our city to design something for the future,” added Wolfe.

For more information, visit www.EdinaMN.gov/Planning or call Teague at 952-826-0460.



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Erik's Ranch & Retreats Brightens The Future For Adults With Autism

By Mia Vacanti

In order to help improve the quality of life for adults with autism, Kathryn Nordberg founded Erik's Ranch & Retreats, a unique residential living opportunity that provides a home, jobs and social opportunities for them.

When her son, Erik, was just 14 years old, Nordberg began looking deeper into what his life would be like when he grew into an adult and what society would have to offer to an individual diagnosed with autism. Upon realizing that the options for opportunities after high school were few, she began to come up with a model that would engage the skills and talents of these individuals in a meaningful way, while also having meaning for society at large.

"Group homes and work centers are commonplace with autism, but that isn't often the answer to helping these individuals thrive," said Nordberg. "They are a stepping stone, but we need to continue to move forward."

Autism spectrum disorder (ASD) is a complex developmental disability that typically appears (with signs) during early childhood and affects a person's ability to communicate and interact with others. ASD is defined by a certain set of behaviors and is a spectrum condition, affecting individuals differently and to varying degrees. In 2000, the prevalence of children with autism in the U.S. was 1 in 150. In just 10 years, the prevalence increased 119.4 percent to 1 in 68. Autism is the fastest-growing developmental disability, according to the Autism Society.

After hearing these statistics and realizing there's an epidemic at hand, Nordberg acted on it by coming up with a social entrepreneurial model, which she coined "bidirectional integration," that helps adults with special needs integrate into the community. She designed Erik's Ranch & Retreats as a hotel for guests to stay at, while at the same time giving back to the community by enabling young people with autism to have jobs related to their field of interest.

Instead of the typical jobs available for people with disabilities, such as shredding paper and watering plants for a large office building or re-shelving books at a local library, Erik's Ranch & Retreats creates jobs that put each individual's talents and skills to use.

"They need good jobs and social interaction opportunities, and need to be accepted for the skills and talents that they have," Nordberg said. "One thing that makes us unique and different is that we focus on what the individual can do, instead of what they can't do."

Young adults ages 18 to 30 with autism apply for membership to the live-where-you-work program. Each application is reviewed to see if it would be a good fit both for Erik's Ranch and Retreats, as well as the applicant. Most jobs provided are in the hospitality field, so applicants have to want to work in the related industry. Once someone becomes a member, they are responsible for paying rent – including utilities – and a membership fee. There are currently 180 families on the waiting list to become members.



Erik's Ranch & Retreats Founder Kathryn Nordberg and Member Sam Fisher pose outside Erik's Retreat in Edina.

Erik's Minnesota Adventures tour guide program is poised to give adults with autism meaningful options. While the tours may sound simplistic, they build stability for the tour guides, providing jobs, offering social stimulation, allowing continued learning and growth and most importantly, including them as productive, purposeful members of society. By virtue of being guests on a tour and by listening and learning, guests provide these adults with rewarding jobs, self-esteem, self-worth and a sense of accomplishment.

Members take guests on educational, entertaining and enjoyable outings related to sports, art, history and more. Activities vary from behind-the-scenes visits to Canterbury Park, to assessing a private art collection at a local museum, to professional theater productions and orchestras. Other tours include biking, birdwatching, boxing, Segway riding, carriage riding along the Edina Promenade and more.

Member Maddie Webb, who is responsible for giving two different tours, is able to apply her love for horses to her daily work at the Retreat. One tour involves a behind-the-scenes look at Canterbury Park in Shakopee, where participants learn about the horse races, tour the track and facility and get to interact with the horses. The other tour Webb guides is a carriage ride along the Edina Promenade. The carriage is pulled by Buttercup, the Retreat's horse. On the ride, participants sit back, relax and take in the scenery while Webb explains the history of Edina, as well as information about Erik's Ranch and Retreat.

"My favorite part about being a member is working with people of different ages and giving tours to people who sign up for my tours," Webb said. "I have been around horses my whole life and I love them. I am a people person, so I enjoy giving tours."

Erik's Ranch, located in Bozeman, Montana, is still in the process of becoming a fully functional facility. Erik's Retreat, located at 3420 Heritage Drive in Edina, opened in April 2014 and currently has seven members, with five more being added in the next few months. Erik's Retreat in Edina offers newly updated, reasonably priced rooms for both short- and long-term stays.

"The Heritage building [now Erik's Retreat] was originally built to be senior assisted living apartments," said Board Member San Asato. "They resemble studio [one-bedroom] apartments that have a large space and a kitchenette. The sizes of the rooms are comparable to suites at any other hotel; however, you can stay at Erik's Retreat for a lower price."

(continued on next page)

All of the guest rooms are brand new and fully furnished. "When you walk in, it feels more like an apartment building than a hotel," Asato explained. "I encourage family members, business contacts and other visitors to stay at Erik's Retreat when they are in town for any reason."

For more information on Erik's Ranch & Retreats, to make a guest reservation or to apply for membership, visit www.eriksranch.org or call 612-401-3080.

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Edina Community Foundation: Meet Our Board of Directors

By **Dick Crockett**
Executive Director

Six Edina residents newly elected to the Foundation's Board of Directors were featured in the Autumn issue of About Town. They join the nine returning Board members featured below in representing the community in the governance of the Foundation.

These returning Directors, with one notable exception, have served one or two three-year terms on the Board. Their participation has been vital in expanding the Foundation's impact in the community.



Paul Mooty, President, is a lifelong Edina resident and a Partner and CFO of Faribault Woolen Mill Co. Paul is a current member and past President of the Rotary Club of Edina and serves on the Fairview Southdale Hospital Board of Directors. He and his wife, Jean, live in the Parkwood Knolls Neighborhood.

Mamie Segall, Vice President, is Senior Counsel for Cigna Pharmacy Management. She is a graduate of the University of Wisconsin and Harvard Law School and has over 25 years of experience in health care executive leadership positions. Mamie is the Chair of the Foundation's Edina Challenge community collaborative program focused on helping Edina's disadvantaged youth. She has also served on the Edina Soccer



Board. Mamie and her husband, Bill Sierks, live in The Heights Neighborhood.



Steven McDonald, Treasurer, is the Managing Partner of Abdo Eick & Meyers. His CPA practice focuses on auditing local governments and conducting client seminars on audit preparation, internal controls and GASB Statement compliance. Steven has an accounting degree from Minot State University and lives in Minnetonka with his wife, Jennifer.

Scot Housh, Secretary, is an insurance broker and the President and CEO of Willis of Minnesota. He was raised in Edina and graduated from Brown University. Scot served on the Edina City Council from 2001 through 2010 and joined the Foundation Board in July 2011. He has served on the Be The Match Foundation Board and as Co-chair of the Minnesota Bid Committee for the 2020 College Football Playoff Championship Game. He lives in the Country Club Neighborhood with his wife, Susie.



Ron Erhardt is a self-employed financial planner with a long record of public service to the Edina community. Elected to the Minnesota House of Representatives in 1990, Ron has served Edina for 11 terms and received many awards for his leadership on transportation matters. He has served as Chair of the Edina



Chamber of Commerce Government Relations Committee and on the Southdale YMCA Board. He has academic degrees from the University of Minnesota and the Carlson School of Management. Ron lives in the Sunnyside Neighborhood.

Jim Hovland, the Mayor of Edina, has served over 20

years on the Board. He is a partner in the Edina law firm of Hovland & Rasmus and a member of the I-494 Corridor Commission and the Regional Council of Mayors. He also belongs to the Edina Morningside Rotary Club and was recognized by the Edina Chamber of Commerce as its Business Person of the Year in 2004. Jim lives with his wife, LaRae in West Edina. One of his two daughters lives in Edina.



Richard Olson has a strong record of volunteer service to the Edina community, as Chair of the Veterans Memorial Committee and the Foundation's 4th of July Parade, and in Board leadership positions for the Edina Soccer Association and Edina Basketball Association. He is a graduate of Gustavus Adolphus College, the University of St. Thomas and the William Mitchell College of Law. Richard is the Vice President for

Development and Donor Engagement for Catholic Community

Foundation and lives in Edina's South Harriet Park Neighborhood with his wife, Susan, and two children.



A native Californian, **Lana Slavitt** is a graduate of UC Berkeley and received a master's degree from Northwestern University. She has held executive-level positions in marketing, strategic planning, M&A and business development at Target, Yahoo!, Universal Studios and McKinsey & Company. She serves on the YWCA of Minneapolis Board of Directors and lives with her husband, Andy and family in the Highlands Neighborhood.

Maxine Wallin is a long-time resident of Edina and one of our community's leading philanthropists, continuing a strong tradition she began with her late husband, Winston Wallin. Maxine attended Macalester College and the University of Minnesota. She became a librarian at the University of Minnesota and a medical research librarian while the family lived in Utah. Maxine has four children and 13 grandchildren. She lives in the Braemar area of Edina.



Questions about the Foundation or any of its programs or services may be addressed to Crockett at 952-833-9573 or edfoundation@EdinaMN.gov. Additional information and links to other articles about the Foundation may be found at www.edinacommunityfoundation.org.

City Council Sets Five Priorities For 2016-2017

The City Council has set five strategic priorities for 2016 and 2017.

Focused Redevelopment

Redevelopment and renewal of the commercial and residential areas is essential to the ongoing health of the community. The City continues to focus on the revitalization of two important commercial areas – Southdale and Grandview – as well as nurturing the vibrant 50th & France commercial area.

Numerous proposed redevelopment opportunities will need to be addressed in the coming years, such as the former Pentagon Park site, the Hennepin County – Southdale Library site and the former Fred Richards Executive Golf Course. The Pentagon Park redevelopment, “The Link,” has the potential to be the most significant redevelopment project in Edina since the completion of Centennial Lakes in the 2000s.

Key Performance Indicators:

- Complete redevelopment planning for the City’s former Public Works site on Eden Avenue
- Complete district-wide planning for Grandview
- Adopt a strategy to develop City-owned property on West 49½ Street
- Implement initial phases of redevelopment of Pentagon Park, dubbed “The Link”
- Adopt a plan for Fred Richards Park

- Work in partnership with Hennepin County to redevelop the site of the library on York Avenue

Planning for the Future

Vision Edina established a long-term strategic framework to guide our community’s development over two decades. The future holds great opportunities and challenges as residents seek to preserve what has made the community successful in the past, while reinventing itself to meet the needs of future generations.

Residents have made it clear that they believe forward-looking planning is critical to the community’s success. The next Comprehensive Plan will be the first opportunity to translate Vision Edina into actionable goals with respect to land use, transportation, water resource management, parks, energy and the environment, housing and heritage preservation.

Key Performance Indicators:

- Complete a draft of the Comprehensive Plan with broad community input
- Develop necessary tools to guide and evaluate redevelopment in the Southdale area

Improve Intergovernmental Relations

Achieving many of the City’s goals will require strong intergovernmental relationships. Vision Edina participants identified both education and transportation as critical drivers of future success. In both of these areas, the City must effectively work with other government

entities to promote effective outcomes. Staff will also continue to meet and share information with border cities.

Key Performance Indicators:

- Work to mitigate disruption of aviation noise
- Secure funding from the Minnesota Department of Transportation and Hennepin County for transportation improvements that impact Edina
- Develop and nurture positive working relationships with school districts within Edina’s boundaries
- Expand the City’s presence with partners working toward regional development and planning

Preserve and Expand Transportation and Infrastructure

The City is committed to preserving and expanding infrastructure systems to maintain reliability and quality and to meet the demands of redevelopment. This will be accomplished through a long-term financing plan that balances prudence and community expectations.

Key Performance Indicators:

- Identify and complete necessary transportation improvements in the Grandview District
- Define and maintain an expected level of service in the Southdale area
- Ensure that the longevity of useful street life is extended in the most fiscally responsible manner possible

Stabilize Operations at Enterprise Facilities

Edina’s enterprises – Edina Art Center, Edina Aquatic Center, Braemar Golf Course, Braemar Arena, Braemar Field, Centennial Lakes Park and Edinborough Park – represent important community amenities.

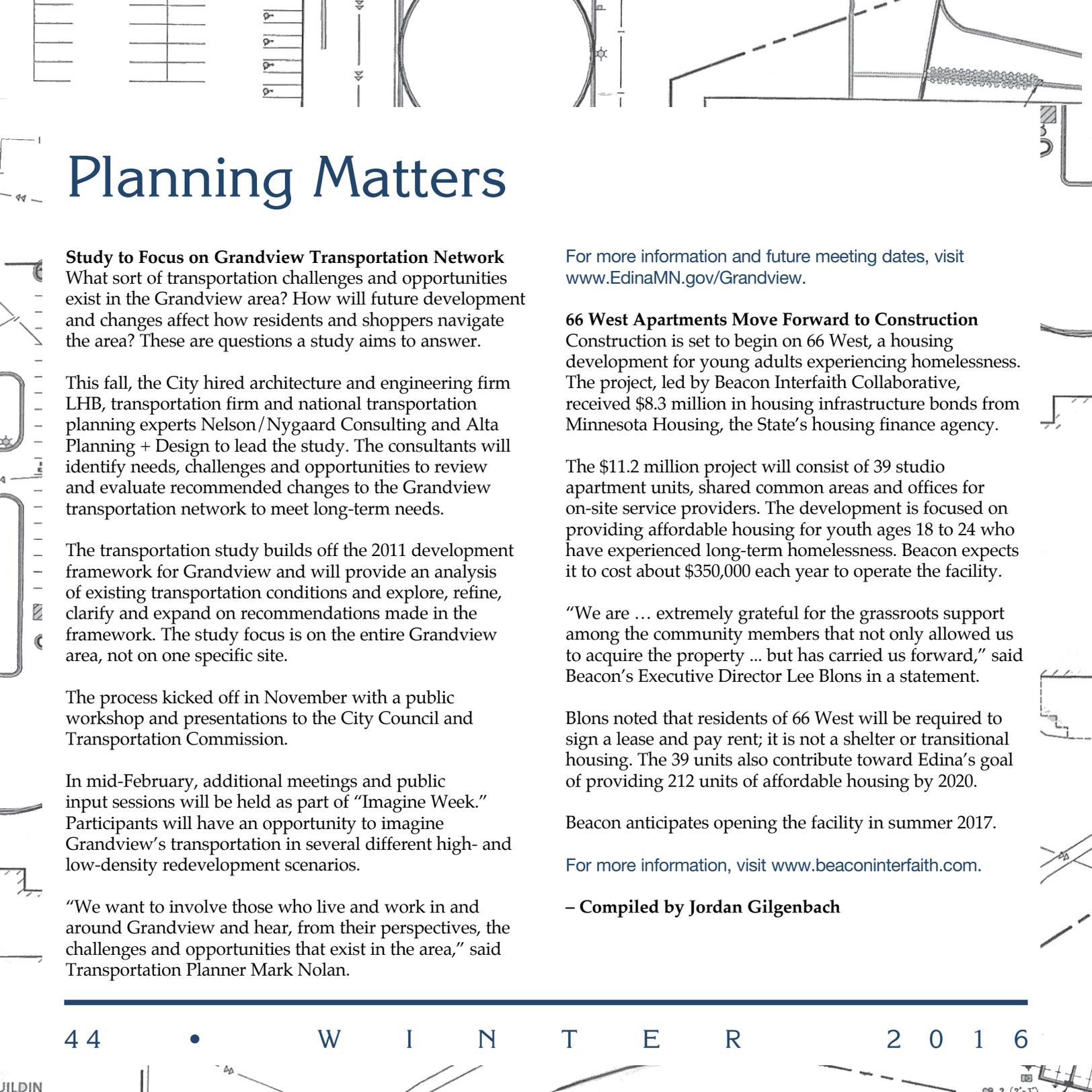
Revenues from Edina Liquor help to defray some of the operating and capital costs for these enterprises. While still highly profitable, Edina Liquor is generating less revenue with the entry of new competition.

A high level of cost recovery at the enterprise facilities ensures that community resources are being well used and the general taxpayers are not heavily subsidizing amenities used by a select group. However, cost recovery at the enterprise facilities also involves careful policy considerations with respect to access, partnerships and types of use.

Key Performance Indicators:

- All enterprise facilities have business plans approved by the City Council and used by General Managers to operate
- All enterprise facilities achieve a certain net income or maximum subsidy on an annual basis

For more information on the City’s strategic priorities or work plans, contact the Administration Department, 952-826-0364.



Planning Matters

Study to Focus on Grandview Transportation Network

What sort of transportation challenges and opportunities exist in the Grandview area? How will future development and changes affect how residents and shoppers navigate the area? These are questions a study aims to answer.

This fall, the City hired architecture and engineering firm LHB, transportation firm and national transportation planning experts Nelson/Nygaard Consulting and Alta Planning + Design to lead the study. The consultants will identify needs, challenges and opportunities to review and evaluate recommended changes to the Grandview transportation network to meet long-term needs.

The transportation study builds off the 2011 development framework for Grandview and will provide an analysis of existing transportation conditions and explore, refine, clarify and expand on recommendations made in the framework. The study focus is on the entire Grandview area, not on one specific site.

The process kicked off in November with a public workshop and presentations to the City Council and Transportation Commission.

In mid-February, additional meetings and public input sessions will be held as part of "Imagine Week." Participants will have an opportunity to imagine Grandview's transportation in several different high- and low-density redevelopment scenarios.

"We want to involve those who live and work in and around Grandview and hear, from their perspectives, the challenges and opportunities that exist in the area," said Transportation Planner Mark Nolan.

For more information and future meeting dates, visit www.EdinaMN.gov/Grandview.

66 West Apartments Move Forward to Construction

Construction is set to begin on 66 West, a housing development for young adults experiencing homelessness. The project, led by Beacon Interfaith Collaborative, received \$8.3 million in housing infrastructure bonds from Minnesota Housing, the State's housing finance agency.

The \$11.2 million project will consist of 39 studio apartment units, shared common areas and offices for on-site service providers. The development is focused on providing affordable housing for youth ages 18 to 24 who have experienced long-term homelessness. Beacon expects it to cost about \$350,000 each year to operate the facility.

"We are ... extremely grateful for the grassroots support among the community members that not only allowed us to acquire the property ... but has carried us forward," said Beacon's Executive Director Lee Blons in a statement.

Blons noted that residents of 66 West will be required to sign a lease and pay rent; it is not a shelter or transitional housing. The 39 units also contribute toward Edina's goal of providing 212 units of affordable housing by 2020.

Beacon anticipates opening the facility in summer 2017.

For more information, visit www.beaconinterfaith.com.

– Compiled by Jordan Gilgenbach



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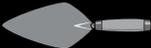
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Edina's Energy and Environment Commission is buying down the cost to \$50. Home Energy Squad is provided by CenterPoint Energy and Xcel Energy and delivered by the Center for Energy and Environment (CEE), a Minnesota non-profit.

Business Notes

Robert Redford's Sundance Opens New Store In Edina

Premier lifestyle retailer, Sundance, opened its newest retail location at the Galleria in September. The opening of the Edina Sundance store marks the company's first of two new retail locations east of the Rocky Mountains.

The company's unique product selection includes women's and men's apparel and footwear, jewelry, accessories, art and home décor. The store design is artisan inspired, using reclaimed wood and artisan materials to promote the brand's heritage.

"We are excited to launch our next phase of retail expansion with the opening of Galleria Edina," said Sundance CEO Matey Erdos. "We have a loyal following in the Minneapolis area who demonstrate a great affinity toward the Sundance brand. We are confident our new store in Galleria Edina will be a great success."

The Sundance Catalog Company was founded in 1989 by famed actor, director and visionary of independent filmmaking Robert Redford, to promote works of artists and craftspeople from across the country and around the world. Sundance has grown to become one of America's preeminent lifestyle retailers and elevates the traditions of authentic American heritage into a classic and creative style.

Sundance headquarters are located in Salt Lake City, Utah. Other retail locations are located in California and Colorado, with an outlet store in Utah.

For more information on Sundance, visit www.sundancecatalog.com.

Southdale Center Gets New Restaurant: Z Italiano

Z Italiano, a casual pasta and pizza restaurant, opened Nov. 24 at Southdale Center.



The restaurant, previously occupied by California Pizza Kitchen in the southwest corner of the mall, is a locally owned and operated individual restaurant. The space had been vacant since 2012.

Owner Zach Saueressig worked on the project for about 18 months before its grand opening in late November. As previous manager of Salut Bar Américain in Edina, Saueressig holds experience in the restaurant industry, as well as familiarity with the Edina community.

"I've always wanted to open my own restaurant," Saueressig said. "The opportunity was presented to me and at the time I wasn't thrilled about the location being in the mall, but after seeing the space I knew I could make it work."

Z Italiano is a full-service, casual restaurant featuring Italian food. The menu is small and simple, containing only 35 items. They serve a variety of 10 beers, available in bottles and cans, and eight different wines.

"We keep our menu simple and approachable," said Saueressig. "Our focus is on delivering a really good experience for our guests."

For more information on Z Italiano, contact Saueressig at 651-398-8457 or zach@zisouthdale.com.

Fairview Foundation Names New President

In September, Fairview Health Services named Janet Stacey the new President of Fairview Foundation.

An accomplished marketing and business development professional, Stacey joins Fairview with more than 30 years of experience in the health care industry. She has taken on significant roles in health care, technology and the medical device industries. Most recently, she served as the Senior Vice President, Health Care, for PadillaCRT. Prior to that, she led her own health care marketing and public relations firm in Austin, Texas.

“Janet is an authentic, collaborative leader who has deep philanthropic experience and an impressive track record of building, leading and mentoring high-performance teams,” said Fairview Health Services CEO Carolyn Wilson. “She is a valuable addition to the Fairview team.”

Stacey’s philanthropic experience includes serving as President of the Women’s Health Leadership TRUST Board and Board Chair of the University of Minnesota School of Nursing Foundation. She also serves as Board First Vice Chair of the Girl Scouts of Minnesota & Wisconsin River Valley Council.

For more information, contact Wilson at cwilso15@fairview.org or 612-672-6422.

New Fitness Studio Joins the Edina Community

Physical Culture(v) boutique fitness center opened in mid-2015 at 4508 Valley View Road in Edina, bringing action to the community.

Co-founders and friends Angie Bartness and Joy Himley made their entrepreneurial visions a reality when they opened their studio to the local fitness scene. Physical Culture(v) offers many top-trending fitness classes, recognizing the importance of health and wellness in the community.

The studio, equipped with 17 instructors (including two personal trainers), offers a variety of classes including sculpt, physical HIIT, barre culture, barre TRX, HIIT the barre and yoga culture. As part of the business, Bartness and Himley focus on providing a place where people can find several different types of workouts.

In addition to workout classes, Physical Culture(v) offers personal training services and wellness packages.

“We will continue to delight and surprise our guests,” said Himley. “We offer classes at 5:45 a.m., and people love that time slot.”

For more information, visit www.physicalculturev.com.

Edina Chamber of Commerce Welcomes New Members

The Edina Chamber of Commerce has welcomed 13 new members since July.

Joining the Chamber are Aesthetic Institute of Edina / Kovanda Plastic Surgery; AT&T Authorized Retailer – Midwest Cellular; Dave & Buster’s; ES Swanson Law, PLLC; Les Jones Roofing, Inc.; Massage Retreat & Spa; Restorative Health Solutions; StoneBridge Chiropractic; The Colony at Edina Condominium Association; The

(continued on next page)

Day Spa; The French Academy of Minnesota; Tiny Acorn Portraits and Twin Cities Spine & Sports.

For more information about the Edina Chamber of Commerce, visit www.edinachamber.com or call 952-806-9060.

Minnesota Wild's Ryan Suter Takes New Business Venture

Minnesota Wild Defenseman Ryan Suter became an equity investor and partner in Twin Cities-based ASPIRE beverages.

The company began in 2012 with two Minnesota hockey dads who wanted to create a healthy sports drink as an alternative to the sugary, high-calorie sports drinks sold by leading brands. The two assembled a team of experts to develop a beverage with electrolytes, vitamins and minerals designed to improve health and performance for active families.

"Our goal is to become the sports drink for all athletes of all ages, so you can imagine how exciting it was when a top athlete like Ryan Suter said he wanted to be a part of this company," said company co-founder John Montague.

"My son was drinking one [ASPIRE beverage] when he got home from hockey one day and I asked my wife what he was drinking. She responded, 'It's a healthy sports drink!' and I replied, 'Well I don't think those things are very healthy...'" Suter explained. "After reading the label, I was surprised to find that it actually was a lot healthier than regular sports drinks and that's where my interest in the company sparked."



Ryan Suter held a press conference on Oct. 29 at Braemar Arena to announce his new business venture with ASPIRE beverages.

Suter, who made the business announcement in late October at Braemar Arena, will act as more than just a celebrity endorser for the company. He will take part in business development, promotional events, marketing, product development and testing.

"In business, I am always looking for ways to help kids have fun and get to the next level. These values were instilled in me by my dad, [Bob Suter]. He always said, 'It's all about the kids,'" said Suter. "Kids want to drink sports drinks. Why not give them one like ASPIRE that will help them perform at a high level and be a healthier person?"

ASPIRE sports drinks are sold in vending machines at schools, sports facilities and retailers throughout the United States, including Target, Costco, Whole Foods, Safeway and Life Time Fitness.

For more information, visit ASPIREbeverages.com.

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Edina Aquatic Center, 4300 W. 66th St.	952-833-9542
Edina Art Center, 4701 W. 64th St.	952-903-5780
Braemar Arena, 7501 Ikola Way	952-833-9500
Braemar Field, 7509 Ikola Way	952-833-9512
Braemar Golf Course, 6364 John Harris Drive	952-903-5750
Braemar Golf Dome, 7420 Ikola Way	952-903-5775
Centennial Lakes Park, 7499 France Ave. S.	952-833-9580
Edina Liquor – 50th & France, 3943 50th St.	952-903-5720
Edina Liquor – Grandview, 5013 Vernon Ave.	952-903-5740
Edina Liquor – Southdale, 6755 York Ave. S.	952-903-5730
Edina Senior Center, 5280 Grandview Square	952-833-9570
Edinborough Park, 7700 York Ave. S.	952-833-9540
Fire Station No. 1, 6250 Tracy Ave.	952-826-0330
Fire Station No. 2, 7335 York Ave.	952-826-0357
Public Works & Park Maintenance Facility, 7450 Metro Blvd.	952-826-0376
South Metro Public Safety Training Facility, 7525 Braemar Blvd.	952-903-5700

Officially Recognized Neighborhoods

Arden Park Neighborhood Association

Contact: Sara Moran, moransshin@gmail.com

Chowen Park Neighborhood Association

Contact: William Neuendorf,
chowenpark.edina@gmail.com

Concord Neighborhood Association

Contact: Sara Pennka, spittelkowitz@gmail.com

Countryside Neighborhood Association

Contact: Christine Henninger; cmhjns@gmail.com

Elected Officials

Jim Hovland, Mayor	612-874-8550
Mary Brindle, Council Member	952-941-7746
Kevin Staunton, Council Member	952-836-1020
Bob Stewart, Council Member	952-833-9559
Ann Swenson, Council Member	952-484-4894

Amir Gharbi, School Board Member	952-412-2154
David Goldstein, School Board Member	952-255-9295
Randy Meyer, School Board Member	612-720-3711
Regina Neville, School Board Member	612-270-8972
Lisa O'Brien, School Board Member	612-812-5569
Sarah Patzloff, School Board Member	952-926-7309
Leny Wallen-Friedman, School Board Member	612-799-0222

Jan Callison, County Commissioner	612-348-3168
Melisa Franzen, Senator	612-564-3299
Ron Erhardt, Representative – 49A	952-927-9437
Paul Rosenthal, Representative – 49B	651-271-8131

General Information

Call 952-927-8861 8 a.m. to 4:30 p.m. Monday through Friday for general information. If you have a situation after hours or on weekends, but do not require immediate response from a paramedic, firefighter, police officer or Public Works crew, call the Police Department's non-emergency number, 952-826-1610.

Creek Knoll Neighborhood Association

Contact: Tim O'Neill, tim@pianobrothers.com

Morningside Neighborhood Association

Contact: Bob Kearney, Edina.morningside@gmail.com

Normandale Park Neighborhood Association

Contact: Heather Branigin, hbranigin@earthlink.net

Pamela Park Neighborhood Association

Contact: Jan Storey, pamelaparkneighborhood@gmail.com

Strachauer Park Neighborhood Association

Contact: Chris Bremer, cbremer101@gmail.com

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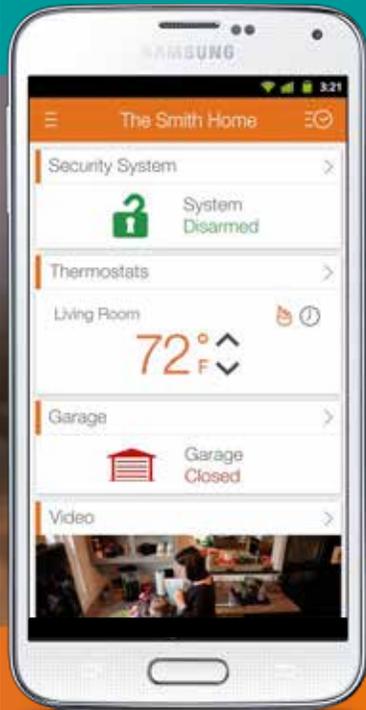
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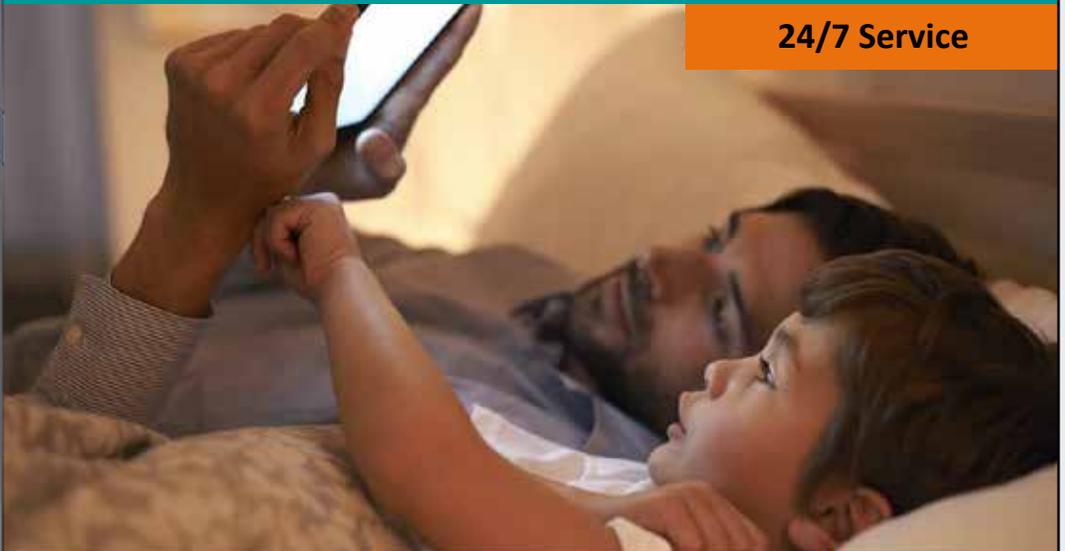
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The Last Word



Edina's network of parks and recreation facilities would be robust for a city twice our size. They're all located within the beautiful 16 square miles of town and because they're all City-owned and managed facilities, Edina residents have preference for use.

However, the fiscal weight of these facilities is considerable. One of the City Council initiatives that we've been working on since I arrived in Edina in

2010 has been figuring out how to provide convenient access to high-quality facilities at a reasonable cost to Edina residents?

One of the biggest challenges involved in answering this question is the balance between "convenient access" and "reasonable cost." There is often a tradeoff between these two concepts, especially if you include into the definition of "reasonable cost" the level of funding that flows into our recreational facility budgets from our property tax revenue sources. For example, if we place too strong of an emphasis on convenient access to facilities, we would lower the cost to the participants of using the facility and perhaps even increase our operating costs by extending hours and increasing service levels. Raising costs and lowering revenues would increase convenient access to the facilities, but would diminish our other goal to do it at a reasonable cost.

On the other hand, if we allow reasonable cost to be our primary operating goal, we could set our facility user fees high to increase revenues and reduce our operating costs by decreasing our service levels and facility availability. We could achieve a better overall financial performance this strategy, but it comes at a cost to the very people the facility is intended to serve in the first place.

We try to balance access and cost by managing the operations of our six largest recreational facilities as "recreational enterprises." We operate these six recreational enterprises – Braemar Golf Course, Braemar Arena, Aquatic Center, Art Center, Edinborough Park, Centennial Lakes Park, Braemar Golf Dome, Braemar Field – as quasi-businesses. We have cost recovery expectations for each of them. We employ strategies like adding new revenue streams and outsourcing functions in order to improve their bottom line.

We have improved their bottom line. In 2010, the bottom line of these six recreational enterprises was a combined operating loss of (\$818,997). That financial loss represented a cost recovery of 90.6 percent. In 2014, that bottom line of these six enterprises had improved to an operating loss of (\$514,021), or a cost recovery of 94.5 percent. That's a \$300,000 improvement in five years, which included the addition of substantial capital improvements at the Golf Dome, ice arena and Aquatic Center. We were able to achieve this improvement in fiscal performance by growing our collective operating revenues 11.7 percent, or \$926,000 and holding down the rate of increase of our operating expenses to a growth of \$621,000, or 7.1 percent – a growth on the expense side of less than 2 percent per year on average.

We will continue to work hard to improve the bottom line of these recreational enterprises by balancing access and cost with the goal of providing excellent services and facilities for Edina residents for years to come.

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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