

Council Connection



Upcoming meetings:

- Heritage Preservation Board, 7 p.m. Nov. 7
- Park Board, 7 p.m. Nov. 7
- Planning Commission, 7 p.m. Nov. 9
- Energy & Environment Commission, 7 p.m. Nov. 10
- City Council, 7 p.m. Nov. 15
- Art Center Board, 4:30 p.m. Nov. 17

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We'd like to hear from you ...
If you have any comments, call Communications & Marketing Director Jennifer Bennerotte at 952-833-9520. The text of this publication will be available online at www.CityofEdina.com.



A summary of the Nov. 1 Edina City Council meeting

Council approves neighborhood association identification process

The Council approved a process to educate residents about neighborhood associations and to build broad community support for community-wide neighborhood boundaries and individual neighborhood names.

Council members previously expressed their preference to include many stakeholders in the neighborhood identification process. To meet this goal, while at the same time using resident input efficiently and effectively, staff proposed a two-tier public engagement process.

A steering committee would design an engagement process to educate residents on the potential of neighborhood associations, identify key stakeholders and gather input into neighborhood boundaries and names. The committee would engage broader resident teams.

The public would have the opportunity to learn about neighborhood associations and the development history of their area. Teams might be asked to catalog current neighborhood groups and institutions. With the assistance of the oversight group, the resident teams would work toward a consensus regarding neighborhood boundaries and names for their quadrant.

The process is expected to begin in early 2012.

City to apply for grant

The City will apply for an economic development grant from Hennepin County.

As part of a broader strategy to promote economic development, create and retain jobs, and cultivate entrepreneurs, the Hennepin County Housing and Redevelopment Authority (HCHRA) is soliciting proposals from suburban Hennepin municipalities interested in launching or expanding a small business and entrepreneur technical assistance initiative called "Open to Business."

The "Open to Business" program was originally conceived as a partnership between the City of Brooklyn Park and the nonprofit community development organization Metropolitan Consortium of Community Developers (MCCD). Through this partnership, MCCD provides direct, one-on-one technical assistance services to Brooklyn Park's entrepreneurs and small businesses. The range of services includes:

- Business plan development
- Feasibility studies
- Cash flow and financing projections
- Marketing
- Loan request preparation
- Advocacy with lending institutions

Since its success in Brooklyn Park, the "Open to Business" model has expanded to the cities of Minnetonka and St. Louis Park. Because of the success of "Open to Business," the HCHRA has committed funds to support the efforts of suburban Hennepin municipali-

ties interested in pursuing this initiative. MCCD provides "Open to Business" services to participating municipalities' entrepreneurs and small businesses for a flat annual fee. The base annual fee is \$10,000 for municipalities with populations between 30,000 and 60,000.

The HCHRA has \$75,000 available for one-to-one matching grants up to \$5,000 for municipalities or collaborations of municipalities that wish to provide an annual pilot of "Open to Business" in their community. The Council approved City Manager Scott Neal's request to apply for the one-time grant. If the City hires an Economic Development Director, he or she will oversee Edina's participation in the program.

Council to consider happy hours

The Council agreed to hear a proposal for a change in local law that would allow for "happy hours" and other promotions of alcoholic beverages.

The Minnesota Restaurant Association requested that the City review Section 900 of the Edina City Code dealing with the sale of liquor and wine, specifically the subsection covering "sale prices." Association Executive Vice President Dan McElroy reported that members have found it difficult to comply with the local law while remaining competitive with venues in nearby communities.

The Council will consider the issue at a future meeting.