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AboutTown

Official Magazine of the City of Edina



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AboutTown

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

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conservation guidelines.

www.ci.edina.mn.us or www.cityofedina.com

Edina High School To Host Volunteer Fair

Edina High School will host
a volunteer fair 5 to 8 p.m.
Tuesday, Oct. 28.

The volunteer fair will be
held to inform students and
the greater community
about volunteer
opportunities in the area.
Local non-profit agencies,
including hospitals, shelters
and social justice campaigns,
will be on hand to help
individuals become more
familiar with their programs
and volunteer opportunities.

Although the fair will be
targeted to students
attempting to fulfill their
community service
requirements for graduation,
letter or develop a May
Term project, there will be
opportunities for prospective
volunteers of all ages. In an
effort to reconnect citizens
with their communities, the
participating agencies will

offer a wide range of
volunteer positions,
ranging from commitments
of several hours to several
months.

*For more information on
the volunteer fair, contact
Edina Community Education
Services, 952-848-3952.*

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OCTOBER 2003

About Town Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 5:30 p.m., Board of Appeals, Edina City Hall.	3	4
5 7 p.m., Minneapolis Police Concert Band, Edinborough Park.	6	7 7 p.m., HRA & City Council, Edina City Hall. 7 p.m., Zuhrah Shrine Jolly Nobles, Edinborough Park.	8	9	10 By appointment beginning at 8:30 a.m., Podiatrist appointments with fee charge, Edina Senior Center.	11 1-5 p.m., Family Art Day, Edina Art Center.
12 7 p.m., Honeywell Concert Band, Edinborough Park.	13	14 7 p.m., Park Board, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall. 7 p.m., Amy & Adams, Edinborough Park.	15 7 a.m., Recycling and Solid Waste Commission, Edina City Hall.	16 Class registration begins for members of the Edina Art Center. 5:30 p.m., Board of Appeals, Edina City Hall.	17	18
19 7 p.m., Star of the North Concert Band, Edinborough Park.	20	21 5-8 p.m., Skating class registration, Braemar Arena. 7 p.m., HRA & City Council, Edina City Hall. 7 p.m., Minnesota Mandolin Orchestra, Edinborough Park.	22 8 a.m., Senior Advisory Council, Edina Senior Center.	23 5 p.m., Opening reception for "3 Painters & A Potter," Edina Art Center.	24 Class registration begins for non-members of the Edina Art Center. By appointment beginning at 8:30 a.m., Podiatrist appointments with fee charge, Edina Senior Center.	25
26 7 p.m., First John Philip Sousa Memorial Band, Edinborough Park.	27	28 5-8 p.m., Volunteer Fair, Edina High School. 7 p.m., Human Relations Commission, Edina City Hall. 7 p.m., Zuhrah Shrine Flames, Edinborough Park.	29 7:30 p.m., Planning Commission, Edina City Hall.	30	31	

NOVEMBER 2003

About Town Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 7 p.m., South of the River Band, Edinborough Park.	3 Edina Art Center arts and crafts sale begins. 7 p.m., Edina HRA and City Council, Edina City Hall.	4 Election Day. Polls open 7 a.m. to 8 p.m.	5 9-11 a.m., Flu Shots, Edina Senior Center.	6 5:30 p.m., Board of Appeals, Edina City Hall.	7	8
9 7 p.m., Just Friends Big Band, Edinborough Park.	10 1:15-3 p.m., Blood Pressure Clinic, Edina Senior Center.	11 Veteran's Day observed. Most City offices closed. 7 p.m., Hyebar Dancers, Edinborough Park.	12 7 p.m., Park Board, Edina City Hall.	13	14 By appointment beginning at 8:30 a.m., Podiatrist appointments with fee charge, Edina Senior Center.	15
16 7 p.m., Brio Brass, Edinborough Park.	17 Fall-2 classes begin at the Edina Art Center.	18 7 p.m., Edina HRA & City Council, Edina City Hall. 7 p.m., Swing Train Duo, Edinborough Park.	19 7 a.m., Recycling and Solid Waste Commission, Edina City Hall.	20 5:30 p.m., Board of Appeals, Edina City Hall.	21	22
23 7 p.m., Hopkins Westwind Concert Band, Edinborough Park.	24	25 7 p.m., Human Relations Commission, Edina City Hall. 7 p.m., Music Staff, Edinborough Park.	26 8 a.m., Senior Advisory Council, Edina Senior Center. 7:30 p.m., Planning Commission, Edina City Hall.	27 Thanksgiving. Most City offices closed.	28 Day after Thanksgiving. Most City offices closed. 10 a.m.-6 p.m., Sale, Edina Art Center.	29 10 a.m.-5 p.m., Sale, Edina Art Center.
30 7 p.m., First John Philip Sousa Memorial Band, Edinborough Park.						

DECEMBER 2003

About Town Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 7 p.m., Edina HRA & City Council, Edina City Hall. 7 p.m. Musical Moments with Mary Hall, Edinborough Park.	2 7 p.m., Edina HRA & City Council, Edina City Hall. 7 p.m. Musical Moments with Mary Hall, Edinborough Park.	3	4 5:30 p.m., Board of Appeals, Edina City Hall.	5	6 10 a.m.-noon, Gift-making workshop for kids, Edina Art Center.
7 7 p.m., Minneapolis Police Concert Band, Edinborough Park.	8 1:15-3 p.m., Blood Pressure Clinic, Edina Senior Center. 7 p.m., Bloomington Medalist Band, Edinborough Park.	9 7 p.m., Park Board, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall. 7 p.m., The Reunion Band, Edinborough Park.	10	11	12	13 10 a.m.-noon, Gift-making workshop for kids, Edina Art Center.
14 7 p.m., Good News Big Band, Edinborough Park.	15	16 7 p.m., Edina HRA & City Council, Edina City Hall. 7 p.m., Roseville Community Band, Edinborough Park.	17 7 a.m., Recycling and Solid Waste Commission, Edina City Hall.	18 5:30 p.m., Board of Appeals, Edina City Hall.	19 By appointment beginning at 8:30 a.m., Podiatrist appointments with fee charge, Edina Senior Center.	20
21 7 p.m., Just Friends Big Band, Edinborough Park.	22	23 Edina Art Center arts and crafts sale ends. 7 p.m., Human Relations Commission, Edina City Hall.	24 Christmas Eve. Most City offices close at noon.	25 Christmas. Most City offices closed.	26	27
28	29	30	31 New Year's Eve. Most City offices close at noon.			

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Autumn Calendar Highlights

OTHER DATES TO REMEMBER:

Oct. 14 1:15-3 p.m., Blood Pressure Clinic, Edina Senior Center.

Oct. 24 4 p.m., Edina Art Center Board, Edina Art Center.

Nov. 30 Noon-5 p.m., Special sale at the Edina Art Center.

INDOOR SKATING LESSONS

What: Braemar Arena offers ice skating lessons throughout the year. Registration for the winter session of lessons is held in October.

When: 5 to 8 p.m. Tuesday, Oct. 21.

Where: Braemar Arena, 7501 Ikola Way. Phone-in registrations will not be accepted.

Info: 952-941-1322 or www.Braemar-Arena.com.

TASTE OF EDINA: FOOD, WINE AND BUSINESS EXPO

What: The Edina Chamber of Commerce will hold Taste of Edina, an annual food, wine and business exposition to highlight area businesses. Tickets cost \$15.

When: 5 to 8 p.m. Thursday, Oct. 23

Where: Southdale Center's The District on France

Info: Edina Chamber of Commerce, 952-806-9060.

PUMPKIN FESTIVAL

What: The 50th & France Business and Professional Association hosts Pumpkin Festival, a fall event for children. Activities will include a pumpkin-carving contest, costume contest and parade, horse-drawn trolley rides and trick-or-treating.

When: 10 a.m. to 1 p.m. Saturday, Oct. 25

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

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

BRAEMAR GOLF DOME

What: You don't have to put your clubs away when the area's golf courses close for the season. The Braemar Golf Dome opens Nov. 1 and is one of the largest and longest hitting in the Twin Cities area with 46 tee areas and two levels. Golfers can golf by the bucket on weekdays and by time on weekends.

When: Golf-by-the-bucket, 8 a.m. to 9 p.m. Monday through Friday. Golf-by-time, 8 a.m. to 9 p.m. Saturday and Sunday.

Where: Braemar Golf Dome, 7420 Braemar Blvd.

Info: 952-826-6744 or www.BraemarGolfDome.com.

A Word From The Mayor

We've been busy packing boxes.

I had no idea how much you could accumulate in 50 years! We've been going through closets, cupboards and drawers. We're throwing out things that haven't seen the light of day in decades and no longer have a useful purpose. Along the way, we've found some photos and other things we forgot we had.

We've called the utility companies. We've picked out the carpet and a few new furnishings for the new place. We've scheduled the movers.

Moving day for City Hall is nearly set.

Moving City offices is not unlike moving into a new house. Nearly as much time has been spent planning for the move and packing as constructing the new 57,000-square-foot building next door. More than 1,000 boxes will make their way into the new City Hall. Although packing has been time-consuming and exhausting, City employees are looking forward to working in the new building in a greatly improved atmosphere and serving the public in a more efficient manner.

It has been gratifying for the City Council and City staff to watch the construction of the new building progress. And like building a new house, it has also been emotional. Employees will be leaving a place they have ritually come to each weekday morning for years. A lot of memories have been made there.

We asked City employees what they will miss about the old building. Ironically, the only physical aspect of the building that was mentioned was the marble lobby. One said she will miss hearing Receptionist Patricia Dawson blow a bird whistle, signaling the end of the workday. Another said he

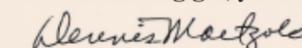
will miss watching people run to Finance Director John Wallin's office to watch storms roll in when the skies darken. One more said she will miss looking into Recreation Supervisor Susie Miller's doorless office, at the very top of the stairs from the employee entrance where the restroom for the Fire Department was once located, each morning.

We heard many more of those personal recollections. Some people get nostalgic when leaving the house to which they came home from their honeymoons. They tear up when packing up the room where their son or daughter took his or her first steps. They smile when for the last time they turn off the outdoor light they had always left on for a loved one coming home late. Our employees are experiencing the same sort of emotions.

But for some of the same reasons people move out of houses, we must move into a new facility. I have no doubt that moving day will be the start of a whole new set of memories for our employees and the rest of the City of Edina.

And, like the superb customer service the City prides itself in providing, some things won't change after the move. Patricia Dawson, no doubt, will continue blowing her bird whistle. People will find a new window to watch the clouds thicken. And I'm sure Susie Miller will almost always leave her door open for people to peek in when walking by.

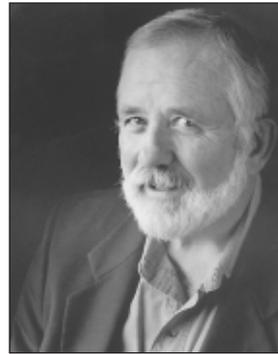
Please be sure to come and see us at the new place after we move early this winter. Don't worry about bringing a house-warming gift; your smile will be more than enough!


Dennis F. Maetzold
Mayor

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5 • A U T U M N 2 0 0 3

Edina's Fire Department Owes Its Proud Heritage To 1941 Volunteer Crew



By Joe Sullivan, Freelance Writer and Edina Resident

Back in 1941, some citizens of what was then the Village of Edina were concerned about fire protection. For much of its 90-plus years, the community had relied on fire departments in Minneapolis to put out its fires.

Elvira Vinson, a pioneer Morningside resident, recalled in an interview, "Our closest fire station in [the early] days was in Minneapolis' Linden Hills neighborhood at West 43rd Street and Upton Avenue South."

Another report on the Village's early lack of fire protection appeared in *From the Barber's Chair* by 50th and France barber Vern Swanson and Tom Clark. It seems that in 1925, a small explosion rocked George Hartzell's 50th and France garage and started a fire. Grace Hansen, whose three relatives would later serve as Edina firefighters, remembered what happened, "The fire rig from 43rd and Upton had trouble at 50th and Chowen because of swampy conditions there. A fireman was thrown from the rig and was either killed or injured." Meanwhile, the garage burned to the ground.

A history of the Edina Fire Department written by retired Fire Chief William "Bill" Feck tells of a series of meetings involving some 20 Edina residents who gathered in 1941 to develop plans for an all-volunteer Village fire department.

Feck wrote that the planning group "determined the Village public works shop at Eden and Brookside avenues, (now the school district's 'bus barn,') would be the focal point of the new fire department. The fire [truck] would be located in a section of the shop. Meeting rooms for the firefighters were to be located above. A 15-horsepower siren was to be mounted on the roof of the shop to alert firefighters who were outside or away from their telephones that a fire call was in progress. Fire calls would be received at the shop and at the residence of one of the [volunteers], who lived next door to the shop."

The planners also recognized a need for five or more other firefighters who lived close to the public works shop. "These men would be available to drive the fire



Pictured outside the public works shop, which served as Edina's first fire station, is the department's first fire truck (at right), a 1941 International. An American LaFrance fire truck (at left) became the Village's second rig in 1946.



Thirteen members of the original Edina Volunteer Department gathered for this early 1940s photo. Included in the picture are Fire Chief Chris Mitzel, Matt Merfeld, Al Huber, Ernie Hansen, Phil Bailey, Phillip Bacon and Dick Sonnenberg.

truck to wherever it was needed. They also emphasized the importance of having 'men living in all sections of the village,' so they could respond quickly to nearby fires."

The Edina Village Council approved the purchase of the Village's first fire truck in the fall of 1941 and called for volunteers to join the new Village fire department. The fire department opened late that year with 24 volunteer firefighters.

The fire truck occupied two parking stalls in the public works garage. Retired volunteer firefighter Dale Tracy remembers the mechanics at the public works garage who drove the fire truck. "Charles William (Bill) Cardarelle was the daytime driver," he said. "Matt Merfeld lived across the street or next door to the old public works building. If he

wasn't working in the garage, he lived close enough that he could quickly get behind the wheel of the fire truck. Ernie Hansen was Merfeld's backup driver." (Ernie's sons Ed and Bill were also volunteers. Bill later became a full-time firefighter.)

Tracy added, "A lot of the Village's public works department employees, including my brother Wayne who drove a road grader for the Village, served as backups for the volunteers. Most of them had full-time day jobs, but some worked nights and were available for daytime fires."

Eventually a telephone alert system, known as the grapevine, was developed to let the volunteers know when there was a fire. "When a fire call was received, the person receiving the call had two responsibilities," said Feck, describing the routine. "The siren was sounded and the first two, three, or four [women] on the telephone list were notified of the address ... Each of these women, all wives of volunteer firefighters, would notify a list of three to five more firefighters."

Fire Department Signed Mutual Aid Pact With Other Suburbs

A 1961 Edina *Sun-Current* article reported that in 1947, the fire department signed a mutual aid agreement with Hopkins and St. Louis Park calling for mutual fire control assistance when needed. In 1949, Edina joined the Southwest Mutual Aid Association, which offered a similar agreement that included the three original communities and several other nearby suburbs. Today, the expanded pact includes Edina and 12 surrounding communities.

(continued on next page)

Feck praised the agreement. “When I retired as fire chief in 1985, the second fire engine to arrive at a fire in Edina would almost always be an outside rig from one of our mutual aid partners. It was the largest mutual aid system in Minnesota and involved more than 1,000 firefighters.”

A modified Jeep was purchased in 1948 for fighting brush, grass and rubbish fires. The four-wheel-drive vehicle was equipped with a tank and a front-mounted pump that sprayed water as the truck moved along. “Grassfires were a big thing in those days because Edina was almost all open fields,” Tracy recalled. “That’s what we did every Saturday and Sunday in the spring—we chased the fire truck to the next grass fire.”

In a 1999 interview, Feck said, “About all they needed then was an aerial ladder. Their tallest ladder reached only 35 feet—not tall enough for several new 1950s buildings. That ladder could, for example, reach only halfway up the highest side of Southdale.” (The department eventually acquired a 100-foot aerial ladder in 1969, which was replaced in 1983 with an 100-foot pumper platform that can be extended horizontally as well as vertically.)

A 1943 Village brochure stated, “fire insurance rates in Edina are now quite favorable and with the continued development of our fire control facilities, it is likely that additional rate reductions will be made in the future.” Today, Edina’s fire insurance rates are still low in comparison with most other metro area suburbs, according to current Fire Chief Marty Scheerer.

Edina’s First Real Fire Station Leads To Organizational Change

When the current City Hall building was built in 1953, it included Edina’s first *real* fire station, in addition to the Village’s administration offices and police department.

In a major organizational change, beginning Jan. 1, 1955, six men—all former volunteer firefighters—were hired as the Village’s first full-time, paid firefighters. They were Fire Chief Chris Mitzel, Assistant Fire Chief James McNellis, Phillip Bacon, Ernest W. Hansen, A.B. Johnson and Lester V. Miller.



Included in this photo are 10 identifiable members of the 1950 Edina Volunteer Fire Department – Assistant Chief Jim McNellis, Chief Chris Mitzel, Phil Bailey, Phillip Bacon, Al Huber, Bud Holter, John Cardarelle, Dick Sonnenberg, Bill Feck and Ernie Hansen.

At that point, the Edina Volunteer Fire Department had 23 members. It had been determined that members of the volunteer fire department would support the full-time staff and that future full-time, paid firefighters would be hired from the volunteer ranks. When a full-time opening was announced, the highest volunteer on the seniority list could apply for or reject it.

No Major Fires In Edina For First 20 years

In a 1961 Edina *Sun-Current* article, former fire chiefs Mitzel and McNellis agreed that in 20 years they had never encountered a really grave fire in Edina. The closest to it, they said, was either the Biltmore Motel fire, on Vernon Avenue in 1956, or the Edina Bowling Center fire in 1959 at 50th and France.



Edina’s first fire station was built in 1953 on the west end of the new Village Hall at 4801 W. 50th St. It has space for six engines, a dormitory, recreational room and complete kitchen facilities. Its tower for drying fire hoses rose above the building’s roof.



A Peter Pirsch pumper truck was added to the department’s fleet in 1958. It had a 500-gallon water tank and could pump 1,000 gallons per minute.

In June of 1961, then-Village Manager Warren Hyde declared that he would no longer accept applications for the volunteer firefighter openings. Mitzel later recalled, “This was the beginning of the end for the Edina Volunteer Fire Department.”

“Following Hyde’s decision, existing volunteers were kept on, but their numbers were gradually reduced by attrition and retirements,” said retired firefighter Steve Nelson. Ed Hansen, who retired in 1978, was the last of the volunteers from the original 1941 fire department. From 1978 to 1981, there were no active volunteers. In 1981, the fire department once again needed volunteers to augment

(continued on next page)



In 1965, this new Fire/rescue ambulance was purchased for \$12,000. A donation by Edina physician Dr. Owen Robbins was matched by Village and federal funds. Firefighter/paramedic Jim Singleton demonstrates a defibrillator.

the full-time firefighters. Nelson and Scheerer were two of the 15 volunteers who signed up in 1981.

Feck described a typical firefighter shift in the 1970s and 1980s by saying, “Each of the three shifts was composed of a lieutenant, captain or assistant chief and three to six firefighters. Firefighters would work 24-hour shifts for three alternate days and then have four consecutive days off. When you weren’t out on a fire call, daytime activity in the fire station involved activities like cleaning the station, truck maintenance or mowing the lawn. If you were

on a night shift, you could sleep until an emergency fire or medical call came in and the bell went off—then everybody had to get up, regardless of whether you ended up going out on the call or not. Some nights they didn’t get much sleep.”

“The years 1956-1967 were an important growth period for the fire department,” Feck recalled. “Our first emergency medical technicians (EMTs) were added along with new equipment and more emphasis on training and education.”

Robert Buresh Was Named Edina’s Fire Chief In 1975

“Bob Buresh was a strong believer in education, training and good equipment,” said his high school buddy Feck.



The fire station on the west end of City Hall was vacated in 1971 and the department moved into this newly constructed station at 6250 Tracy Ave.



Firefighter training was conducted with “controlled burns” of structures headed for demolition like the former Tracy home on Cahill Road south of 70th Street.

department when he was an 18-year old senior at St. Louis Park High School. He and Feck were members of Boy Scout Troop 87, which was sponsored by the Edina Volunteer Fire Department. This connection led them both to join the department. It was what Buresh termed “a natural extension of our scouting experience. As volunteer firefighters, we received the full training course, including fighting both inside and outside training fires.” He added, “We were paid 50 cents an hour while on duty and got a dollar for each weekly training session.”

In 1951, after four years of part-time work as a volunteer firefighter, Buresh took a leave of absence from the fire department and joined the U.S. Air Force with Feck and

“He was a visionary and had strong ideas about the need for the fire department to offer medical services. He instituted cross-training of firefighters with EMTs and eventually with the paramedics.”

Buresh, a native of Edina, joined the volunteer fire

two other high school friends. After his military service, he returned to college and the volunteer fire department.

In 1957, he was offered a position as a full-time firefighter. Faced with the impending arrival of his first child, Buresh elected to leave college behind and accepted the job. He was promoted to lieutenant in 1963, to captain in 1967 and to assistant fire chief in 1968.

In his off-duty hours, he also worked toward a bachelor’s degree in fire protection from the University of Minnesota, which he received in 1973. Later, as a part-time member of the U of M faculty, he taught a course on fire protection and commuted to Tulane University in New Orleans as a visiting lecturer on fire safety concepts and building design.

McNellis decided to retire in 1975. Along with several applicants, Buresh threw his fireman’s hat in the ring for the fire chief position and got the job. Edina’s police chief Wayne Bennett became director of public safety in the early 1970s. When Bennett retired, Buresh was named as his replacement. As director of public safety, he retained his position as fire chief. Buresh retired in 1987.

Fire/Rescue Ambulance Service Had Humble Beginnings

Edina’s emergency ambulance service had begun in 1960 when Smith Ambulance Co. donated an ambulance to the City. It was a converted commercial van that quickly became known as “the breadwagon.” First aid training for Edina’s first EMTs began with Dr. Tinkham, the department’s physician.

(continued on next page)



Members of the 1980 full-time Edina Fire Department are pictured with the 100-foot aerial ladder fire truck. Included is Chief Robert Buresh, who is standing behind Administrative Assistant Ruth Schmoll. (She was a teenager when she joined the department in 1975.) Also pictured are Assistant Chiefs Bill Feck, Bill Hansen, Ted Paulfranz and Frank Wellman.

Training for Edina’s paramedics began at Hennepin County Medical Center (HCMC) in 1975. The advanced medical service program was the brainchild of City Manager Warren Hyde, who first learned of the concept at a city managers’ convention. I did some asking around and discovered the St. Paul fire department was using [it],” Hyde said.

A 1975 Edina *Sun-Current* article announced that Edina firefighters/EMTs Dick Vernon, Terry Kehoe and Bill Lutts had completed HCMC’s paramedic training.

Ted Paulfranz Replaced Buresh As Chief In 1986

After serving as an inspector and assistant fire chief under chief Bob Buresh, Ted Paulfranz was named chief in 1986 when Buresh was promoted to director of public safety. Paulfranz had joined the department as a firefighter in 1967. At the time, he was Edina’s first non-volunteer, full-time firefighter. He moved up to inspector and on to assistant chief in 1975.

In a 1986 Edina *Sun-Current* article, Paulfranz said his boyhood desire to become a firefighter developed from frequent visits to the Humboldt Fire Station in south Minneapolis. The old-timers there told him the best place to learn the firefighting business was in the Navy, so he



This 2000 photo shows some of the 15-member class of 1981 volunteer firefighters. Pictured are Ray Wolff, John Scheerer, Greg Bretson, now-Chief Marty Scheerer, Steve Nelson, Dan Scheerer and Tom Jensen.

enlisted as a Navy firefighter in 1961 and spent the next four years learning the trade.

In a 1999 interview Paulfranz said, “I would estimate that 80 to 85 percent of Edina’s current firefighters are also trained paramedics. The other 15 to 20 percent are EMTs/firefighters.”

Paulfranz said that when he started with the department, “We considered it a big year when we handled 500 to 600 fire and emergency medical runs.” When he retired in 1998, the department averaged 10 runs a day—or 3,650 a year—most of them on the day shift.

Scheerer Succeeded Paulfranz as Fire Chief in 1999

In 1981, when the Edina Fire Department resurrected its volunteer program, Marty Scheerer and his brothers Dan and John joined the department as part-time volunteers. Marty Scheerer was Edina’s first volunteer firefighter to become a paramedic. He completed private paramedic training at Northeast Technical College in White Bear Lake. He returned to the department as a part-time volunteer firefighter/paramedic and became a full-time Edina firefighter/paramedic in September 1989. Promoted to lieutenant in November 1996, he made captain in February 1998.

When Ted Paulfranz retired in the fall of 1998 after more than 30 years with the department, six internal fire department candidates expressed interest in the fire chief position. After a series of [tests] and interviews, Scheerer was named chief. The promotion capped his successful career with the department.



Edina’s Fire Station No. 2 was built in 1998 at 7335 York Ave. S. Before the site was selected, alternate sites were considered at 66th Street and Valley View Road, on France Avenue and 69th Street and at Centennial Lakes.

Scheerer is understandably proud of the fact that Edina has the fifth busiest fire department in the state, topped only by Minnesota’s largest cities—Minneapolis, St. Paul, Duluth and Rochester. Today, approximately 75 percent of the department’s calls are for emergency medical assistance. This mix reflects the high average age of the City’s population, which keeps the paramedics hopping with emergency medical calls. Also, Edina’s pro-active fire prevention campaigns keep fire calls to a minimum. Best of all, the cost of fire protection to Edina’s citizens is less than \$10 per month for the average household, “Far less than the monthly cost of your daily newspaper,” Scheerer eagerly points out.

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Average response time for fire emergencies from either of Edina's two strategically-located fire stations is an amazing six minutes. The average response time for Fire/Rescue calls is even better at five minutes—the shortest response time among all Hennepin County communities. According to Scheerer, more than one-third of the Edina fire department's operating budget is returned to the City in the form of fees collected outside the city by the three Emergency Medical Service ambulance crews.

Scheerer emphasizes that the main objective of today's Edina Fire Department is "to cover 95 percent of all fire and medical emergency calls using on-duty, full-time personnel." The other five percent of calls are handled by off-duty, paid firefighter/paramedics, volunteer firefighters and other fire departments that participate in the Southwest Mutual Aid Association.

"Edina's aggressive approach to fire prevention, quick emergency response and ability to attack, contain and stop fires where they start, has definitely had a positive effect on homeowner's insurance rates in our city," Scheerer said. "That saves money for every Edina family."

Paulfranz's view of the Edina Fire Department's role in the life of our city sums it up well: "It's all about community service to citizens. They are who is important in this city. The fire department's responsibility is to respond quickly to requests for service, to treat people well and to maintain state-of-the-art competency."

Background material and photographs for this article came from the collections of the Edina Historical Society, the Edina Fire Department and the Jerry Bacon family; personal recollections by Robert Buresh, William Feck, Steve Nelson, Ted Paulfranz, Marty Scheerer, Dale Tracy; and the following publications: "From the Barber's Chair" by Vern Swanson and Tom Clark, "Edina Fire Department 1941-1966," by William B. Feck, a 1943 Village of Edina brochure, and the Edina Sun-Current.

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Hot Happenings In Park And Recreation

Adult Programs

The City of Edina offers a number of athletic and recreation programs for adults throughout the year. Several are offered during the winter months.

The Park and Recreation Department offers B, C and D basketball leagues for men. Teams or individuals interested in participating should contact the department before late October.

For adult volleyball players, the City offers mixed leagues. Games will be held Wednesday evenings from late October through early March. At least half the players must live or work in Edina. Individuals interested in being placed on a team should contact the Park and Recreation Department. Registration ends the first week in October.

Registration for four-man adult hockey will be held the first week in December. Designed for adults who love hockey and miss the hassle-free pickup games of their youth, the leagues play on local rinks that give the feeling of playing on a pond. Goals are sealed by a goalie tutor, which has four target areas for scoring. Leagues are divided by age and ability, with 18- to 29-year-old players in the gold division, 30- to 40-year-old former high school or college players in the silver division and age 30 and older recreation players in the bronze divisions.

Field Trips

As in past years, the Park and Recreation Department will plan field trips to events such as Sesame Street Live and Disney on Ice for pre-schoolers and their families. Call 952-826-0433 to get your name on the mailing list.

Ice Skating

The City of Edina's outdoor ice rinks will open for the season in December.

Rinks are at Arden, Centennial Lakes, Cornelia School, Creek Valley, Highland, Lewis, Normandale, Pamela, Strachauer, Walnut Ridge and Weber parks. They will open as weather permits.

Concessions stand and skate rental hours at Centennial Lakes Park, which features a 10-acre lake, will be 4 to 9:30 p.m. school days, 10 a.m. to 9:30 p.m. Saturdays and noon to 9:30 p.m. Sundays and other non-school days. Holiday hours are 11 a.m. to 4 p.m. Christmas Eve, noon to 9:30 p.m. New Year's Eve and noon to 9:30 p.m. New Year's Day. The Centrum will be closed Christmas Day. Skating is free. Skate rental is \$4.

Call the Park and Recreation Department at 952-826-0367 for hours at the other outdoor ice rinks.

Applications are currently being accepted for ice rink attendants and Centennial Lakes Park warming house staff. Call 952-826-0404 for an employment application or visit www.cityofedina.com.

Officials Preserve A Moment In Community's History

With great excitement, schoolchildren Emma Chen, Kathleen McDonald and Sydney Yesnes carefully placed a few dozen items in a large metal box heavier than their combined weight.

The last items they placed in the black cold rolled steel container were their own. Each had written a letter selected for a 2003 time capsule sealed behind the cornerstone of the new City Hall. The girls were part of the July dedication of the time capsule, helping City Manager Gordon Hughes fill the container with artifacts.

City staff members selected nearly 40 items for the time capsule to give future residents a glimpse of life in Edina in 2003. Included in the time capsule are photos, a cellular telephone, portable computer, Edina High School yearbook and Fire and Police department patches, among other things.

Also included in the time capsule were 10 letters written by local schoolchildren describing life in Edina in 2003. Mayor Dennis Maetzold selected the letters from dozens received by the City in the spring. Besides Chen, McDonald and Yesnes, the recognized letter-writers were Concord Elementary School students Nicole Kozlak, Abigail Strefeler and Helen Risser and Highlands Elementary School students Colin Forker, Muriel Kay, Alan Peck and Elin Wahman.

Emma drew a colorful picture accompanied by the following essay: "I love Edina! Because you can make so many friends! And so many great (great) places to go to like the Edina pool, and the Edina Grill ... and all the schools. You

learn so much! Like how to count and how to count by twos and fives and much more! And if I love Edina, you will too!"

Eight-year-old Sydney wrote, "... One reason I like to live in Edina is the restaurants. The restaurant I like to go to the best is Convention Grill. I like the shakes and they are good and thick. The French fries are long and thin. And the grilled cheese is yummy and good. My next place I like to go in Edina is Browndale Park. I like Browndale Park because the ... swings are very fun and when you swing they go high. The monkey bars are long and very fun. The last place I like to go is the Edina pool. The pool is fun and wet. ... Those are the reasons I like living in Edina. I hope it is the same in the future."

In her own words, Kathleen, now in third grade, wrote, "... I also like the schools in Edina, especially Concord, because there's (sic) lots of nice people and you get to learn a lot. I like when we practice fire drills because you get to stretch your legs. My second favorite thing is gym because I like running around and having fun. I also like Spanish because you get to learn a new language. My last favorite thing is reading because I like reading about stuff that I like and stuff that's interesting. I also like the bike shops because I like to ride bikes. My favorite (sic) place to ride my bike is Hilend (Highland) Park because I like the big hills (sic) that you can go down really fast. I also like how you can go through the woods. I like how you can go over leaves. And the best thing I like about Hilend (Highland) Park is the park because there is lots of fun stuff you can do. I like how the Edina color is green and white. Edina is so cool."



City Manager Gordon Hughes is assisted by Kathleen McDonald, Sydney Yesnes and Emma Chen in filling the 2003 time capsule at a dedication ceremony in July.

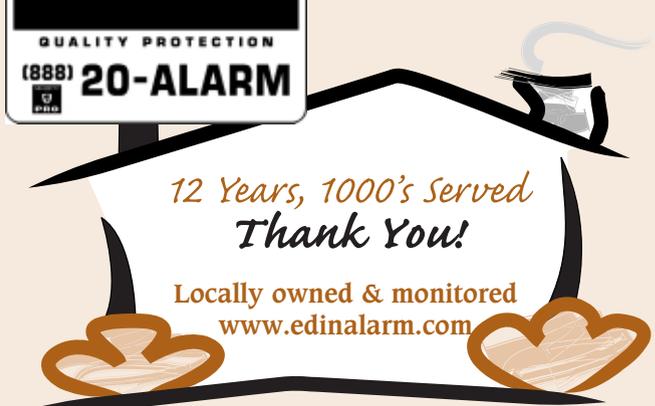
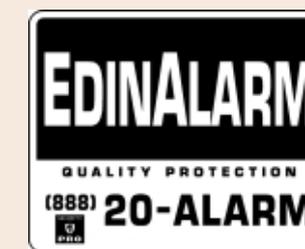
"Through these letters, people in 2053 will get an idea of the types of places youth liked to frequent in today's world and the ways they had fun," said Maetzold during the July dedication ceremony. "These letters and the other artifacts in the time capsule will be of great significance to future historians."

Maetzold predicted that in 50 years, Edina will continue to be "the preeminent place for living, learning, raising families and doing business." He guessed that the housing stock will remain mostly unchanged and that Fairview Southdale Hospital and the greater business community will have grown significantly. He also predicted that new technology will be

developed to eliminate many of today's problems and hazards. The 2003 time capsule could be opened at any time in the future, but officials assume it will not be opened for at least 50 years.

A time capsule from 1953 exists in the current City Hall building. It will be opened at a public ceremony sometime next spring before the building is razed.

For more information on the time capsules, contact Communications Director Jennifer Bennerotte, 952-832-6063.



Fighting Fires Is A Family Affair For Scheerers

By Jill MacPhail

As a favor to a family friend more than 20 years ago, four brothers reluctantly agreed to go through training to become volunteer firefighters. Today, the Edina Fire Department is a sort of second home for that family.

In 1981, then Assistant Fire Chiefs Bill Hansen and Terry Kehoe were tasked with recruiting Edina residents to start up a volunteer firefighter program in Edina. A volunteer program had begun in 1950, but was discontinued sometime after.

Hansen often played golf with Bob Scheerer, an Edina resident who had five sons and one daughter. He could not think of a better family to approach about becoming volunteers.

“Terry and I sat down and discussed who was eligible,” Hansen said. “We then discussed the idea with the Scheerer boys at their family’s house.”

Initially, Hansen said, the Scheerer boys were not very excited about the opportunity. However, all of the boys except Jeff, who was just 17 years old at the time and too young for the program, agreed to go through training and see what it was like, knowing they could always drop out. Their feelings changed quickly when they began training.

Dan Scheerer, now 48, John Scheerer, now 47, and Marty Scheerer, now 42, were three of 15 men in the volunteer training group in 1981. Marty was just 19 years old.

“In the first few training sessions, we started to get to know the other volunteer firefighters,” Marty said. “We all became great friends after that. It was a good time going to the fire station for training and seeing our family and friends.”

The Scheerers agreed that training together was a lot of fun, but hard work. They needed to perform at a certain level in order to impress the paid firefighters, who were skeptical of the volunteers from the start.

“It was fun to share the experience with our family,” said John, Street Foreman for the City’s Public Works Department. “There was a lot of camaraderie—it was fun to train.”

Edina Fire Marshal Tom Jenson was part of that first volunteer training group. He and John graduated from Edina High School together in 1974. Jenson has become close with the Scheerer brothers throughout their 22 years together.

“Having three brothers make it through out of 60 or 70 guys that applied was pretty impressive,” he said. “We all work together really well, and everyone knows what their strengths are. We can all count on each other.”

Jenson has developed a unique relationship with Marty, with whom he works closely today.

“There’s a great amount of trust from him to me and from me to him,” Jenson said. “We’ve been through it all



Photo by Polly Norman
Four brothers are part of the Edina Fire Department. They are Fire Chief Marty Scheerer, Jeff Scheerer, John Scheerer and Dan Scheerer (pictured in the driver’s seat).

together—we had a tough start and we’ve seen a lot people come and go over the years. With Marty, you just knew he was going someplace with this. Once he got in that door, you could watch the progress.”

Edina Park and Recreation Maintenance Supervisor Bob Prestrud also started volunteering with the brothers in 1981.

“We all went through our vigorous training together and leaned on each other for support when needed,” Prestrud said. “The Scheerers’ parents must have instilled a good work ethic in their children, because this is a hard-working group of sons. The bond of working together at the Fire Department for over 22 years will carry on long after our retirements.”

At the time, the on-call volunteers were called up to two or three times in one night. Fires were much more common due to a lack of safety and prevention programs, less effective sprinkler systems and poor building construction. False alarm penalties and fire policies that exist now have reduced the calls to about two or three a week, Dan said. Volunteers now are also required to sign up for one 24-hour shift each month in addition to being on call by pager every day.

In 1987, Marty went to paramedic school, a requirement to become a full-time firefighter. He was hired as a paid member of the Department in 1989. Within 10 years, he was the Edina Fire Chief. Dan and John stayed on as volunteers, to be joined in 2000 by the youngest Scheerer brother, Jeff.

“If I would have known it was as fun as it is, I would have started earlier,” Jeff said. “Half the fun is hanging out with the guys.”

The family does worry about each other, but also realizes that they are at less risk now than ever before. Technology has decreased the amount of large fires that occur, as well as made it easier for the men to fight the fires.

(continued on next page)

“Personal safety and accountability is what is taught,” explained Jeff. “We are trained well, so we’re not worried.”

“It is a dangerous business,” said John. “But our chiefs and captains really do a great job of sizing up the scene, and they wouldn’t put us in a dangerous situation.”

The firefighting business itself, said the brothers, is more technical than people think. The old saying was “put the wet stuff on the red stuff.” The Scheerer brothers have watched the department evolve from that unsophisticated slogan. These days, certain procedures are followed to fight fires, for safety reasons. Assignments are given to the men before anyone rushes in. Organized groups stick together once inside and such groups are held accountable for their members. Thermal imaging devices are used to locate furniture and to see through walls. A board system is used to keep track of each person once he is inside the structure, and each person has a radio.

To keep up with changing procedures, paid firefighters train daily in the firehouse. Volunteers train twice a month. Fighting fires proves to be good training as well, the brothers agreed.

John remembered a house fire where the front door was locked and some of the younger guys were anxious to use the Department’s high-tech equipment to get into the house. Minutes later, just before breaking in, they saw Dan walking around inside the house. The back door had been unlocked the whole time. In their excitement, the younger guys had not thought to check. The Scheerers are glad that

their days being the “new guys” are over, but continue to learn with each experience.

“You learn something from every fire,” said John. “It’s easy for us to pass stuff on to our brothers that we’ve learned the hard way. From our brothers, we can pick up general insight that we wouldn’t normally get.” Jeff, now 40, is studying to become a full-time firefighter, just as Dan and John are thinking of retirement. Juggling the 3 a.m. calls with their full-time jobs has proven to be a challenge that continues to wear on the men.

“No matter what, you have to get up and go to your regular job the next morning,” explained Dan, who paints houses.

The job also takes a toll on family life.

“The times I have to be away are the times my wife and kids need me most, like during thunderstorms,” said Marty. “It’s a 24-7 job and sometimes I have to miss holidays or important events.”

More importantly, however, the job brings the Scheerer family closer together.

“It’s fun to see everyone on a regular basis,” Marty said. “We all have busy lives, and it’s an excuse to hook up.”

For more information about the Edina Fire Department, call 952-826-0330.

New Play Structure Opens At Edinborough Park

The gleeful sounds of children laughing echoed throughout Edina’s Edinborough Park last month, when one of the largest indoor play structures in the Midwest opened to the public.

Built by International Play Company, the 40-by-40-foot structure is 37 feet tall and has a capacity of more than 300 children. The structure incorporates more than 40 play elements including seven slides, cargo climbs, trolley glide, suspension bridge, mazes, clubhouse and a separate area for toddlers.

The structure is the centerpiece of the park’s new Playpark concept, which also includes the Great Hall and tot lot areas. These areas, which were formerly free of charge, are now fee-based in an effort to make the park financially self-sufficient. Performances in the park Amphitheater will remain complimentary.

Playpark fees are \$4 for residents and \$5 for non-residents. There is no charge for children under 12 months and adults. Punch passes for 10 daily uses cost \$35 for residents and \$40 for non-residents. Season passes are also available.

“As difficult as it was to have to start charging admissions to the park, we are confident that we offer the most play value for the dollar in the region,” said Park Manager Tom Shirley. “We are thrilled with the response that families have had to the new structure. It has really brought some life back into the park.”

In addition to the new play structure, improvements at the park include several new games and activities, including an air bounce and tumbling equipment in the Great Hall.

The new play structure has been especially popular in attracting birthday parties to the park. Birthday party packages, which include admission to the Playpark can be arranged by calling Edinborough Park, 952-832-6790.



International Play Company assembled the Edinborough Park play structure in August. The play structure is one of the largest in the state, towering more than three stories high.

Edina Fire Department To Host Annual Open House

Residents who attend the Edina Fire Department's annual Open House will learn to "Get Out! Stay Out" when fire strikes.

The Open House will be held rain or shine 1 to 4 p.m. Sunday, Oct. 12, at Fire Station No. 1, 6250 Tracy Ave. The Open House will incorporate the National Fire Prevention Association's new prevention theme, "When Fire Strikes: Get Out! Stay Out!" to teach two simple, but life-saving lessons: install smoke alarms and test them regularly and develop and practice home fire drills.

Through the end of October, Edina Fire Department personnel are visiting local public and private schools to teach the message behind the theme to preschoolers, kindergartners and first- and second-graders.

The annual Open House, to be held at the conclusion of Fire Prevention Week, will include demonstrations and displays on home fire safety, smoke detectors, home fire drills and escape plans, among other things.

A new demonstration this year will be the Minnesota State Fire Marshal's Residential Fire Sprinkler Trailer, which shows how residential fire sprinklers work quickly to extinguish a house fire. There will be three demonstrations in the afternoon and a select number of residents will be able to sit in the trailer during the demonstrations. "This is a rare opportunity to see this important life safety device and how it can protect you in a fire at your residence," said Fire Marshal Tom Jensen.



Firefighters/paramedics Dominic Hadzima and Todd Skatrud demonstrate an auto extrication at a previous Open House.

Fire extinguisher inspections will also be offered. All Safe Fire and Security, provider of services for the City of Edina and Edina Public Schools, will be on site to inspect residents' fire extinguishers. All Safe Fire and Security will inspect any fire extinguishers brought to the Open House, service them if needed for a nominal fee or recommend replacement. Commercial-grade fire extinguishers will be available for purchase. "This is a great opportunity for home daycare providers who are required to have a fire extinguisher to complete their annual inspections," Jensen said.

Fire Department demonstrations will include an automobile extrication and a performance by the Special Operations

Team. The Department's newest piece of paramedic equipment, a 12-lead EKG monitor and defibrillator, will be on display.

Children will have the opportunity to tour the Safety House where firefighters teach home fire safety and practice a fire escape. Children will also be able to practice putting out a fire with a real fire hose and visit with Sparky the Fire Dog.

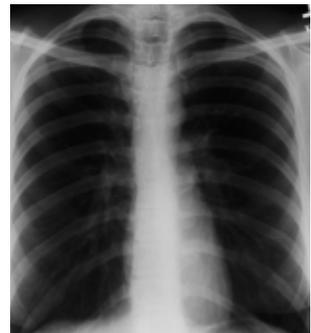
The event will be held rain or shine. For more information, contact Jensen, 952-826-0378.



Firefighter/paramedic Mike Hughes helps a young person "practice putting out fires" with a fire hose at the 2002 Open House. Children will have the same opportunity at this year's event.

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Edina Art Center To Present 'Friday Night Live' And 'Carnival Of Art'

By Kathleen Sovell

The Edina Art Center will present two unique programs in October.

As a kickoff to Art on the Town, Carnival of Arts, the Edina Art Center will present a special event dubbed "Friday Night Live: Especially for Grandparents and their Grandchildren" at the Edina Senior Center, 5280 Grandview Square, 5:30 to 8 p.m. Fridays Oct. 10 and 17.

Participants will spend the two nights telling stories, painting, drawing, making music and dancing that will inspire them to create "Memory Books." Grandfamilies will share memories that can be held in a small book by the end of the program. Participants should bring pictures and small mementos to include in their memory books.

Maria Genné and Elinor Anderson-Genné will lead the event. Genné is Artistic Director of Kairos Dance Theatre, an intergenerational dance company. Kairos' unique program "The Dancing Heart - Vital Elders Moving in Community" is in high demand in senior programs in the Twin Cities. Anderson-Genné, a recent visual art graduate from Oberlin College, has collaborated with her mother, Genne, for many years.

The Edina Art Center, in collaboration with the Twin Cities Fine Arts Organization, will present the "Carnival of Art" 1 to 5 p.m. Saturday, Oct. 11. The festival will take place at the Art Center, 4701 W. 64th St.



Face-painting will be part of the fun at the Edina Art Center's "Carnival of Arts."

"Carnival of Art" is a hands-on activity event for all ages and includes children's art activities, clay projects, artists'

demonstrations, family portraits, refreshments, handmade gifts and free limousine rides to the Swanson Gallery.

The Carnival is part of the Twin Cities Fine Arts Organization's "Art on the Town," a citywide celebration of the arts held in museums and galleries Oct. 2 through Oct. 12. This second-annual event celebrates the cultural contributions of the arts and aims to provide Twin Cities' audiences first-hand access to work now being created by leading artists in their own communities. Over a 10-day period, audiences can experience hosted gallery receptions, art-making demonstrations, performance art pieces, hands-on activities, musical performances and discussions with local artists.

Diana Hedges, Director of the Edina Art Center, said, "Last year, the Edina Art Center celebrated its 25th anniversary during Art on the Town. As a member of the Twin Cities Fine Art Organization, we are happy to participate in this area Arts celebration. It will be fun for the entire Family!"

Initiated and organized by Kellie Rae Theiss, president of the Twin Cities Fine Arts Organization and owner of Kellie Rae Theiss Gallery, this energizing project includes 50 visual arts venues throughout the Twin Cities. Museum participants include The Minneapolis Institute of Arts, Walker Art Center, Weisman Art Museum and Minnesota Museum of American Art, as well as more than 40 non-profit and for-profit galleries and local art centers. Twin Cities Fine Arts Organization and Target Corporation Partnership sponsor Art on the Town.

"We're delighted to come together and to celebrate the cultural identity of the Twin Cities," Theiss said. "This event also lifts up the local artists of the Community."

For more information on the Edina Art Center, call 612-915-6600 or visit www.EdinaArtCenter.com. For more information on Art on the Town, call Angie Adamson or Erin Swetland, 612-423-9673.

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Edina Student Wins 2003 Minnesota D.A.R.E. Poster Contest

By Jill MacPhail

Twelve-year-old Patrick "Patchie" O'Neil spent night after night scouring magazines and cutting out words and pictures. He arranged the clippings into a collage that gave viewers the message, "Don't Do Drugs."

Patchie, a seventh-grader at South View Middle School, was selected as the 2003 Minnesota Drug Abuse Resistance Education (D.A.R.E.) poster contest winner. His poster idea beat out hundreds of entries that were received from students all over the state of Minnesota.

In recognition of his effort, Patchie threw out the opening pitch at the April 6 Minnesota Twins game. He spent time on the field with T.C. Bear, the Twins' mascot, while the players warmed up. Patchie also received D.A.R.E. memorabilia and a Twins' jersey for his achievements.

Patchie was one of about 150,000 Minnesota children who participated in the D.A.R.E. program this year. The program is a collaborative effort between the Police Department, schools, parents and community leaders. Its purpose is to teach kids in the fifth and sixth grades to recognize and resist the pressures and situations that might lead them to experiment with drugs, alcohol, and cigarettes. Edina Police Chief Mike Siitari praised both the program and Patchie.

"Having positive dreams and goals for our future is a very important motivator for children and adults," he said. "Patrick took this assignment to heart and spent the time

and effort to create the best poster in the state of Minnesota. This speaks highly of Patrick's commitment to the lessons of D.A.R.E. and a positive future."

Siitari presented Patchie with the Edina Police Department's Outstanding Achievement Award in recognition of his hard work.

Patchie, the middle child of five boys, thought that his unique poster idea would stand out from the other hand-drawn posters. "Positive development," "celebrate,"



For winning the state-wide D.A.R.E. poster contest, Patrick "Patchie" O'Neil threw out the opening pitch at the April 6 Minnesota Twins game.

"trust" and "unlimited possibility" were some of the phrases that he used to describe a drug-free environment. The students were also asked to submit an essay on the back of their posters.

"I would like to be a person that other people respect and look up to," Patchie wrote in his essay. "I hope that

people would remember me as a nice, honest, helpful person. I dream of living in a peaceful world."

Patchie's mom, Patty O'Neil, believes that the D.A.R.E. program is beneficial to the students, especially when it is delivered before the children are exposed to drugs and alcohol.

"Anything is helpful that might increase awareness and decrease experimentation," she said.

Patchie felt that the program was a success. Among other things, he was taught what drugs were, what they do, why they are bad, and various ways to say "no."

Edina Police Officer Kris Eidem, who has been an Edina D.A.R.E. officer since 1991, was Patchie's classroom D.A.R.E. officer. She said the program works to promote the idea that children can be successful in life without using drugs, alcohol, tobacco or violence. Much of the 10-lesson program is taught through role-play, she said.

"We teach the understanding of the four influences on decision-making; family, media pressure, personal pressure, and peers," she said. "Patchie's enthusiasm stood out. He had a willingness to learn and participate and he put a bigger effort into it than many other students."

For more information on the D.A.R.E. program, contact Police Officer Jeff Elasky, 952-826-1611.

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VEAP Announces Holiday Program

Help make the holidays brighter for area families in need this season by making a donation to Volunteers Enlisted to Assist People (VEAP), which serves the communities of Edina, Bloomington and Richfield.

VEAP will distribute food to more than 1,100 families and gifts to more than 2,500 children in the three communities.

VEAP will distribute bags of pre-packed groceries and supermarket gift certificates for the holidays. In addition to the holiday meal, VEAP will also organize a "Holiday Store" for qualifying families. Parents will come to the store and select donated gifts for their children. Following are suggested gifts to donate. The most needed items are for children ages 8 to 18.

Riding, crib, tub, developmental and musical toys are suggested for children ages birth to 3. Especially popular are toy phones or cameras, wooden puzzles, electronic learning toys and pop-up or talking books.

Electronic, remote-controlled and building toys are suggested for children ages 4 to 7, as are multicultural dolls, Beanie Babies, Magna Doodle and Lite Brite toys, play tents, sleeping bags, children's videotapes, music players and games and puzzles.

Most gifts are needed for children ages 8 to 18. Suggested gift items include cosmetic bags and shaving kits, diaries

and journals, stationery, compact disc or cassette players, cameras, telephones, bed sheets and comforters, jewelry boxes, electronic games, calendars and daily planners, flashlights, tool sets, remote-controlled vehicles, travel carry-on bags, fishing poles and tackle, wallets and billfolds, clock radios, watches, desk or novelty lamps, ice skates, cosmetic sets, games, tackle and tool boxes, skateboards, scooters, books and audio books.

Gift certificates for older children may also be purchased. Suggested retailers are American Eagle; Bath & Body Works; Bed, Bath & Beyond; Best Buy; GAP; Kohl's; Herberger's; Mall of America; Marshall's; TJ Maxx; Old Navy; Southdale Center; Target; Wal-Mart and local cinemas. Gift certificates should be purchased in \$15 or \$20 denominations.

New unwrapped gifts must be delivered to the VEAP office, 9731 James Ave. S., Bloomington, by Dec. 15. Through the first part of December, drop boxes will be available at Edina City Hall, 4801 W. 50th St., and Fire Station No. 1, 6250 Tracy Ave.

Volunteers are needed to pre-sort gifts, set up the Holiday Store, help with gift and food distribution on Dec. 17 and 18 and deliver hot meals on Christmas Day. To volunteer, contact the VEAP office after Oct. 20.

For more information on the food or gift drives or to volunteer, contact the VEAP office, 952-888-9616, 9 a.m. to 4 p.m. Monday through Friday.

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Leaves

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 eight to 10 hours per day for 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, 612-884-8000; BFI, 952-941-5174; Vierkant Disposal, 612-922-2505; and Waste Management, 952-882-2300.

Edina Snow Removal Regulations

Any snow removed from your walkways, driveways or sidewalks must remain on your property. Do not shovel snow into the street or onto your neighbor's property. If you have a sidewalk, Edina law states that you must keep it plowed or shoveled for the safety of you and your neighbors.

If a fire hydrant is located on your property, please remember that you need to clear snow away from it. As soon as the snow stops falling, start to clear away the snow so that the hydrant is visible. The few minutes it takes provides access to a fire hydrant that might save you and your neighbors precious time in an emergency.

Edina Snow Parking Regulations

Many Minnesotans have made the mistake of parking their cars or trucks on the street during a snowstorm, only to find later that their vehicles have been "buried" or "plowed in." Seeing a parking ticket on your windshield would only add to the frustration. You can avoid a citation or tow by following these rules.

No vehicle may be parked on a City street, highway or alley under the following conditions:

- When 1.5 inches or more of snow has fallen, until it has been plowed to the curbline.
- For six hours after the snowfall stops, unless traffic signs specifically allow you to do so or if you are engaged in certain job-related activities as described in the City Code.
- From 1 a.m. to 6 a.m. Nov. 1 to March 31.

It is extremely important for residents to keep their vehicles off roadways during these times. Edina's Public Works Department has a reputation for providing top-notch snow removing services, but staff members need your help. Cars parked on the street make it difficult for snowplow operators to maneuver and also prevent the street from being thoroughly plowed. By parking in driveways or lots, you will avoid parking tickets and the expense and inconvenience associated with towing.

For more information, contact Public Works Coordinator Steve Johnson, 952-826-0301.

Minnesota Chemical Health Week To Be Celebrated In November

By **Kathy Iverson**
Chemical Health Coordinator

The approaching season of holidays and family gatherings also ushers in the traditional celebration of Minnesota Chemical Health Week. This year, Minnesota Chemical Health Week will be Nov. 17 to 23. Since the beginnings of the very first Minnesota Chemical Health Week in 1990, Edina has joined with other statewide groups to focus the spotlight on improving health for all our community members.

The people and stories of substance abuse are found right here in Edina. These are people we know and recognize. She's your child or mine. She's your babysitter. He's your next door neighbor or pizza delivery person. They include users of tobacco, and those whose use of alcohol is inappropriate (anyone who is underage or anyone whose use is excessive) as well as those who use illegal drugs.

Even those who do not use these substances are affected. It affects families and individuals at every income level, in every ethnic group, and from rural communities to suburban towns to big cities.

Local headlines from the past year reflected some of devastating effects of alcohol, tobacco and illegal drug use. You probably remember some of them, and no doubt, someone in our community has been personally touched by those incidents.

It is up to us to change attitudes and improve the health of all our community members. Edina has chosen to be a leader in initiatives and laws that strive for better health. This past year, changes to the local alcohol ordinance for the benefit of the Edina Art Fair resulted in a beer garden that was effectively managed for the protection of underage youth. A local middle-school youth group is focusing on health promotion activities. A group of high school students has formed Students Taking Action Together (STAT) at Edina High School, with the goal of reducing alcohol, tobacco and drug use among their peers. Efforts are underway to include faith communities in prevention activities. Parent groups have formed to share ideas and strategies to support healthy child development. Still, there is more to be done.

All of us can participate in Minnesota Chemical Health Week. Grab one of the red ribbons around town and keep it visible. It's a way to say we care, we support good health, and that we support a strong community.

A lot of great information can be accessed on the Internet. Please refer to the City of Edina website, www.cityofedina.com, and look for chemical health. For more information on this campaign, please contact Kathy Iverson, menze002@tc.umn.edu or 952-929-7627.

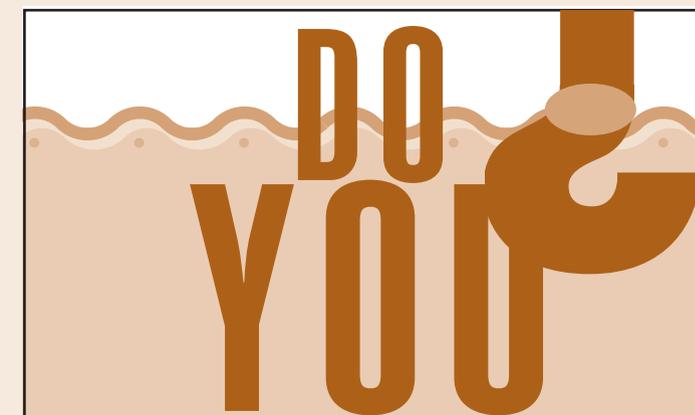
City Of Edina To Complete Fall Hydrant Flushing In October

To purge rust and stagnant water from the water distribution system and identify hydrants in need of maintenance, the Utilities Division of the City of Edina's Public Works Department is in the process of flushing hydrants. Random hydrants are also flushed throughout the year as weather and water demand allows.

Hydrant flushing began in September and takes place 8 a.m. to 6 p.m. Monday through Friday. In an attempt to minimize the impact on residents, crews will work in one area of the City at a time. Through Oct. 3, crews will be flushing west of Minnesota Highway 100 and north of Minnesota Highway 62. Oct. 6-10, crews will flush hydrants west of Highway 100 and south of Highway 62. Flushing will be completed the week of Oct. 13 with work east of Highway 100 and south of Highway 62.

Due to hydrant flushing, it is inevitable that some residents will receive rust-colored water, which can stain laundry but is safe to drink. Residents may also receive rust-colored water when areas adjacent to theirs are being flushed. Residents should check that water coming into the house is clear before doing laundry during the flushing period.

The flushing schedule is approximate. For an up-to-date flushing schedule, call the Public Works Hotline at 952-826-0375. For more information, contact Utilities Superintendent Roger Glanzer, 952-826-0311, or visit www.cityofedina.com.



DO YOU

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Coverage for backups of sewers and basement drains is available, but not always included in a basic homeowner's insurance policy.

In addition, insurance companies that do offer the protection have varying amounts of coverage.

Check your homeowner's insurance policy to see if you have coverage for backups.

If you do not have coverage, consider adding to your policy because in most cases the City's insurance will not cover your damages in the event of an incident.

For more information, call Edina Public Works, 952-826-0311.

Middle School Students Become Local HEROs

A group of local middle school students are “just saying no” to drugs and alcohol and “yes” to leadership.

Last school year, South View Middle School Youth Development/Youth Service Coordinator Michelle (Wilcoxon) Schulze formed Health Educators Reaching Out (HERO) to give students an opportunity to develop leadership skills while they provide important peer education about resistance to drugs, alcohol and tobacco. The program also promotes community service.

“I have a public health background and have a real passion for it,” Schulze said. “I developed HERO as a different kind of after-school activity for a different group of kids. It has been a real success.”

Schulze asked teachers at the school to nominate sixth-through eighth-grade students for the group. The nominated students were then invited to join HERO. Those who joined were Abbi Butterfield, Caitlin Cunigan, Chloe Cunigan, Cathy Day, Emily Duane, Lesley Hanson, Nadini Hettigei, Sarah Johnson, Jenna Klein, Alex Kraus, Elizabeth Machmeier, Courtney O’Hara, Taylor Pagitt, Staci Pierce and Sophie Terwilliger.

“It felt really good to be nominated,” said Elizabeth, 12. “I felt really honored to be asked to be part of such a special group.”

Jenna felt the same way. “I’ve been the leader in a small group before, but not in a group like this,” she said. “Even though we are supposed to be teaching younger students, I’m learning a lot, too.”



HERO leaders explain the dangers of smoking at a Playground Program presentation. Through HERO, students focus on a different topic each month and share the dangers of substance use and abuse with their peers.

HERO began meeting regularly in late winter. Schulze formed relationships with City of Edina Chemical Health Coordinator Kathy Iverson and Bloomington Public Health staff members to develop monthly activities for the students.

One of the group’s first assignments was participating in the national “Thumbs Up, Thumbs Down” program. As part of the program, students watch a movie and count the number of references to substance use and abuse. The Edina students watched “Big Fat Liar” starring Frankie

Muniz and gave it “thumbs up.” The students then wrote letters to movie producers and the media to encourage them to create more movies and promote films that do not glamorize drugs, alcohol and tobacco.

In May, the students personally presented plaques signed by Mayor Dennis Maetzold to 64 smoke-free restaurants in Edina. The plaque presentations were some of the group’s most gratifying experiences.

“At first, we were kind of nervous about going in to the restaurants and asking to see the owner or manager. But a lot of them were really excited, so it made [the presentations] fun,” Taylor said. “Everyone stood up and clapped at American Hero. Arby’s gave us all free French fries. Everyone was jumping up and down and clapping at Caribou Coffee because it was the first award they won since they opened [the franchise].”

In the spring during Alcohol Awareness Month, the students made posters and flyers about the consequences of drunk driving and hung them in their school. The group stopped meeting at the end of the school year, but several of the students assisted the Park and Recreation Department by making presentations during the summer Playground Program at area parks.

The students feel they are making a difference in the community and in the lives of younger students and siblings. “I know I’m making a difference,” Abbi said. “When he sees movies or ads with people smoking, my younger brother will say ‘That’s so stupid.’ Because of what

I’m doing with HERO, he is much more aware of [the negative affects of] tobacco, drugs and alcohol.”

Alex has also been able to identify at least one person who has been positively impacted by his work with HERO. “I’ve heard younger kids talking after our presentations and they say things like, ‘Wow! It’s really cool that the older kids are telling us about not smoking.’ One kid came to our presentation three times. We could hear him before and after the last couple of presentations bragging about how he had already seen the program.”

This year, the program has expanded to Valley View Middle School. In addition, the program at both schools will be expanded to include ninth-grade students. Students will participate in some of the same programs they were exposed to last year, but will do many more.

“HERO is a wonderful program,” said Molly McDonough Schoeb, Bloomington Public Health’s Youth Health Promotions Specialist, who concentrates on tobacco-use prevention. “Over the years, we’ve tried to get other groups going, but none have been as strong as HERO. It’s the best group I’ve ever worked with. The kids took it to heart and have a lot of passion for what they are doing.”

For more information on the HERO program, contact Schulze at South View Middle School, 952-848-4429, or Iverson, menze002@tc.umn.edu or 952-929-7627.

'Totally Talents & Tunes' Wins National Arts & Humanities Award



The Adaptive Recreation & Learning Exchange (AR&LE) has been named winner of the 2003 National Recreation and Park Association Dorothy Mullen Arts & Humanities Award for its production of "Totally Talents and Tunes."

The prestigious award will be presented Oct. 23 at the association's Congress & Exposition. The award will be presented locally in the coming months at the Minnesota Recreation and Park Association conference.

AR&LE, a cooperative of the cities of Edina, Bloomington, Eden Prairie and Richfield, presented the hour-long musical "Totally Talents & Tunes," adapted from Barbara Redlin's "Talents and Tunes Together," in March 2002. The musical follows a group of people who encounter conflict when they decide to enter a talent show. They can't decide if performing is "all about me" or "all about us." The conflict comes to a head when one of the "me" people realizes he needs help.

The actors in the play were not your typical stars. More than 30 principal actors in "Totally Talents & Tunes" were adults with developmental disabilities. Other actors included Richfield High School students.

"Totally Talents & Tunes" focused on the actors' abilities, not disabilities," said Edina Recreation Supervisor Susie Miller. "Many of our actors had never had the opportunity

to perform in front of an audience. Some might have worked behind the scenes on a production, but had never been in the spotlight like they were for "Totally Talents & Tunes." It was extremely gratifying to watch them blossom on stage."

The goal of the musical was not only to provide adults with disabilities the opportunity to participate in a theatrical production, but to increase self-esteem, promote teamwork of people with and without disabilities, increase participants' artistic expression, heighten community awareness of the talents of adults with disabilities and enhance participants' knowledge of the arts.

For meeting those goals, NRPA selected AR&LE for the Dorothy Mullen Arts & Humanities Award out of eight entries submitted by organizations representing a population of 25,000 to 74,999 people.

The Dorothy Mullen Arts and Humanities Award Program, named for a pioneer in the field of recreation and parks and its diversified application, selects national winners from five population classes. The program aims not only to recognize those who demonstrate excellence in art and humanities, but also to inspire others who may be interested in developing similar programs. Judges weighed content, innovation, contribution to the community served and expansion of interest in the arts and humanities when making their selection.

"The smiles after our performances was the award we were looking for," Miller said. "But it is satisfying to receive national recognition for a program we are so very proud to have offered our residents with and without disabilities."

AR&LE is planning a new production for 2005. Auditions and rehearsals will begin next fall.

Join the cast and crew of "Totally Talents & Tunes" to celebrate the award and view the show! The party will be held 6:30 to 8:30 p.m. Tuesday, Nov. 18, at the Bloomington Art Center, 1800 West Old Shakopee Road. For more information on the play or any of AR&LE's activities or to RSVP for the party, call 952-826-0433.

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Wilson Begins Work As City Assessor

During heartfelt conversations, Robert Wilson's wife would sometimes ask, "If you could work for any city, which would be it be?" In a matter-of-fact sort of tone, he would answer, "Edina."

That dream came true for Wilson in August when he began work as Edina's City Assessor.

Wilson, a Certified Assessment Evaluator, had worked as Assessor for the City of Hopkins for 15 years. Prior to that, he worked as a residential appraiser for St. Louis Park and appraisal assistant for Hennepin County.

"We are fortunate to have a person of Bob's caliber on our staff," said Edina City Manager Gordon Hughes. "He brings a wealth of experience to the position. We look forward to a long and enjoyable working relationship."

The Edina Assessing Department is responsible for estimating the market value and determining the classification of each piece of property (parcel) in the City of Edina for property tax purposes.

Valuations must meet the standards established by Minnesota Statutes and the Minnesota Department of Revenue. The Assessing Department appraises all property at actual market value, determines the current classification/use of the property, informs property owners of their estimated value, conducts Board of Review meetings to discuss those values, applies appropriate classification rates and compiles taxable values for each taxing authority.

Wilson was first exposed to the property appraisal process during his college years. He completed field data collections for the Hopkins Assessing Department during summer breaks from the private college he attended in Wisconsin. Wilson especially liked working outside and talking one-on-one with property owners.

After college, Wilson took a job with Musicland Group, but after a short time realized that he preferred the sort of work he had been doing with the City of Hopkins. He began work to become certified and was eventually hired by Hennepin County where he started his career in assessing.



Photo by Polly Norman

Robert Wilson began work in August as City Assessor.

Wilson is very excited about his new position with the City of Edina. "I have always really liked Edina," he said. "I like the small town feel here and the size of the community. Edina is just the right size for me to get to know people in the community and to be able to interact a lot with other City departments."

Much of his work will be similar to his position in Hopkins. However, Hopkins does not have as many "Class A" office buildings or a regional shopping mall to appraise.

"I've been really impressed with the management of the City of Edina," Wilson further explained. "There is a strong focus on customer service here. The Assessing Department spends a lot of time working one-on-one with people. I am excited to work in this environment."

Wilson holds bachelor's degrees in business/economics and English. He is a member of the International Association of Assessing Officers and the Minnesota Association of Assessing Officers (MAAO). Last year, he served as MAAO president. In addition, he is an associate member of the Appraisal Institute and often teaching continuing education courses for appraisers. Wilson is married and the father of four.

Minneapolis Assessor Scott Renne, who worked with Wilson at the City of Hopkins, said Edina could not have found a better Assessor. "Bob is a wonderful colleague and good friend," he said. "He was the best choice for the job and will do well working with the residents and property owners of Edina."

For more information on Edina's Assessing Department, call 952-826-0365.



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City Updates Bias/Hate Crime Response Plan

What is a hate crime? What should I do if I think I am a victim of a hate crime? How can I report a hate crime? Where I can I go for help? What can I do to stop hate crimes?

The Edina City Council recently adopted an updated Bias/Hate Crime Response And Prevention Plan that answers those questions and provides a strategy for dealing with those types of intolerable incidents should they occur in the community.

A hate crime, as defined by State law, is a criminal act committed against a person, institution or property of which the primary motivation is the victim's race, color, religion, gender, sexual orientation, age, disability or national origin. Criminal acts include arson, assault, vandalism, threats, harassment and physical acts of violence. A recent change in the law allows for the perception of either the victim or the police officer regarding the bias motivation of the crime to cause it to be categorized as a hate crime. Convictions resulting from hate crimes carry enhanced penalties.

Hate crimes are different from discrimination complaints. Although discrimination is against the law, it is not a crime, but rather a civil matter.

The Edina City Council first adopted a Bias/Hate Crime Response Plan developed by the Human Relations Commission in 1997. Although there had never been an incident, the Commission updated the plan and presented it to the Council for approval earlier this year.

The updated plan outlines a procedure for appropriate and timely local response to bias/hate crimes or incidents, raises awareness of the issue within the community and establishes a network of community resources that can be activated as needed.

"It is not the role of the Human Relations Commission to investigate such crimes. The Commission does not interfere with the Police Department's investigation in any way," said Human Services Coordinator Susan Heiberg, who serves as staff liaison to the Commission. "Rather, the Commission provides support to victims of such crimes and leadership in the community in the prevention of bias and hate crimes through education and collaborative community actions against prejudice and bigotry."

Under the plan, the Edina Police Department will notify City staff and the Human Relations Commission Chairperson of a bias or hate crime or incident as soon as possible after a complaint has been investigated and determined to be valid. Together, the Police Department and other City staff members and the Commission Chairperson will determine the appropriate level of response, including any necessary public statements. The Mayor or Commission Chairperson will promptly contact the victim to offer support and determine what further response may be appropriate. The Commission Chairperson will call upon members of its "Community Resources network" as needed for support.

Heiberg said the Commission plans to review the Response and Prevention Plan on an annual basis and will

recommend any necessary amendments to the City Council.

The complete Bias/Hate Crime Response and Prevention Plan is available online at www.cityofedina.com. For more information on the plan, contact Heiberg, 952-826-0403.

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- Report a fire.
- Report suspicious, criminal activity (alarms, shots fired, shouts for help, sounds of breaking glass, unfamiliar person carrying items from a house, etc.).
- Report a sewer backup or other Public Works emergency that requires immediate attention.

When in doubt or unsure of any situation, call 9-1-1 and the dispatcher will assist you.



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