

AboutTown

Official Magazine of the City of Edina



AboutTown

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Editors: Jennifer Bennerotte and Kaylin Eidsness

Contributing Writers: Krystal Caron, Jordan Gilgenbach,
Lauryn Grimes, David Katz, Frank Petrovic, Dana
Rademacher, Mia Vacanti and Dawn Wills.

Photographer: Michael Braun

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informed of news, activities and programs that are
important to them. We include articles of interest about our
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October 2016

About Town Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2 7 p.m., Roseville Big Band, Edinborough Park.	3 7 p.m., Parent Communication Network forum, "Chemical & Mental Health: What Parents Need to Know," Edina Performing Arts Center.	4	5 7 p.m., City Council, Edina City Hall.	6 Noon, The Bazillions, Edinborough Park. 7 p.m., Edina High School fall choral concert, Edina High School Fick Auditorium.	7	8 9:30-11:30 a.m., Edina Family Center Fall Harvest Party, Edina Community Center Room 130.
9 7 p.m., LaValle Jazz Septet, Edinborough Park.	10 6:30 p.m., Community Health Commission, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall. 7 p.m., Park Board, Edina City Hall.	11 7 p.m., Zuhrah Shrine Band, Edinborough Park.	12	13 7 p.m., Energy & Environment Commission, Edina City Hall. 7 p.m., Planning Commission, Edina City Hall.	14 6:30 p.m., Family Movie Night, Edinborough Park.	15 9 a.m., Walk with the Mayor, Rosland Park.
16 7 p.m., Beasleys Big Band, Edinborough Park.	17	18 7 p.m., City Council, Edina City Hall.	19	20 Noon, Bob the Beachcomber, Edinborough Park. No school for Edina Public Schools.	21 No school for Edina Public Schools.	22 8 a.m.-4 p.m., Buckthorn Dump, Ikola Way.
23 Noon-4 p.m., Buckthorn Dump, Ikola Way.	24 7 p.m., Edina School Board meeting, Edina Community Center Room 349.	25 7 p.m., Human Rights & Relations Commission, Edina City Hall.	26 7 p.m., Planning Commission, Edina City Hall.	27 4:30 p.m., Arts & Culture Commission, Edina City Hall. 6 p.m., Transportation Commission, Edina City Hall.	28 6:30-8:30 p.m., "Not So Scary" Halloween Party, Edinborough Park.	29 8 a.m.- 4 p.m., Buckthorn Dump, Ikola Way. 6 p.m., Edina High School Carnival Concert, Edina High School Fick Auditorium.
30	31	7 p.m., Jazz on the Prairie Big Band, Edinborough Park.				

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About Town Calendar

November 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 7 p.m., City Council, Edina City Hall.	2	3 7 p.m., Edina High School fall musical, "The 25th Annual Putnam Country Spelling Bee," Edina Performing Arts Center.	4 7 p.m., Edina High School fall musical, "The 25th Annual Putnam Country Spelling Bee," Edina Performing Arts Center.	5 1 and 7 p.m., Edina High School fall musical, "The 25th Annual Putnam Country Spelling Bee," Edina Performing Arts Center.
6 7 p.m., La Dolce Vita Jazz, Edinborough Park.	7 7 p.m., Heritage Preservation Board, Edina City Hall. 7 p.m., Park Board, Edina City Hall.	8 Election Day.	9 7 p.m., Planning Commission, Edina City Hall.	10 Noon, Teddy Bear Band, Edinborough Park. 7 p.m., Energy & Environment Commission, Edina City Hall.	11 Veterans Day. City Hall closed. 6:30 p.m., Family Movie Night, Edinborough Park.	12 9:30-11:30 a.m., Edina Family Center Dads 'N' Donuts, Edina Community Center Room 130. 10 a.m., Town Hall Meeting, TBD.
13 7 p.m., St. Paul Police 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., Human Rights & Relations Commission, Edina City Hall.	16	17 4:30 p.m., Arts & Culture Commission, Edina City Hall. 6 p.m., Transportation Commission, Edina City Hall.	18	19 9 a.m., Walk with the Mayor, Centennial Lakes Park.
20	21	22 7 p.m., Star of the North Band, Edinborough Park.	23 No school for Edina Public Schools.	24 Thanksgiving. City Hall closed. No school for Edina Public Schools.	25 City Hall closed. No school for Edina Public Schools.	26
27 7 p.m., The First John Philip Sousa Memorial Band, Edinborough Park.	28	29	30			

About Town Calendar

December 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Noon, Richardson Nature Center Live Animal Tour, Edinborough Park.	2	3
4 7 p.m., Minneapolis Police Band, Edinborough Park.	5	6 7 p.m., Prior Lake Windjammers, Edinborough Park. 7 p.m., City Council, Edina City Hall.	7	8 7 p.m., Energy & Environment Commission, Edina City Hall. 7 p.m., Human Rights & Relations Commission, Edina City Hall.	9 6:30 p.m., Family Movie Night, Edinborough Park. 7 p.m., Edina High School Winter Jubilee Concert, Edina High School Fick Auditorium.	10 9 a.m., Breakfast with Santa, Braemar Golf Course. 3 p.m., Edina High School Winter Jubilee Concert, Edina High School Fick Auditorium.
11 7 p.m., Brio Brass, Edinborough Park.	12 6:30 p.m., Community Health Commission, Edina City Hall. 7 p.m., Edina School Board, Edina Community Center, Room 349.	13 7 p.m., Eden Prairie Community Band, Edinborough Park. 7 p.m., Park Board, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall.	14 7 p.m., Planning Commission, Edina City Hall.	15 4:30 p.m., Arts & Culture Commission, Edina City Hall. 6 p.m., Transportation Commission, Edina City Hall.	16	17 9 a.m., Walk with the Mayor, Braemar Arena. 10:30 a.m.-12:15 p.m., Santa Land, Braemar Arena.
18 7 p.m., Good News Big Band, Edinborough Park.	19	20 7 p.m., City Council, Edina City Hall.	21	22 Noon, Jack and Kitty, Edinborough Park.	23	24
25	26 City Hall closed. No school for Edina Public Schools.	27 No school for Edina Public Schools.	28 No school for Edina Public Schools.	29 No school for Edina Public Schools.	30 No school for Edina Public Schools.	31 5-8 p.m., Family New Year's Eve Party, Edinborough Park.

Autumn Calendar Highlights

Other Dates To Remember

- Oct. 10** 7 p.m., Edina High School fall choral concert, Edina High School Fick Auditorium.
- Oct. 13** Noon, Brodini Comedy Magic Show, Edinborough Park.
- Oct. 13** 4-6 p.m., Community Flu Shot Clinic, Edina Community Center, Room 165.
- Oct. 23** 7 p.m., Seward Concert Band, Edinborough Park.
- Oct. 27** Noon, Mary Hall Spooky Wooky Show, Edinborough Park.
- Oct. 27** 6 p.m., "Leading a Meaningful Life," a conversation with religious leaders about faith, joy, appreciation and gratitude hosted by the Human Rights & Relations Commission, Centennial Lakes Park Hughes Pavilion.
- Oct. 30** 7 p.m., The First John Philip Sousa Memorial Band, Edinborough Park.
- Nov. 3** Noon, Richardson Nature Center Live Animal Tour, Edinborough Park.
- Nov. 14** 7 p.m., Parent Communication Network Forum, "Stereotypes and Healthy Gender Identity," Edina Performing Arts Center.
- Nov. 15** 7 p.m., Edina High School fall orchestra concert, Edina High School Fick Auditorium.
- Nov. 17** Noon, AlphaBits, Edinborough Park.
- Nov. 17** 7 p.m., Edina School Board meeting, Edina Community Center, Room 349.
- Nov. 24** 6:30 p.m., Community Town Hall Forum, "Is White Privilege Real or Imagined?" Hopkins Center for the Arts.
- Dec. 8** Noon, Storytime with Joey the Miniature Horse, Edinborough Park.

Dec. 13 7 p.m., EHS Band Concert, Edina High School Fick Auditorium.

Dec. 15 Noon, Holiday Tunes with Kernsey, Edinborough Park.

Halloween Party

What: Start your Halloween weekend off with a party for ages 1-12 at Edinborough Park! Trick-or-treating, games, special "kid-friendly" entertainment and mask-making with the Edina Art Center round out this exclusive annual family event. Costumes are encouraged, but not required, and admission price includes full access to Adventure Peak and the Great Hall play areas. Family pizza packages will be available.

When: 6:30-8:30 p.m. Friday, Oct. 28.

Where: Edinborough Park, 7700 York Ave. S.

Cost: \$10/child before Oct. 27 or \$11/child Oct. 28; adults free with a paying child.

Info: 952-833-9540 or EdinboroughPark.com.

Pumpkin Fest

What: The 50th & France Business and Professional Association hosts Pumpkin Fest, a fun, family-oriented day filled with festive activities, including trick-or-treating, face painting, horse-drawn trolley rides and a cake walk.

When: 11 a.m.-1 p.m. Saturday, Oct. 22.

Where: Downtown Edina, 50th Street and France Avenue.

Cost: Free.

Info: 50th & France Business and Professional Association, 952-922-1524, or www.50thandfrance.com.

A Word From The Mayor

Edina has long recognized the value of diversification in its housing stock. Among other things, affordable housing preserves and enhances the strength of our schools, maintains community character, fosters diversity, supports businesses' ability to attract and retain quality employees and provides lifecycle housing choices.

In 1974, the City Council established the Edina Housing & Redevelopment Authority, specifically to address the lack of affordable housing in the community. The struggle to provide affordable housing in the Edina housing market has continued as land values in the city have continued to rise. We've worked with the West Hennepin Affordable housing Land Trust, Edina Housing Foundation and Metropolitan Council to address the issue and provide more homeownership and rehabilitation opportunities to people of low and moderate incomes.

Over the course of the past year, the City of Edina has made great strides in providing and supporting more affordable housing.

Ground was broken this summer for a project that will exclusively offer affordable units – 66 West. A project of Beacon Interfaith Housing, 66 West will provide studio units for 39 young adults who were previously homeless and now have a chance to get going in life by renting an apartment at an affordable level. The groundbreaking ceremony was one of the largest we've seen in recent years, with people from all over the community, and especially from our faith community, coming together to mark the significance of the start of the project.

In late 2015, the City Council approved Edina's new Affordable Housing Policy. Our policy has a "give to get" element to it in that it mandates that a minimum of 10 percent of new multi-family housing units be affordable (the term has a technical definition based upon area median income) for each new residential development of 20 or more dwelling units when the owner/developer requests from the City a rezoning to Planned Unit Development or a Comprehensive Plan amendment to accommodate the development. If all aspects of a proposed development are otherwise acceptable, developers can meet this "give to get" standard by either including the affordable units as a part of their new development, or funding the construction of housing units for another site. For example, the Council recently approved the first residential development of qualified size in August. As part of the development agreement for Lincoln Residences, Opus Development has agreed to give the City \$2 million to build affordable housing.

Since 2010, the City Council has approved residential redevelopment projects that will result in the creation of 102 new affordable housing units. That's a good start, but with the community support we've been seeing and our relatively new Affordable Housing Policy in place, we anticipate an even more significant number of affordable units being constructed in the years ahead – continuing to make Edina a community for all who love a great place to live.



James B. Hovland
Mayor

Edina's Gardening Tradition Enriches Our Community – And Not Just In Obvious Ways

By David Katz, Contributing Writer

Savvy gardeners know to keep a close watch on “indicator plants,” flowers and herbs that offer clues about the overall health of their garden. Wilting impatiens indicate under-watering, for instance, while weeds like sorrel point to acidic soil conditions. In the same vein, but on a larger scale, someone looking to get a read on the current state of gardening in Edina more generally can ask for no better “indicator” than the vitality of the City’s first-ever community garden.

Yorktown Park Community Garden is a bucolic oasis located practically within sight of the busy Southdale-Galleria shopping corridor. When the City announced the project’s pilot year in spring 2013, residents snatched up 25 of the 55 available plot reservations in just two days. (All vacancies filled in about two weeks.) Organizers had to create a wait list, that year and every year since.

Sue Neuhart, a long-time member of the Normandale Garden Club, is one of the urban pioneers who jumped at the opportunity to till her own 10-by-10-foot plot of land that inaugural year. “I have fond childhood memories of visiting my grandparents on their Iowa farm, and I’d wanted to branch out into ‘edible gardening’ for a long time,” she explained.

While poor weather and an unexpected water drainage issue made for an underwhelming harvest that first year, Yorktown has since hit its stride. “By the end of 2015, the community garden’s third season, we knew we had something good going for us.” In partnership with a few friends, Neuhart donated more than 100 pounds of fresh



File Photo

Mayor James Hovland, City Manager Scott Neal and Edina resident and Master Gardener Larry Cipolla are among the community stakeholders who shared the honor of cutting the ribbon at Yorktown Park Community Garden in 2013. This 55-plot garden is the first of its kind in Edina.

produce to VEAP’s food shelf – all grown from just two adjoining plots.

“Donating this food feels very rewarding, but it is also sobering,” Neuhart explained. “They tell us at VEAP that this food will all be claimed in under 20 minutes. Canned foods are the staples there. Fresh produce is a real treat.”

While this is a strong testament to the concept’s potential, urban garden historian and advocate Laura Lawson, author of *City Bountiful: A Century of Community Gardening in America*, cautions that “although the idea of allotting urban land for gardening may seem straightforward, in fact much organization and program development is necessary.”

Edina resident Larry Cipolla can certainly attest to the truth of that. He is one of the state's Master Gardeners, a certification bestowed by the University of Minnesota on trained volunteers with a passion for gardening education. At any given time, Cipolla is affiliated with at least half a dozen community and other gardening projects throughout the metro. Edina's Parks & Recreation Department tapped Cipolla to make a case for a community garden in Edina and help iron out some of the funding and administrative details.

"It is worth the trouble – and crops are almost just a bonus. I think the best part about community gardens is the 'community' part," Cipolla explained. "Tenants always include a lot of first-time or relatively inexperienced gardeners. It shapes out as a communal experience, with people sharing tips, lending a hand to help each other out in the dirt, bartering and even giving away the fruit of their work ... A garden may not be a big and obvious community improvement, like a new sports center, but it is a worthwhile community improvement nevertheless."

Garden Clubs Champion Civic Engagement

Although community gardening, in its current incarnation, is a relatively new phenomenon for Edina, gardening as a vehicle for community improvement is a concept that stretches back much longer. Insofar as it can be traced back to any one specific date, we can call out 1953 as a formal beginning.

In April of that year, representatives of 10 neighborhood garden clubs agreed to terms for the creation of an umbrella "Edina-Morningside Federated Garden Club."

(continued on next page)

Community Gardens Have Historical Precedent

While Yorktown Park represents Edina's first serious foray into modern community vegetable gardening, the concept is already firmly rooted in other parts of the Twin Cities. Minneapolis alone is home to more than 275. Some are larger, and many more are smaller, than the 55-plot parcel off York Avenue.

Advocates often frame today's garden movement as a spiritual successor to the famous World War II era Victory Garden crusade. For the duration of that conflict – and with only minimal government prompting – towns, neighborhoods, individual families and even companies all across the country maintained vegetable gardens. According to a 1944 report from the Department of Agriculture, at their high water mark, approximately 20 million victory gardens "collectively provided 40 percent of the total American vegetable supply." In addition to curbing the hardships of wartime rationing and boosting morale on the home front, victory gardens freed up other foodstuffs, raw materials like tin, and manufacturing capacity for the war effort.

National organizers, inasmuch as this drive had organizers, voiced a fervent hope that all these victory gardens would foster a communal gardening ethos that would long outlive the war economy. H.W. Hochbaum, chair of the federal Committee on Victory Gardens, put a fine point on it: "We hope to build a love for gardening and horticulture in the fiber of our people so that our home grounds will be made more beautiful and livable, and our communities improved."



Members of the Oakview Garden Club, one of many that sprouted up in Edina in the 1950s, pose in 1953 for one of their earliest club portraits.

(Happily, they truncated that long name down to Edina Morningside Garden Club in 1958, and again to Edina Garden Council after the absorption of Morningside into Edina in 1966.)

That begs the question: Where did these 10 constituent clubs sprout from?

While they may not spring immediately to mind for anyone who did not live through the era, women’s clubs were a true hallmark of post-World War II suburbia. They offered a chance to both socialize and become civically engaged – while also partaking in a favored pastime. Gardening proved a particularly attractive focus

in burgeoning residential communities like Edina. The 1950s and early 60s saw an influx of young families, with homemakers looking to fill and personalize yards in new and relatively stark housing developments.

By 1963, approximately 500 women swelled the ranks of nearly 30 neighborhood clubs in Edina. The former figure is doubly impressive given that many of those organizations capped membership at 15 or 20 – with some even maintaining a wait list to fill rare, coveted vacancies.

Clever portmanteau names like Kelodale (a play on Kellogg and Wooddale avenues) and Winahbar (a blend of Windsor, Cahill and Barry) point to the parochial orientation of these neighborhood clubs. They did not lack for formality, however. Members attended regular meetings, and came to them dressed to the nines. In their first few years of existence, Kelodale and several others even enforced a 25-cent fine for unexcused member absences.

Area garden clubs banded together as they did in 1953 in order to pool their efforts and improve quality of life on a community-wide scale – but without losing their individual identities or giving up on pet projects. Arneson Acres Park, the historic center for Garden Council activities and arguably the most beautiful of the City’s nearly 40 parks, illustrates best how much Edina owes to these collaborative efforts.

Arneson is named after commercial horticulturalists Morton and Katherine Arneson, who operated a tree nursery south of West 70th Street. In 1969, the couple

announced an intention to donate their 13.2 acreage to the City. Edina formally dedicated it as a park in July 1976. In a dedication speech, Mort Arneson enthused: “[City Manager] Kenneth Rosland promised me definitely that he is going to build the Edina Garden Council a greenhouse. Not a small greenhouse, but one large enough to take care of all that is needed as far as planning

is concerned for this place ... and also for the public buildings and parks [elsewhere] in Edina.”

Council volunteers, in partnership with Parks & Recreation staff, grow an impressive array of flowers and other ornamental plants in the Arneson greenhouse each year. In addition to our parks, the fruits of their year-round labor can be found adorning medians and scores of other public spaces across Edina.

Arneson Acres itself is a particularly fine showcase. Among other treasures, it is home to 28 gardens. Amenities gifted by the Edina Garden Council include a prominent gazebo, beautiful fountain, and updated sprinkler system installed in 2007.

The greenhouse facilities at Arneson serve as a convenient nerve center for the Edina Garden Council’s popular annual plant sale, a tradition stretching back to the mid-1970s. This began modestly enough as a small-scale fundraiser orchestrated from a member’s garage, but has since grown into a Mother’s Day weekend highlight for green thumbs in Edina and beyond.

In addition to subsidizing improvements, such as those to the Arneson property already mentioned, proceeds fund special academic scholarships for students eyeing a career in horticulture.

Beyond Beautification

While garden clubs are, for good reason, traditionally associated with a strong floral and landscaping bent, their community enrichment contributions extend far beyond

(continued on next page)

Courtesy of the Edina Historical Society



In the 1950s, official City maps touted Edina as “the City of Flowers.” Invaluable gardening assistance from area clubs – much of it in prominent public places – helps explain why our suburb developed that reputation. In this staged photo from May 1962, Mrs. Maurice Petersen (left) passes off responsibility for the tulip beds outside Edina Village Hall to two successors.

simple beautification efforts. Scholarships are only a small piece of it.

In the 1970s, for instance, Edina Garden Council members spearheaded Edina's first-ever recycling drives. Recycling is a service we have the luxury of taking for granted today, but as recently as the late 1960s, residents had to go to drop-off sites in Bloomington to discard glass and cans. In 1970, volunteers from the Garden Council began a monthly glass collection in the parking lot of the Red Owl grocery store on York Avenue (up the road from Yorktown Park, on the site where Cub Foods now sits).

"We partnered with a couple other area groups, and with a recycler who dropped off big barrels in the lot to use as receptacles," remembered Janet Chandler, an early member of the Kelodale Garden Club and one of those first volunteers. Chandler, at that time a resident of southwest Minneapolis, is typical of a subset of members who hailed from outside Edina during the heyday of garden clubbing. As much as gardening, the comradery and volunteer opportunities – and a dearth of clubs in her own neighborhood – drew her to Kelodale.

While it started as a modest affair, the City took notice of these monthly recycling drives. "Staff were impressed with what we were doing and set us up for a weekly drop off at the Public Works building," Chandler explained.

Edina Garden Council's early recycling efforts coincided with, and to a certain extent stoked, community interest in a more systemic municipal recycling program.

The City Council created a Recycling & Solid Waste Commission in 1974. Chandler attended meetings regularly and, when the City created a new Recycling Coordinator post shortly thereafter, proved the logical person to fill the new role.

Now as then, where important environmental issues are concerned, you can count on seeing Edina Garden Council members advocating for change and setting an



Courtesy of the Edina Historical Society

The Edina Garden Council's annual plant sale is a tradition stretching back to the mid-1970s. It began modestly as a small-scale fundraiser orchestrated from a member's garage, but has since grown into a Mother's Day weekend highlight for green thumbs throughout the Twin Cities. Shown here, outside Arneson Acres greenhouse, are intrepid volunteers before the 1984 sale.



Area gardeners are prominent in the vanguard of those fighting back against noxious, invasive plants. Shown here are members of the Edina Garden Council buckthorn “task force” outside the Edina Art Center in 2002.

example. Citing one particularly “thorny” case in point, area gardeners are prominent in the vanguard of those fighting back against noxious, invasive plants.

“Beginning in about 2002, the Edina Garden Council and League of Women Voters of Edina united to raise public awareness of invasive buckthorn,” recalled member Dianne Plunkett Latham. Buckthorn is a hardy, nonnative, shrub-like plant that thrives in Minnesota at the expense of native flora. Council volunteers began their counterattack by canvassing the City, identifying private properties with pervasive buckthorn, and leaving 3,000 informational hangers with residents.

“We even worked out a deal with a removal service, to have the buckthorn hauled away for people at a bit of a discount,” Plunkett Latham said.

Starting in 2004, members of the Garden Council assumed a more hands-on role in buckthorn abatement. Partnering again with a professional removal service, they marshal forces regularly at Lake Cornelia to revegetate an ever-expanding plot of land around the Edina Art Center.

“Removal is not enough,” Plunkett Latham explained. “We come through twice a year and replant native wildflowers. If we didn’t, the buckthorn would come right back.” The Edina Garden Council and its partners recently expanded their ambitious efforts to 206-acre Bredesen Park, as well. Coupled with the City’s ongoing efforts, “this buckthorn abatement provides us with showcase areas to teach people what a native woodland is supposed to look like ... Wildflowers in open, woody areas are really something to see.”

In the 1950s, official City maps touted Edina as “the City of Flowers.” When you stop and consider everything that gardeners do in and for the community today, it is clear that this claim is as true now as ever.

Background information for this story comes from resources housed in the collections of the Edina Historical Society and Edina Garden Council.

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

Election Signs

The Law: *Minnesota Statute 211B.045. From 46 days before the Primary Election until 10 days after the General Election, campaign signs may be posted.*

What it Means: During a state General Election year such as 2016, Edina's sign ordinance is overruled by State Statute. Through Nov. 18, residents can post campaign signs of any size or number on their properties.

Minnesota State Statute and the Edina City Code regulate the placement of campaign signs on residential properties, though. Signs cannot be placed in the right-of-way without the permission of the property owner. Signs should not interfere with regulatory signs and traffic control devices.

Campaign signs posted in connection with the elections held at times other than a state General Election are subject to the following:

- Maximum size of campaign signs is six square feet.
- One sign is allowed for each candidate per frontage.
- No sign can be located in a place that impedes the view at intersections.
- Signs cannot be attached to trees, rocks or power poles.
- Signs cannot be placed on parkland, or other publicly owned property or bridges/overpasses.

For more information on Elections, contact City Clerk Debra Mangen, 952-826-0408. For information on signs, contact the Planning Division at 952-826-0369.

Leaves

The Law: *City Code Sec. 24-21, Prohibited encumbrances or obstructions. "...No person shall obstruct, encroach upon, encumber or interfere, wholly or partially, with any street, boulevard, alley, sidewalk, easement, park or public ground by placing ... refuse, as defined in article III of chapter 20."*

What it Means: Keep fallen leaves out of the street to help prevent clogging the storm sewer, which can lead to water runoff, backups and flooding. In the fall, three street sweepers work four to six weeks collecting leaves throughout the City. If residents rake leaves from their yards into the streets, the street sweeper will not be able to keep up.

Residents should compost their leaves or contact their refuse hauler for proper disposal. Licensed haulers in the City are Aspen Waste Systems, 612-884-8000; Republic Services, 952-941-5174; Curbside Waste, Inc., 763-504-2872; GarbageMan of Edina, 763-269-8182; Vierkant Disposal, 612-922-2505; Suburban Waste Service, 952-937-8900; and Waste Management, 952-890-1100.

– **Compiled by Dawn Wills**

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Four Campaign For Edina City Council

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

Four candidates are vying for open seats in the race for Edina City Council. Incumbent Jim Hovland is unopposed in the election for Mayor.

Mary Brindle, Donna Callender, Mike Fischer and Jennifer Janovy are campaigning for two open Council Member seats. The two "at large" Council Member seats are currently held by Brindle and Ann Swenson. Brindle seeks a third term.

The municipal election will be held Nov. 8, in conjunction with the State General Election. The top vote-getters will begin their four-year terms in January.

Mary Brindle

Address: 6901 Paiute Drive

Years in Edina: 31

Website: marybrindle.com

What do you like best about living in Edina?

- Edina is progressive on several fronts:



Photo by Polly Norman

Mary Brindle

environmental, human rights, public health, transportation infrastructure

- Triple A bond ratings, providing Edina the best possible interest rate on funds for infrastructure improvements
- Living Streets
- Sound infrastructure: water, streets, storm water management, snow removal
- Values heritage preservation among homes, buildings, landmarks and parks, as well as visual and performing arts

What would you like to help the City improve?

- Affordable housing: Make the Affordable Housing Policy realistic and applicable for all medium- and high-density developments
- Fiscal responsibility: Prioritize budget requests; reform property tax to provide satisfactory City services without a higher tax levy
- New Americans: Edina can do a better job of welcoming and helping New Americans learn about their new home
- Public Transit: Improve access to public transit; build a circulator bus route to connect all of Edina to transit
- Redevelopment: Balance redevelopment between community members' needs and long-term gains of developers; guide development in neighborhood nodes

What are the areas of emphasis in your campaign?

- Renewal and resiliency: parts of our city are old and need to be refreshed
- Transportation: Build a transportation framework around the best current and future transportation solutions
- Fiscal responsibility: identify, understand, and address needs on a priority basis
- Maintain the City's basic functions: Clean water, sound infrastructure, safe streets, snow plowing, maintaining city facilities, pay City's obligations

Donna Callender

Address: 5415 Countryside Road

Years in Edina: 20

Website: CallenderCampaign.blogspot.com

What do you like best about living in Edina?

- Schools that are conscientious places of quality learning.
- Fun activities and amenities.
- Modern thinking with an old-fashioned sensibility.

Submitted Photo



Donna Callender

What would you like to help the City improve?

- Decision-making should be open and above-board.
- More deliberate development planning that benefits residents.

What are the areas of emphasis in your campaign?

- Trust/accountability: One can't ethically represent Edina's people AND Edina's paid contractors at the same time.
- Progress that preserves Edina's character.
- Respect for residents.

Mike Fischer

Address: 4512 Dunham Drive

Years in Edina: 17

Website: www.fischerforedina.com

What do you like best about living in Edina?

- The people – This is the friendliest town I have ever lived in, plus the talent level is amazing.
- Excellent schools, parks and municipal services.

Submitted Photo



Mike Fischer

(continued on next page)

- Big city amenities with a small-town feel.
- The high quality of our housing with the wide variety of character in our residential neighborhoods.
- Legacy of innovation – we have been blessed with a history of courageous and creative leaders.

What would you like to help the City improve?

- Maintain affordable housing for middle-income families.
- Improve accessibility throughout Edina for those who do not drive a car.
- Improve our upcoming comprehensive planning process in terms of innovation and public involvement.
- Continue to improve our zoning regulations, protecting the character and quality of our residential neighborhoods as reinvestment occurs.
- Maintain Edina as a community of choice for residents and businesses, with exceptional quality services and continued low tax rates.

What are the areas of emphasis in your campaign?

- I am passionate about Edina – 12 years coaching youth sports, 16 years volunteering on committees and commissions.
- Leadership experience – Former City Council President, Former Metropolitan Planning Organization Chair, currently leading an architecture/engineering office of 85 people.

- Leadership experience in Edina – Former Chair of the Planning Commission and Zoning Board of Appeals.
- Ability to manage change – 30 years of experience helping communities of all sizes manage change through visioning processes.
- Consensus Building – We can move forward together by focusing on areas of agreement, and using those as our building blocks.

Jennifer Janovy

Address: 4016 Inglewood Ave.

Years in Edina: 22

Website: JenniferJanovy.com

What do you like best about living in Edina?

- Residents who place a high value on education and give generously to the community.
- An ideal location, making Edina a destination for employment, services, shopping, and close to everything the Twin Cities offers.
- Sidewalks, parks and trails that foster a healthier, more connected community.
- City services that set Edina apart, such as snow plowing and public safety.



Submitted Photo

Jennifer Janovy

- Beautiful neighborhoods, varied house sizes and styles, and strong property values.

What would you like to help the City improve?

- Leading from the community up rather than from City Hall down – government works best when citizens are authentically engaged.
- Create an independent citizen finance committee, ensuring critical review of city finances, transparency, and spending that reflects community priorities.
- Redevelopment – enhancing Edina with high-quality architecture amid a vibrant, sophisticated public realm, while preserving our neighborhoods and green spaces.
- City Council policies/processes—adopting a City Council ethics and conflict of interest policy, promoting greater City Council accountability.
- Preserving and restoring natural areas, preventing the loss of healthy, mature trees, and prioritizing playgrounds, park shelters, and trails.

What are the areas of emphasis in your campaign?

- Transparency and collaboration—I will work to create a fully open city government that listens to/acts on citizen input.
- Public spending—I will work to bring more citizen participation into the budgeting process and accountability into spending decisions.

- Traffic and transportation—I will work to make Edina exceptionally livable, whether one drives, walks, bikes, or uses transit.
- Community vision/planning—I will listen to residents, connecting their visions for Edina to the plans/processes that drive change.
- Confidence—Where connection to and confidence in our City are lacking, I will work to create connection, restore trust.

Swenson Set To Retire From City Council

By Krystal Caron

A lot has happened since 1993, the year Ann Swenson first formally began serving the City of Edina.

She's held seats on the Planning Commission, Heritage Preservation Board, the former Zoning Board of Appeals, and is currently serving on the City Council, where she holds the role of Mayor Pro Tem. Now, nearly 24 years later, Swenson will retire at the end of her term this year.

"In over 20 years of service to Edina, on both the Planning Commission and the City Council, Ann has shown and shared – with both her colleagues on the Council and her fellow residents – her objectivity, fairness, wisdom and strength of character," said Mayor Jim Hovland. "She always puts community first in her decision making and her decisions possess a beautiful clarity. Ann is an exceptional person and we will greatly miss her voice when she completes her service on the Council at the end of the year."

Swenson has lived in Edina for over 56 years, during which she and her husband, Jim, raised their two children, Lindsay and Scott. Lindsay, her husband, Jeff, and their children, Jack and Grace, still live in Edina. Swenson's son, Scott, his wife, Jenn, and their daughters, Sonja and Audrey, live nearby in St. Louis Park.

Swenson received her bachelor's degree from the University of Minnesota in Design with a minor in Architecture.

"Ann, with her background in architecture, was an excellent member of the Commission and Board," said retired Planning Commission Chair Gordon Johnson. "She not only understood the reasons for a particular application of the City's zoning code, but she could also visualize the request from the viewpoint that a project, to be successful, had to be beneficial for the families or business involved in the process."

Swenson served four consecutive terms, a total of 12 years, on the Planning Commission. She has referenced her experiences on the Commission often while serving on the Council.

"I can remember just being in a total panic because a couple of big houses were starting to be built on Halifax Avenue south of Lunds & Byerlys and it was really changing the neighborhood. I remember the City Planner saying to me, 'We're lucky our community has a value to be rebuilt.' I have thought of that many times over the years," said Swenson. "We are slowly being rebuilt. A lot of cities use their tax money and grants to try to make happen what we already have happening. While sometimes it's difficult to accept this concept, these changes – in the long run – are for the good."

After serving on the Planning Commission, Swenson was elected to the City Council in 2005 and is now completing her third term. While on the Council, Swenson championed a number of things, including women and youth in government, affordable housing and public art in Edina.



After nearly 24 years serving the City of Edina, City Council Member Ann Swenson will step down in December.

"I was once listening to a National Public Radio program about women in government and they were bemoaning the fact that more women didn't go into politics, but that isn't the case anymore. I'm proud that whether it's students or adult women, they take serving the City very seriously," said Swenson. "We have a community that's equally represented by men and women and some of that is because of the ability for the youth to serve on our boards and commissions."

Swenson also makes time to teach city government to third graders at area elementary schools and encourages students to get involved in their student councils.

Swenson was supportive of 66 West, an apartment complex under construction to provide homes for

young adults in the west metro who have experienced homelessness. Earlier this year, the Edina City Council also approved an affordable housing policy to ensure Edina is a community for all. After completing her term as Council Member this year, Swenson plans to become more involved in the Edina Housing Foundation, continuing her commitment to affordable housing in the community.

Swenson is also proud of the work she's put into improving accessibility for bicyclists and pedestrians throughout Edina streets, including sidewalks and bike lanes. "We've had two different streets requesting a sidewalk that also have a current street reconstruction plan, and I'm really excited that we have people who value what a sidewalk can do," she said.

Edina has developed a strong public art community that Swenson ardently supports as a Council Member, resident and fundraiser. Each year, the City organizes a rotating sculpture exhibit. Often, the community develops a connection with a particular sculpture; in response, Swenson has led fundraising efforts to help make Edina a permanent home for two of those sculptures. Through her leadership, the City secured funding in 2013 for "Spaulding" at 50th & France, and this year found "Slapshot" a permanent home at Braemar Arena.

"While it may be expected that anyone serving on a city council is automatically a city leader, not every elected person does so with the passion, commitment and resolve that Ann has demonstrated year after year," said Public Art Edina Chair Barbara La Valleur. "Due to Ann's

(continued on next page)

efforts, connections, conversations and commitment, in both campaigns our community came together to support and purchase the two sculptures to donate to Public Art Edina's permanent collection."

"The other day, I sat at Edina Grill and I watched the kids climb on 'Spaulding,' which is why I rallied for this. The kids are familiar with public art before they even know it's art," added Swenson.

Swenson has also served on a number of other groups, boards and commissions in the past, including the Blue Ribbon Task Force, a local group that researched and deliberated the need for a park referendum in 2001; the Community Action Partnership of Suburban Hennepin, an agency working in all of suburban Hennepin County to improve the lives of low-income people; and the Edina Community Education Services Board.

"Ann has this really interesting character combination of grace and tenacity. It's typically a difficult combination of attributes to pull off, but she's been doing it for decades for the benefit of her fellow citizens of Edina," said City Manager Scott Neal. "I have really enjoyed working for her; I'm going to miss her."

"I feel very blessed to have worked along side all the different City employees that we've had over the years that I've been on Planning and Council. I truly believe our employees are proud to work for our City and to serve the residents," said Swenson. "I've always been so proud of our City employees."

Despite her retirement from Council, Swenson still plans to stay connected and work for the causes she has championed for so many years. She will continue to work with the City on the Comprehensive Plan that's currently under way and scheduled to be completed by Dec. 31, 2018. Comprehensive Plans are completed every 10 years, so Swenson is the only person on either the Planning Commission or the City Council to have already worked through two Comprehensive Plans. In addition, Swenson plans to continue to work on the issue of affordable housing.

"We have a community that has fabulous schools, but it's really hard for a young family without means to live in this community to benefit from those schools. I'd like to make changes for that. We have a community with a lot of seniors and people aging and I think it's important to find a way for those seniors to stay in their community in a facility that's convenient for them and that's affordable," said Swenson.



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Edina Chamber Looks Toward Bright Future

By Jordan Gilgenbach

What does a Chamber of Commerce in 2030 look like? What will be the needs of businesses and how can a business organization fill those gaps? Those are some of the questions the Edina Chamber of Commerce is trying to answer as it completes its strategic plan and vision.

“In its 45-year history, the Edina Chamber has never done a long-term strategic plan,” said Lori Syverson, President of the Edina Chamber of Commerce. “Every year, the Board and staff get together for an annual Board retreat, but it really only ever looks at the next 12 months.

“The nature of doing business has changed. Businesses are doing things very differently, and the Chamber, up to this point, hasn’t. We haven’t changed like businesses. In order to stay relevant, we have to start to look outside the box.”

The Edina Chamber hired Future iQ Partners to lead its strategic planning process. The City of Edina also used Future iQ Partners in 2014 for its visioning process, Vision Edina.

“That was a great move for us because they are already familiar with Edina, and they can see where there may be some holes the Chamber can fill,” Syverson said. “We liked the consistency perspective as it relates to the City’s vision, but we also liked that they work with businesses other than chambers, and have an international perspective and knowledge.”

“As an expansion of the [City’s] visioning project, the Edina Chamber of Commerce has hired Future iQ Partners to help guide new business development and retention, and incorporate the community’s stated strategic focus areas of Balancing Edina’s Redevelopment and Enhancing Our Community Fabric and Character,” said David Beurle, CEO of Future iQ Partners. “Knowing the high level of engagement in Edina, we have no doubt that the results of this project will serve the community for years to come. It is a pleasure to work with such a collaborative and inclusive community – Edina really is a special place.”

“It is imperative that the Edina Chamber undergoes the process of a comprehensive strategic plan to determine what the future of our chamber looks like,” said Meg Chiodo, Chair of the Edina Chamber of Commerce Board of Directors. “Chambers across the country are struggling with their current structure and many have sought out merger opportunities with neighboring communities.”

While, at press time, it’s unclear what changes and recommendations will be made from the strategic planning and visioning, Syverson looks forward to seeing what comes of the process.

“It’s scary, but I’m very excited. Change is hard, but with the backing of the Board, we’ll make sure any changes are good,” she said. “We like to be more progressive, and to do things differently than the rest of the chambers.”

“Edina is a cutting-edge community and a leader in the Twin Cities, and other communities look to Edina



for their future vision,” Chiodo said. “It is through this visioning and long-range strategic plan process that the Edina Chamber Board of Directors will learn how we can best meet our business members’ and community members’ needs to make the chamber stronger and more resilient for generations to come.”

Since Syverson took the helm of the Edina Chamber in 2012, one of her major goals was to complete long-term strategic planning for the organization.

“It’s been very clear that businesses want different types of information from a chamber. If you look at the chambers in the ‘50s, ‘60s and ‘70s, it was all about how to market your business, but that game has really changed. The whole concept of networking, while still important for some businesses, is much less important now than it used to be,” Syverson said. “Edina’s businesses are very community-focused and want to make sure that if a new business comes into town, that it’s good for the entire community. What that means is that we have to reach out to all our segments, not just the businesses.”

Over the summer, the Chamber and Future iQ met with community members, held listening sessions and gathered feedback from the entire community, including residents – a segment chambers of commerces typically don’t interact with much.

“I want to dig into these little niche areas like healthcare, hospitality, etc., gather and discuss the issues affecting that specific subset of businesses, and figure out how the chamber can help these members,” Syverson said. Overall, the long-term general health of Edina and its business community are at the forefront of the Chamber.

“If we’re not looking at the best interest in the community, we’re not going to have a strong business community, and therefore, won’t have a strong membership. For us to stay separate wouldn’t serve anyone’s best interest because it’s not in the best interest of the community,” Syverson said. “None of us are going to grow if we don’t look outside [the box].”

Syverson and Beurle hope to have a draft strategic plan for the Edina Chamber of Commerce and Explore Edina in October, with implementation of the plans tentatively beginning in January 2017.

For more information, visit edina.org.

Meet Edina Chamber's Newest Staff

By Jordan Gilgenbach

The Edina Chamber of Commerce has a few new staffers to assist its members. Deb Hanson and Lauren Elrick were hired earlier this year to further the Chamber's effectiveness in the community.

Hanson has overseen memberships as Membership Sales Manager since February, but she isn't new to the Edina Chamber. She had previously devoted some of her time to both memberships and communications since early 2015. As part of her new role, Hanson builds and maintains relationships for the Chamber and grows its membership.

Hanson is a long-time resident of Edina and has been involved in Edina Public Schools, for many years in youth sports and other volunteer capacities.

"I'm well versed in the community, not just from a business perspective, but from a resident perspective as well," Hanson said. Prior to joining the Chamber, Hanson had also worked at Edina Public Schools as an Administrative Assistant. "It was a great transition from my time at home as a mom back into the workforce and back into the community.

"From a business community standpoint, people in Edina truly want to work together and collaborate. It's about establishing those relationships, and people are my passion, so it's been a great fit. Between youth sports, the PTA and the Chamber, I have a lot invested in the community because I live here and work here."

Elrick serves the Chamber's membership as its Communications Coordinator, overseeing the organization's

print and digital communications. Prior to joining the Chamber, Elrick was the Director of Communications for New Life Academy. She also writes for several publications as a freelancer.

"We're hoping to rework the feel of the Chamber, make it more interactive online with members and make it more attractive to millennials," Elrick said. "I love the team at the Chamber. It fits well with my interests and past experience, and I look forward to making an impact on the Chamber."

In addition to her communications role, Elrick will also champion the Emerging Leaders group, growing programming and attendance for young professionals under 40. Emerging Leaders is for young Edina professionals to network, learn more about the business community and contribute to the community.

For more information, contact the Edina Chamber of Commerce at 952-806-9060.



Photo by Michael Braun

Lauren Elrick (right) and Deb Hanson are the newest staff at the Edina Chamber of Commerce.

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City Hires New Crime Analyst

By Mia Vacanti

Joel Bonstrom began work as the Edina Police Department's first Crime Analyst in the spring.

The position of the crime analyst has been evolving into a prominent role in police departments around the country. In recent years, local police departments have found that crime analysts working with local agencies, conducting social media and other network searches, has been critical in helping investigators solve crimes.

"We've been trying to move ourselves forward," said Sgt. Kevin Rofidal. "There are few cities our size that have this position. In a few years, I think you'll find this position in all police departments."

Bonstrom, who grew up in Edina, has a degree in Criminology from the University of Minnesota – Duluth and a master's degree in software systems from the University of St. Thomas. He previously held jobs with Woodland Hills Juvenile Correction Facility, Public Safety Department at the University of St. Thomas and, most recently, Magenic Technologies Inc.

"I happened to come across the job posting while I was on vacation and the description sounded really appealing to me," said Bonstrom, who was one of 170 people to apply for the position. "It's a great opportunity to combine both my technical and law enforcement backgrounds."

"Joel was a unique candidate because he grew up in Edina," said Rofidal. "He knows the streets, the

businesses ... He's familiar with the area. That is definitely an advantage coming in. With his software/computer analytical background, as well as some police department background, it was a nice blend of a lot of things."

The crime analyst position is new to the City after long-time Crime Prevention Specialist Molly Anderson retired earlier this year. The Crime Prevention Specialist's primary responsibility was to pull statistics and compile quarterly reports. With Anderson's retirement, the Police Department decided to redefine the position and create a job geared toward benefitting the officers and expanding crime prevention efforts.

"We noticed the value crime analysts were bringing to neighboring cities and we wanted to bring these benefits to our own agency," said Police Chief Dave Nelson. "Bonstrom will help the Police Department expand its dissemination of information and knowledge of crime to help proactively address trends in Edina."

The primary tasks of the Crime Analyst include compiling data and statistics, analyzing calls for service, identifying crime trends, monitoring predatory offenders, updating crime maps, compiling the weekly crime report and more.

In his first week on the job, Bonstrom trained with the Bloomington and Eden Prairie police departments, which both have crime analysts.

"These departments are a great example of networking and leadership for this position," Rofidal said. "I think in

Photo by Dietrich Nissen



Joel Bonstrom began work as the Edina Police Department's first Crime Analyst in the spring.

law enforcement in the last few years we've gotten good at solving crimes when it comes to networking and social media. You start to see crime trends linked from city to city and links to associates and accomplices through social media."

"Along with working alongside our detectives, I've worked with department management to analyze stats from previous months and years to look for patterns in crime and calls for service for our department," Bonstrom said.

The most recent example can be seen in the summer string of vandalisms around Edina. Bonstrom was able to notice a pattern to help narrow down suspects and free up detectives to follow other leads.

The crime analyst works with surrounding agencies, including the Hennepin County Sheriff's Department, to identify patterns and trends in crime. By doing so, they hope to stop crime from happening before it reaches their city.

"It's all about the bigger picture," said Bonstrom. "You have to look at a wide range of things. I look forward to playing a role in investigations and contributing to my city."

For more information, contact the Police Department at 952-826-1610.

– Lauryn Grimes and Dana Rademacher contributed to this story.

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Curtin Takes Helm Of Human Resources

Photo by Michael Braun



Kelly Curtin took leadership of the City of Edina's Human Resources Department in June.

While it's a department with which the majority of residents have little interaction, Human Resources is an integral part of day-to-day operations at City Hall. Kelly Curtin was selected to lead the department following a retirement earlier this year.

"Including seasonal employees, the Human Resources staff hires and on-boards 400 to 500 people every year," Curtin said. Spring is the busiest time of year as seasonal positions are filled for the summer months.

Curtin started with the City of Edina in June 2015 as an HR Generalist, coming to the City from the private sector. She holds a bachelor's degree in Business Administration from Bethel University in St. Paul and also holds both the Senior and Global Professional in Human Resources certifications from the HR Certification Institute.

When former Human Resources Director Kay McAloney retired in May, Curtin was selected to fill that role.

Assistant City Manager Lisa Schaefer has been impressed with Curtin's work. "Kelly came to the City with extensive HR technical knowledge," she said. "Over the last year, she has worked with every department within the City with great results. Her leadership skills and collaborative approach will serve the City well."

Curtin has more than 16 years of experience working in human resources, supporting fast-growing, entrepreneurial companies within various private sector industries.

"Given the rapid growth of companies I have been with, operations were negatively impacted if sufficient talent wasn't acquired, developed and supported," Curtin said. "To succeed in Minnesota's tight labor market, it was imperative to have an aggressive strategy for talent acquisition and to think outside of the box in order to source quality talent in the quantities needed -- which was often 20 new employees starting each week."

Moving into public service with the City of Edina has been a natural transition for Curtin.

"When I was contemplating a change to public sector work with the City of Edina, it was important to make sure it was mutually a good fit. Cultural fit was key to me," Curtin explained. "I came from a company that had very engrained core values; a very friendly, positive culture where leadership was expected to ensure a positive employee experience and to always 'do the right

thing.’ It was a culture that was very much aligned with who I am as a person. Equally important to a positive culture, I was looking for a new challenge where I could bring but also expand my expertise and experience in human resources management competencies.”

City Manager Scott Neal is glad that Curtin has joined the City’s Executive Leadership Team. “HR was established as a stand-alone department five years ago. While we have made many improvements in that time, there is still much to do. With her extensive experience and private sector background, Kelly brings a fresh perspective to the organization,” he said. “She will ensure we continue to plan and adapt to our changing workforce needs.”

Curtin hopes to direct initiatives focused on making the City an employer of choice and increase efficiencies, which includes implementing a Human Resource Information System (HRIS).

“The functions of the Human Resources Department are critical to supporting departments Citywide. We utilize one system for talent acquisition and onboarding, another for online employee benefits and a third for payroll and compensation,” she said. “Implementing an HRIS system with the ability to manage employee information, including employee demographic information, benefits administration, performance management and more is definitely an exciting – yet challenging – undertaking.”

One area in which Curtin’s experience has already had a positive effect is the 911 Dispatcher hiring and recruiting process. With the assistance of Sgt. Aaron White and Dispatch Supervisor Tony Martin, Curtin and her

team revamped the way Dispatchers are recruited and on-boarded in hopes to attract and retain highly qualified and talented candidates.

Another of Curtin’s goals is to simply continue providing quality services to residents, employees and job seekers. “It’s really a matter of solidifying what we already do,” she said.

But what’s most important to Curtin is the positive employee experience.

“Companies are realizing the importance of maintaining a positive culture and the role it plays in productivity, engagement and retention,” she said. “I enjoy helping leadership build the skills necessary to ensure a positive employee experience for all. Employees are one of the greatest assets, so we need to proactively engage them. It’s important that employees feel a connection to their workplace; it helps provide a sense of belonging and satisfaction.”

While she doesn’t have a lot of spare time while raising three kids, Curtin enjoys cooking, downhill skiing camping, and watching her kids sports, which includes rugby, football, and soccer.

“As my kids have gotten older and with my oldest off to college, I’ve learned the need to live and be present in the moment. It’s an important skill in life,” Curtin said.

For more information, contact Curtin at kcurtin@EdinaMN.gov.

South Metro Public Safety Training Facility Expands

Submitted Rendering



An architect's rendering shows how the remodeled entrance to the South Metro Public Safety Training Facility will look when the project is complete.

By Kaylin Eidsness

Now more than ever, municipalities are sharing resources in an effort to save money. In that way, the South Metro Public Safety Training Facility (SMPSTF) was ahead of its time when it was built in 2004. However, at the time, the owner cities didn't know just how successful the project would be.

Owned by the cities of Bloomington, Eden Prairie and Edina and the Metropolitan Airports Commission, the SMPSTF is expanding to accommodate an even greater need for space.

Renovations are nearing completion to add a 100-seat classroom; new office space; remodeled exterior and entryway; and an enlarged common space, kitchen and women's restroom.

"It's been getting more and more difficult for our owner and member agencies to book the space they need," said SMPSTF Executive Director Debra Fields, who added that she's seen an increase in joint training sessions that bring larger groups of police and fire personnel to the facility. "We are getting squeezed out of classroom space."

Edina Police Officer Mark Biermaier said he and his fellow officers look forward to the additional space as well. "It will make scheduling our training sessions much easier once we have another, larger classroom," he said.

"We've never been able to bring in national speakers because we've had to limit the headcount," said Craig Essig, Edina's Assistant Fire Chief. "With the additional

space, we'll be able to bring in a lot more training opportunities."

The SMPSTF features two live-fire gun ranges, two small classrooms, defensive tactics room, interactive combat simulator, tactical building and tower and a canine training field. The facility's gun range is open to the public Wednesdays and Saturdays. The SMPSTF also holds introduction to handgun and permit to carry classes.

Fields, who has overseen the day-to-day operations at the facility since 2007, said 20 percent of the operating budget comes from the publicly held classes and range time.

"Our public programs are important to the facility also," she said. "It's just a fantastic resource for police and fire officials, as well as the public."

The cost of the \$1 million expansion project is shared by the owner agencies. The City of Edina is paying roughly \$189,000 of the \$1 million based on the size of its police and fire departments. The City of Bloomington is paying the largest portion at \$365,000.

"These joint powers agreements are popping up more and more, because municipalities are realizing they need to pool their resources to do more with their dollar," said Fields. "This facility is an outstanding example of that. I think it's something that all of the involved communities should be very proud of."

Construction is expected to be complete by January 2017.

For more information, contact Fields at 952-903-5715 or visit www.policeandfire.training.



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Brown Begins Work As City's First Sustainability Coordinator

By Dana Rademacher

In July, Edina renewed its commitment to environmentalism and sustainability when the first-of-its-kind Sustainability Coordinator was hired for the City. Tara Brown will lead Edina through its continued conservation and sustainability efforts.

Brown, the newest member of the Administration Department, began her work as Sustainability Coordinator July 18. While her position is new, Brown has years of experience and a strong passion for sustainability, which first bloomed when she studied abroad in Copenhagen.

"I saw how the public, the people and the businesses worked together to create a more sustainable culture and environment," said Brown, speaking of her time abroad. Since then, Brown has worked at the Government Accountability Office in Washington D.C., and most recently, Target Corporation, where she spent seven years in the merchandising division and then three years devoted to sustainability. Her largest projects at Target were devoted to helping merchandising and key partners learn more about their sustainable products by developing and launching their sustainable product index in Health, Beauty & Cleaning.

"Tara is going to be a great addition to our team. It was clear she had a passion for sustainability," said Assistant City Manager Lisa Schaefer of Brown. "She is used to working with diverse groups of stakeholders with different needs. She is clearly a collaborator who

can bring groups that may disagree together to identify solutions that will work."

The City had been interested in having a designated person to focus specifically on improving conservation and sustainability as a local government.

"Prior to this position, we tried to always consider sustainability in our actions," said Schaefer. "But the City has many employees in multiple departments and facilities whose decisions have an impact on sustainability. We didn't really have the staff resources to be able to implement the City's sustainability goals."

In November 2015, the City Council approved an ordinance that would increase utility franchise fees for Edina customers of Xcel Energy and CenterPoint Energy. The profits from the extra fees went into a separate fund that was set aside for conservation and sustainability goals, called the Conservation and Sustainability (CAS) Fund. This position is unique in that it is being paid from this dedicated fund, which had a goal to create "a strong conservation and sustainability ethos into the city government's overall operations."

The Sustainability Coordinator is first tasked with learning about all the services and facilities Edina offers, and then defining and measuring what the carbon emissions are, and where the City could start making the largest impact. Brown will also be the liaison with the Energy & Environment Commission (EEC) and help members execute their priorities and goals.

While several cities have similar positions, sustainability coordinators are still rather new to the government scene.

“It takes so much energy and effort to properly document, assess and measure for sustainability. These cities and businesses that invested are now starting to see returns on doing so,” added Brown.

While the short-term goals are internally focused on Edina governmental operations, the long-term goals for this position will be fleshed out and expanded to other areas.

“The City of Edina wants to be a leader in sustainability, and we want our residents to be focused on that, too,”

added Schaefer. “As a city we want to set the example and do what we can first. Eventually, Tara will get more involved in bringing sustainability out into the community.”

As a closeby Minneapolis resident, Brown sees this position and working for Edina as more than just a job. She said she enjoyed having a full-time career in sustainability, but an even more important reason is why she applied.

“I live just a couple blocks from Edina, so it feels like my community. My kids go to school here, I’m always shopping and enjoying this area. I’m excited to help my community become more sustainable.

“Edina is very proactive on things. I’m really playing off of what the City and the people already do, putting a sustainability layer on it to make a bigger impact.”

For more information, contact Brown at 952-826-1621 or tbrown@EdinaMN.gov.



Photo by Michael Braun

Tara Brown began work as the City’s first Sustainability Coordinator in July.

Heritage Award Winner Makes A Change For Preservation

By Krystal Caron

The Edina Heritage Preservation Board annually presents the Heritage Award to a local business, person or neighborhood for their commitment to preserving, rehabilitating or restoring a historical place in Edina. However, this year's recipient is somewhat outside the standard that most of the past recipients have set.

When Doug and Patricia Vayda purchased their home at 5201 Wooddale Ave., they knew they'd need to make significant changes to the property to update the home for modern living. It's the way that the Vayda family approached these changes that led to their receipt of the 2016 Heritage Award.

"When the house was for sale in 2011, we had people coming in to the Planning Division inquiring about whether they could tear down the home and rebuild, since it was on a double lot. It was so great that the Vaydas saw the potential in the house," said Senior Planner Joyce Repya.

"This home, like so many old houses, had beautiful materials, details and an intimate scale to the rooms that is hard to replicate in a world where 'more' and 'bigger' is often valued over quality," said nominator Jean Rehkamp Larson, who served as the architect for the Vaydas' remodel. "Our community was lucky that this house was purchased by new homeowners who valued the historic scale and the quality. The parts of the home that made comfortable modern living a challenge have been seamlessly integrated, giving this home another 100 years of value."



Andrea Rugg Photography

Homeowners Doug and Patricia Vayda preserved the original character, while expanding the overall footprint of the 1935 home.

The Vaydas elected to preserve the historic character of their home and use the house's current style as inspiration as they updated the space and increased the house's footprint. This approach echoed the award criteria perfectly, as the award is given to a person or group of people who have made an outstanding contribution to the preservation, rehabilitation, restoration and use of Edina's heritage resources. In addition, the remodeling project tied well to the 2016 Preservation Month theme, "Celebrate the past as your plan for the future."

"When we moved here from the East Coast in 1991, we were driving through the neighborhood when we saw

this house and said, 'Wow we love this house!' It was a coincidence that we saw this go on the market when it did 20 years later," said Patricia Vayda. "We feel very fortunate to have landed in Edina, because we feel very blessed to live in this community. And we feel very fortunate to have been able to restore this home."

The Vaydas worked closely with their architects, Rehkamp Larson Architects, and contractor, JS Johnson & Associates, to maintain the integrity of the 1935 Tudor home. In order to preserve signature rooms, such as the foyer, dining room and vaulted living room, the addition was designed to sit back on the site, allowing the historic living room gable to keep its prominent position on the front façade. Elements such as the wood-burning fireplace, patchwork brick details in the entrance and the inswing casement windows



Andrea Rugg Photography

The attached porch in the home was expanded to make room for a much larger family room.

throughout were also preserved. The height of the eaves, interior trim profiles, door and arch styles, and plaster wall texture all remain untouched in the original areas of the house and are meticulously repeated throughout the new space.

"The garage now fits two cars, the mudroom supports a busy family and the gear that comes along with it, the kitchen is the right size to take its natural place as the center of activity and a master suite on the main floor allows for aging," said Rehkamp Larson. "The thorough attention to detail in the home unassumingly adds up to reinforce a strong sense of comfort. Well-maintained old houses ground a neighborhood with stories passed down from one family to the next and a legacy of pride. It's great to live in a community that appreciates historic preservation, because it's such a valuable resource for our culture and it's sustainable."

Rehkamp Larson Architects and JS Johnson & Associates strived to find consistency and balance between old and new throughout the home. The kitchen features inset glazed kitchen cabinets surrounded by beautiful handmade English tile with the hutch pulling millwork details from the original living room; locally made stained glass infills the fronts of dish cabinets; vintage light fixtures are used throughout many new areas; the new family room has a single-story vaulted ceiling that complements the living room ceiling; on the back patio, the patchwork brick and timbering from the front of the home is repeated; and at the front the eave height and window proportions are matched exactly to the old.

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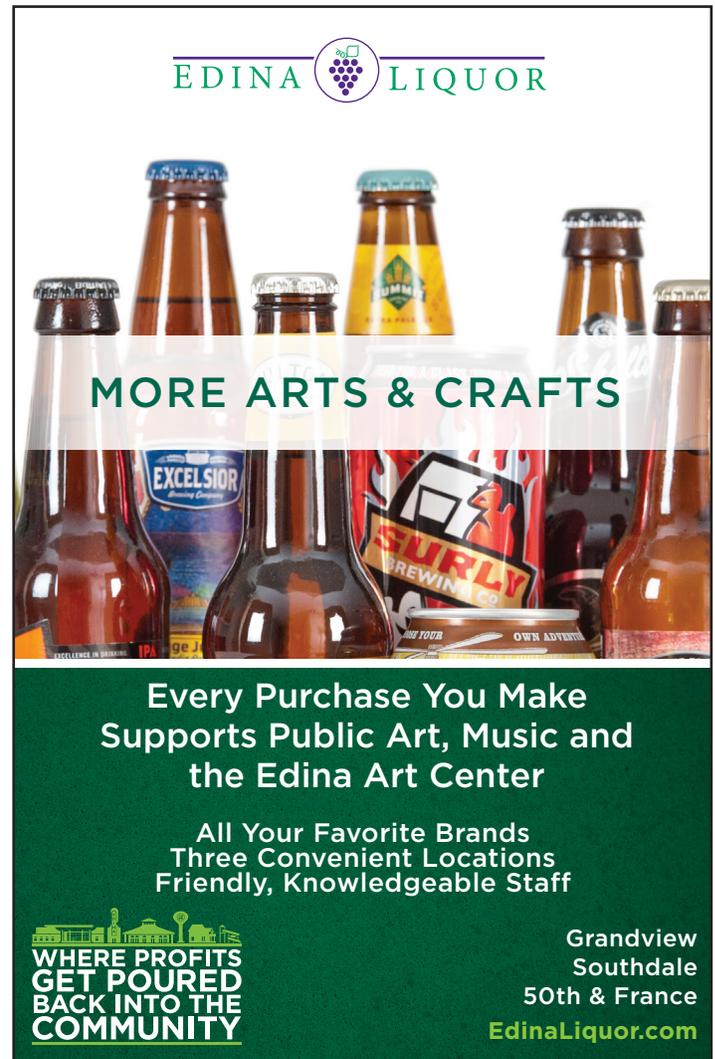
“We bought from the original owner and she just celebrated her 110th birthday this past fall. They asked if she could come over to see the house with her grandkids and great-grandkids,” said Doug Vayda.

The Vaydas’ success in preserving the integrity of the original home was clear in their reaction. “They still remember this house as their grandmother’s house and the only comment was that we built them the family room that they really wanted,” said Doug Vayda.

The Heritage Award was established in 2003 to showcase local preservation activity happening on properties located within Edina. Any individual, company or organization is eligible for the award, including non-residents, but the historic property or resource must be located in Edina. Current members of the Heritage Preservation Board and past recipients are not eligible for the award.

In addition to the Vayda House, previous winners include the Savory’s Gardens, Arthur Erickson House, Southdale Center, the Convention Grill, St. Stephen’s Episcopal Church, a colonial revival home in the Edina Country Club District, the Coddington House on Blake Road, Edina Morningside Community Church, the historic Sly Farmhouse on Brookview Avenue, the Morningside Neighborhood, Edina Cinema for its iconic sign and the Baird House.

For more information about the Heritage Award, contact Repya at 952-826-0462 or jrepya@EdinaMN.gov.



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Edina Historical Society Welcomes Fresh Faces

By Dana Rademacher

Two women with extensive local history and curatorial experience were recently hired by the Edina Historical Society. Jennifer Adam began work in April as part-time Executive Director. Rachel Houck started the same month as Curator of Collections.

When Marci Matson, who had been responsible for both roles, resigned as Executive Director last fall, the Board of Directors for the Edina Historical Society decided to split the work into two positions.

“Due to budget constraints of only being able to staff 30 hours per week, we reviewed the tasks of both the executive director and curator and determined that 15 hours per week per position would get us into a better operation place as a museum,” said Board of Directors President Bob Moore.

“It’s nice that they separated the positions out,” said Houck. “Now, there’s a dedicated curator to take care of the collection and my time can focus on that, while Jennifer can focus on other key aspects, like development and community relations.”

Adam, who holds a master’s degree in art history from the University of St. Thomas, has over 10 years of experience working in numerous roles at St. Catherine University. She started there as a Visual Resources Curator in 2005, curating its fine art collection, and over time even taught art history and fashion illustration as an adjunct professor.



The two new Edina Historical Society staff members, Executive Director Jennifer Adam and Curator of Collections Rachel Houck, began work in April.

“Jennifer has past curator, program coordinator and non-profit experiences that we were specifically looking for,” explained Moore.

Houck is in the very same graduate program at the University of St. Thomas, and she holds a bachelor’s in anthropology and art history from Minnesota State University, Mankato. Since finishing her undergraduate degree, she has occupied multiple local history and museum roles, including some at the Scott County Historical Society, Minnesota Masonic Heritage Center, and American Museum of Asmat Art at St. Thomas.

“This is the first time that the Edina Historical Society has hired experienced museum professionals and we’re

already thrilled with the results,” said Moore. Some of these changes include creating an accession policy that was not in place previously, reorganizing the library and redeveloping the two gallery spaces.

While both bring great experience to their current positions at the Edina Historical Society, they also bring massive amounts of energy, passion and creativity toward local Edina history.

“With a historical society or a museum, it pulls on nostalgia, memory, history and a sense of place,” said Adam. “Edina has a lot of neat identities with its agricultural background, to its boom era in the 1950s, and now has a prosperous, modern city-suburb feel, and it’s fun to show people how it’s changed over time.”

As the Executive Director, Adam wears many different hats. “She has been actively reaching out to our community partners as well as forging new relationships for us, and assessing and revamping our spaces at the Arneson [Acres] facility,” explained Moore.

“It’s rewarding to be able to really put our mark on the organization going forward,” said Adam. “It’s a small enough organization that I could just jump right in and it’s worked well.”

In the Curator role, Houck has spent much of her time writing grant applications, organizing the collection and doing extensive research preparing for the upcoming exhibit on Southdale Center that opens this month. With over 12,000 documented entries currently at the Historical

Society, and even more items uncatalogued, there is a lot of work ahead in curating and collecting all the items. Speaking about her interest with the Edina Historical Society, Houck said while she enjoyed her work cataloging the collection at the Minnesota Masonic Heritage Center, she was interested in a role that offered more curating and management of a collection.

“One of the big draws of this position was that it was still so raw and I could make it my own,” said Houck. “There is still so much to do ... I do really feel like they handed us the reigns.”

The women also both see it important in their work to make the Edina Historical Society relevant and interesting for all generations, young and old. Houck also mentioned that there are many items from the past that future generations might not get to experience in day-to-day life, but they can at a historical society museum.

“My son who is 8 has no idea what a VHS cassette is, but he can go to a museum and actually see it on display. Some of the things we take for granted now will be important in the future.”

A final piece to their work is to enliven the Historical Society for Edina residents. They look forward to the new exhibits and events they will host throughout the year.

The museum and library at the Edina History Museum are open on Tuesdays and Saturdays, but Adam and Houck emphasized their openness to meet with visitors by appointment.

(continued on next page)

“There are a lot of raw materials from Edina’s history [that residents] can mine through and look at on days we’re open and they contact us to set up a special time,” says Adam. “If we’re here, why not be able to open it up?”

For more information on the Edina Historical Society staff, visit edinahistoricalsociety.org or contact Adam at museum@edinahistoricalsociety.org.



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The Edina Community Foundation: Donor Motivations

By Dick Crockett and Karen Contag

There are many great reasons why donors support the Edina Community Foundation (ECF), but a common theme among them all is a commitment to the Edina community. Edina residents with a passion for the community and its success are often motivated to support ECF's important programs. Donor favorites include:

Connecting with Kids (CWK) connects families, organizations and resources in Edina with the goal of building a community focused on raising healthy children. Each spring, the CWK Leadership Breakfast recognizes individuals who have positively impacted Edina youth.

ECF leads the **Edina Challenge** collaboration of more than a dozen service partners working to identify positive solutions to meet the needs of the most vulnerable children in our community. One of those solutions is ECF's scholarship support for Edina's Parks & Recreation summer programs that allow disadvantaged youth to participate free of charge.

ECF's Connecting with Kids recently launched **Ready-Set-Connect** to provide easier access to community resources for struggling youth and families. This one-stop entry point gives parents a dignified way to find and access available scholarship opportunities for a number of community youth programs.



Submitted Photo

Edina Parks & Recreation summer programs help youth connect with their community.

Edina Dialogue programs including the CEO Roundtable, Edina Reads and Life Reimagined – Edina, giving Edina residents and business leaders opportunities to gather and discuss a wide variety of topics.

For other donors, the motivation to give to ECF is an **Idea** – a vision to enhance, enrich or contribute to the community life that gives Edina its small-town appeal with cosmopolitan atmosphere. These ideas become ECF designated funds supported by donations from people with a similar interest. Specific examples include:

Edina residents have a passion for art and are motivated to beautify Edina by promoting and supporting **public**

art projects. Initiatives supported through ECF have resulted in beloved and iconic art installations such as the art glass window and Raven in City Hall, Spaulding at 50th & France and Pinecone and the NWA Memorial sculptures at Centennial Lakes Park.

Edina loves their athletes and one way they support them is by donating to **Athletic Booster Groups**. ECF has partnered with many booster associations that give family and community members a way to donate money in support of local sports teams.

Neighborhood associations give Edina a small-town feel with neighbors interested in supporting their projects such as signage, newsletters and social events. Residents in Arden Park, Browndale Park, Country Club, Edina Highlands and Grandview Square can donate to ECF for the benefit of their neighborhood groups.

Other community organizations that partner with ECF include those serving the interests of families and children, City departments, music programs and the environment.

Community **Leadership** is another motivation for support. Many local businesses and leaders understand that a vibrant and vital community depends on their involvement in community life. From sponsoring the Edina 4th of July Parade or the CWK Leadership Breakfast to grants that support specific programs, ECF benefits from the contributions by many local business

partners and can help design specific philanthropic opportunities for businesses looking for greater community involvement.

Finally, some donors are motivated by a desire to leave a **Legacy** either in remembrance of a loved one, or as a lasting tribute in support of a passion or cause. Donors wishing to build a legacy give money to ECF for the creation of scholarship funds, to create art or to support public projects with a lasting impact.

Just as there are many reasons to support ECF, there are also many ways to donate. Direct donations can be mailed to the Foundation office and credit card gifts can be made on the ECF website. Donors have also gifted appreciated stock or mutual funds or made a donation from a charitable gift fund. Sponsorships are a great option for businesses. Whatever the method for giving, ECF can help donors fulfill their philanthropic goals.

While the motivations and methods for giving to ECF vary by donor, the end result is a contribution to the high quality of life enjoyed by all who live and work in Edina.

Dick Crockett is Executive Director of the Edina Community Foundation. Karen Contag is the organization's head of Development Relations.

For more information on ECF or to donate, visit www.edinacommunityfoundation.org or send an email to edfoundation@EdinaMN.gov.

VEAP To Collect Items For Holiday Toy Store

By Dawn Wills

Volunteers Enlisted to Assist People (VEAP) is in search of holiday spirit and generous donations to make this year's holiday season brighter for area children and families in need.

Over the Thanksgiving and winter holidays, VEAP plans to distribute food to more than 4,000 families and gifts to over 4,300 children in Edina, Bloomington, Richfield and southwest Minneapolis. VEAP seeks donors to provide gifts for its Holiday Toy Store and volunteers to help sort, set up and distribute those toys to low-income families.

Monetary and non-perishable food donations help ensure that all families have the ability to have a holiday meal. Donations of toys should be unwrapped, new and valued at \$10 to \$20. Large gifts are discouraged. VEAP will distribute gift cards for teens, so \$15 gift cards to local retailers such as Target, Wal-Mart, Kohl's and Best Buy would be best. New books for all ages are greatly appreciated.

VEAP's is different from other holiday gift programs. "We get the donations and we actually set them on shelves so when the parents come in, they select items for their kids," said Patty Schultz, Advancement Director at VEAP. For each child, they can select a toy, a book, two pieces of outerwear and a family game. "It gives more dignity to people by giving them more options and choices."

Gifts can be dropped off at the Edina Police Department, 4801 W. 50th St., or Fire Station No. 1, 6250 Tracy Ave., Nov. 15 through Dec. 9.

For more than 30 years, the Edina Police and Fire-Rescue & Inspections departments have been collection sites for the Toy Store. "The fact that VEAP is a local charity and has far-reaching benefits throughout the community is a wonderful benefit for all," said Edina Police Chief Dave Nelson. "Edina Police and Fire are proud to assist with the holiday toy drive."



Ruth Schmoll, Administrative Assistant for the Fire-Rescue & Inspections Department, has been the primary coordinator for the City collection sites for over three decades. "These are public and accessible places. In the case of the police lobby, it's even accessible at hours when other VEAP drop-off sites are closed," said Schmoll. "It seemed perfect."

"People drop off tons of toys at the Edina Police and Fire departments. They really have been great partners in this," added Schultz.

The Holiday Toy Store will be open for those in need the week of Dec. 12. Individuals and families interested in registering for these programs can contact VEAP at 952-888-9616.

Volunteer opportunities are also abundant during the holiday season. The whole Holiday Toy Store is run by volunteers with one staff person overseeing things. Volunteers will be involved in collecting and sorting and

setting up the Holiday Toy Store, checking people in and helping people shop.

“We couldn’t do what we do without the volunteers,” Schultz said. “Last year, there were about 2,500 volunteers that worked at VEAP.”

Those interested in pre-sorting gifts, registering families, packing grocery bags, setting up the toy store or delivering meals to seniors or homebound neighbors should call VEAP at 952-888-9616 or visit www.VEAPvolunteers.org.



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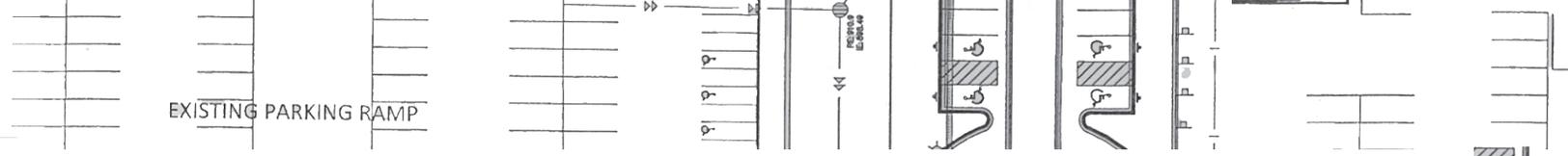
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Planning Matters

Orthopedic Clinic Looks To Expand

Twin Cities Orthopedics in Edina is looking to expand its operations, presenting a sketch plan to the City Council for a new building at 7700 France Ave. The 17.1-acre site currently contains a six-story, 319,000-square-foot office building, home to Minnesota State University, Mankato at Edina and other tenants.

The proposal is to develop the southwest corner of the site in two phases. Phase One would be a 60,000- to 80,000-square-foot, three- or four-story medical office building and a 358-stall parking deck. Phase Two could potentially include an additional 200,000-square-foot addition and more levels added to the parking deck. The parking deck would be shared between the existing and new buildings.

While detailed renderings weren't presented to the City, the developer anticipates submitting formal and more detailed plans before the end of the year.

"About six years ago, we occupied our current location ... and the big driver behind that was that we had three clinic locations in the City. We had very fragmented services and we wanted to try and get everything under one roof," said Aaron Johnson, Chief Operating Officer at Twin Cities Orthopedics. "Because of our growth the last five or six years, we are once again fragmented ... we want to try and increase efficiencies and eliminate fragmentation."

Johnson said Twin Cities Orthopedics intends to keep its current location, but that additional services that have outgrown that space are scattered around the area. A

new location would allow those additional services to be housed in one location and lend the opportunity to further expand the services Twin Cities Orthopedics offers to its clients.

The development was presented to the City as a non-binding sketch plan review. At press time, the developer had not submitted a formal application.

New Church Coming To Southern Edina

Residents will soon have another option for worship. Christian Family Church was granted a conditional use permit from the City for its congregation, which would be housed in a remodeled office building at 7375 Bush Lake Road.

The church has three Minnesota locations – in Owatonna, Bloomington and Lakeville – and is opening its first Wisconsin location in River Falls. Once renovations are complete, the Bloomington location will move to Edina. The church has about 200 members in its congregation.

The church will hold services Sunday mornings and Wednesday evenings. The sanctuary will seat up to 360 people. Some of the existing office space will remain to be used by the church. No exterior alterations are expected to the building or site.

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

– Compiled by Jordan Gilgenbach

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Business Notes

Western National Insurance Group To Move Headquarters To Edina Corporate Center

An Edina business staple for almost the last five decades, Western National Insurance Group is moving its headquarters after purchasing the Edina Corporate Center, 4700 W. 77th St.

While there is no set date yet, the insurance company will move its 350 employees out of its old properties, 5350 and 5301 W. 78th St., within the next 8 to 12 months. Some updates to the building will take place, and Minneapolis-based DLR Group is commissioned to design the space. The largest reason for the move is Western National's continued growth. "With the growth we've experienced over the past decade (both organic and through mergers and acquisitions), we had begun to outgrow our current headquarters building – and so we had recently been exploring potential solutions to the space issue, which led us to the Edina Corporate Center," said Assistant Vice President of Communications Steve Norman.

Though it has smaller offices throughout the country, Western National will continue to be headquartered in Edina. "We're very happy to be staying in Edina, which has been Western National's home for the last 45 years and has been a great community for us to work and live."

Norman says they don't expect to use the Edina Corporate Center's full building capacity for another decade. Until then, Western National plans to rent remaining space to other business tenants, and Cushman & Wakefield/NorthMarq will aid in leasing the excess space.

For more information on Western National Insurance Group, visit wnins.com.

Barnes & Noble To Add Amenities At Galleria Edina

While shopping for your latest read at the Galleria Edina, you will soon be able to enjoy a full meal along with select wine and beer choices.

There are four U.S. Barnes & Noble locations that are transforming their cafés into full-service restaurants nearly double the size of their current cafés. The Edina store is one of them. The restaurants will offer breakfast, lunch and dinner, and wine and beer.

"We are beyond excited to be chosen as one of four stores for this exciting concept, as it only strengthens the already extraordinary Galleria shopping and dining experience," said Galleria Shopping Center Marketing Director Rachel Oelke.

Construction of the new store is underway. The new Barnes & Noble will open in the fall of 2017.

For more information on the Galleria Edina, visit galleriaedina.com or contact Oelke at Rachel.Oelke@hines.com.

Tory Burch Opens First Boutique In Minnesota

This month, Tory Burch will open its first boutique in Minnesota at the Galleria Edina, following other successful openings throughout the Midwest in Illinois, Missouri, Indiana and Michigan.

This store will match the brand's aesthetic by featuring the Tory Burch signature orange lacquer doors, with travertine basketweave floors, white gesso chandeliers and oak panel walls.

The boutique space, which will occupy the previous Dugo location, will house a wide assortment of items from the Tory Burch collection in its 3,200-square-foot space, including ready-to-wear, handbags, shoes, jewelry, small leather goods, watches, eyewear and fragrance.

There are over 180 Tory Burch boutiques and the Galleria Edina is excited to be the home of the first one in Minnesota. "Tory Burch is definitely a coveted brand in the fashion world, and we're thrilled to welcome her first and only Minnesota boutique," said Galleria Shopping Center Marketing Director Rachel Oelke. "With an amazing collection ... the new Tory Burch store will be a must-shop for the Minneapolis fashion crowd."

For more information on Tory Burch's collection, visit toryburch.com.

50th & France Association Adds New Businesses

The 50th & France Business & Professional Association has added 13 new businesses to its membership roster since February.

New businesses include Burlap and Brass, Equation, Art of Optiks, Scout and Molly's Boutique, Kisa Boutique, Coconut Thai, Paper Source, Go Glow, SotaRol, Aesthetic Institute of Edina, Stephanie May Potter Health and Lifestyle Coach, Berkshire Hathaway and Rejuvenate Today Massage and Wellness.

For more information on the 50th & France Business & Professional Association, visit 50thandfrance.com.

Edina Chamber Of Commerce Welcomes New Members

Since April, the Edina Chamber of Commerce has welcomed 13 new businesses as members.

New members include Anytime Fitness, Art of Optiks, Coconut Thai, Design Studio at 50th & France, Edina Market & Deli, Edina Realty – Paula Gulliford, Fitness Together, J. Hilburn, Minnesota Creative LLC, Sprint, The Tomato Vine, Welcome Wagon and Yorkshire of Edina Senior Living.

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

Free People Opens At Galleria

In July, the Galleria welcomed the trendy bohemian-style store Free People, owned by the same parent company as Urban Outfitters.

The Galleria store, located between Ampersand and Sundance, is designed in the brand's new studio concept, making it feel like a personal studio workspace. It features a denim shop, a larger collection of shoes and accessories, and a section with Free People's intimates line – "Intimately FP."

"This eclectic lifestyle brand is a great addition to our Galleria Collection, as they appeal to a trend-conscious shopper with a love for fashion, art and music," said Galleria Shopping Center Marketing Director Rachel Oelke.

– **Compiled by Dana Rademacher**

The Last Word



Almost every cover of every edition of *About Town* features a photograph. Not just any photograph – an Edina photograph. This edition of *About Town* sports a photograph of a hockey player, stick in hand, arms raised, facing a mixed-gender group of teens in similar poses but without sticks on the other side of a glass wall.

Many of us know exactly what we're looking at. It's a goal celebration. This player just scored a goal, which means it's time to celebrate, which

involves skating over to the hometown fans and jumping up onto the glass. It's also time for the fans to celebrate, which involves screaming, clapping and pounding the glass until the players from both teams gather again at center ice for the post-goal faceoff to continue the game.

Quick question: Who does the player play for?

That player plays for the Hornets, of course – the Hornets of Edina High School. Most of our readers will assume that. Why will they assume that? Because Edina and Edina High School go together. Many people, especially around tax and budget time, assume they are the same thing.

The City of Edina and the Edina Public Schools are closely related and interdependent, but they're not the same thing. A group of five citizens elected by the citizens of Edina direct the general affairs of the city government, while a group of seven citizens elected by the citizens of Edina direct the general affairs of the Edina school district. Both elected bodies draw their political legitimacy from a similar, but not exactly the same, group of Edina citizens.

The difference between the two groups of Edina citizens in this case is a geographic one. The Edina citizens who elect representatives to the Edina School Board are a subset of the Edina citizens that elect representatives to the Edina City Council. Approximately 70 percent of the residential parcels of land within Edina are also

within the geographic bounds of the Edina School District. Twenty percent of our residential parcels are in the Hopkins School District and 10 percent of our parcels are in the Richfield School District.

To complicate the matter even more, there are two homes in Edina that are in the St. Louis Park School District and a couple acres of unpopulated land in Edina that are in the Bloomington and Eden Prairie school districts, respectively.

Why school district boundaries and city corporate boundaries are not exactly the same is too complicated for the limited number of words I have to work with in this column. Let's just say its roots are in the history of how our city edges and boundaries were established in a much simpler and agricultural past.

While there are people and property in Edina in five other school districts, most people living in Edina live in the Edina School District. And while the City of Edina has active relationships with the Hopkins and Richfield schools, the City of Edina has a special relationship with the Edina School District. Edina city and district elected officials regularly meet and talk. Our staff members work together on issues as diverse as athletic facility sharing, fire safety education, property development and building permits, fiber optic communications, pedestrian safety and community health.

Edina city and district officials work together on mutual projects and goals because we believe coordination of our actions and plans can leverage more success at a better cost than just the two local government entities going it alone. 1+1=3. More bang for the buck. That sort of thing.

Edina residents and property owners -- regardless of their school district -- are all better off when their governments work together. Coordination and partnerships between city and school governments is something we work hard at in Edina, and will continue to keep it a priority in the future.

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

Scott H. Neal
City Manager

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