

Edition: Edina

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The City of Edina



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Legend of 2016-2017 Priorities:

- Focused Redevelopment
- Transportation & Infrastructure
- Planning for the Future
- Enterprise Facilities
- Intergovernmental Relations

Ⓜ Braemar Unveils New Logo

With the opening of the Academy 9, Braemar Golf Course will unveil a new logo.

"Like the existing course, Braemar's logo and visual identity has become dated," said Communications & Technology Services Director Jennifer Bennerotte. "Among other things, a new logo and visual identity signals to residents and golfers that Braemar has transformed."



There did not appear to be strong support for keeping the old logo in this era of change. In 2015, focus groups were held and a survey administered to get residents' and golfers' opinions on existing and possible future branding. Regarding the current logo, 42 percent had no strong feelings about it. Thirty-three percent felt negative or very negative while just 26 percent felt positive or very positively toward the logo. The majority did not know what the Gaelic words in the logo mean or why there is a belt in the current logo.

Braemar Golf Course is named after Braemar in Scotland, the site of Braemar Castle and Braemar Golf Club. At the time Edina's golf course was being developed, then City Manager Warren Hyde traveled to Scotland, met with the landowner and Clan Chieftan, Captain Farquharson, and informed him of Edina's chosen name for its golf course. In order to strengthen the twinning of the two Braemars, a stone from Braemar Castle dating back to the 17th Century was sent as a gift from Farquharson to the City of Edina. It was encased next to the cart path on the way to the first tee.

The existing logo was developed to tie back to Braemar, Scotland, and the Farquharson clan in that area. While residents and golfers do not understand the current logo, they made it clear in 2015 surveys and focus groups that Braemar's history is important to them and they want to see it reflected in the golf course's brand.

Staff began work about a year ago on developing a new logo for Braemar Golf Course that fit within the City's existing branding standards. Jon Flor of Dave's Great Ad Shop was hired to help with the project. After a few months of work, an uncomplicated logo emerged that is unique, special and enduring – one of Braemar Castle.

"The logo embraces the course's history and attachment to Braemar, Scotland, and establishes the brand as 'royalty' among municipal golf courses," Bennerotte said.

The new logo was used on signage and materials for the Academy 9 and driving range. It will be rolled out at Braemar Golf Dome in November. The old logo will be completely replaced by the time the renovated Braemar regulation course opens in 2018.



Photo by Jennifer Bennerotte

Yum!

Two young girls enjoy a brat at a recent Centennial Lakes Farmers Market. The weekly farmers market – held 3 to 7 p.m. Thursdays through Sept. 29, allows consumers to purchase directly from farmers, growers and producers, ensuring a high level of freshness and quality. Approximately three dozen vendors set up along the walkways of the park outside of Hughes Pavilion. Although products vary weekly, shoppers can expect to find items such as sweet corn, beans, potatoes, melons, berries, apples, pears, peppers, salsas, jams, honey, beef, pork, lamb, poultry, eggs, jerky, cheeses, breads, confections and more.

Ⓜ Sörenstam to Swing by the Academy 9 for Aug. 4 Grand Opening

Braemar Golf Course will celebrate the grand opening of its newly designed Academy 9 Par 3 course Thursday, Aug. 4.

As part of the festivities, Annika Sörenstam will have an exhibition from 10 to 11 a.m. sponsored by Callaway Golf. KFAN's Dan Cole, the "Common Man," will emcee the hour with Sörenstam demonstrating her golf swing and taking questions from the audience. Sörenstam is a retired Swedish-American professional golfer who has amassed 89 worldwide victories, including 72 on the Ladies Professional Golf Association Tour, 10 of which are Major Championships. Sörenstam's achievements rank her as one of the most successful female golfers in history.

"Callaway is excited to partner with the City of Edina and Braemar on this first class Par 3 and practice facility," said Ryan Archer, a Callaway golf representative. "It is fitting that Callaway can bring one of its premier ambassadors in Annika Sörenstam to open the Academy 9."

At 10:30 a.m., there will be a 70-player simultaneous drive off the new turf driving range. The new turf teeing area measures approximately 114,000 square feet and is the largest for a public facility in the region.

All day Aug. 4, the Minnesota Professional Golf Association will host "Golf Zilla" at the newly turfed driving range. There will be huge blow-up animals as targets on the golf range for the junior golfers to aim at. To add to the fun, Dave & Busters' Street Team will also be in attendance all day. The Street Team will have candy, prizes, coupons and trinkets from their winners' circle to give out to those

attending. They also have a prize wheel, Plinko board and beanbag toss game.

"The Academy 9 is going to be a great amenity for the residents of Edina. It's a fabulous golf course with the ability to play different sets of tees for all ages and abilities," said Joe Abood, General Manager of Braemar Golf Course.

When the Parks & Recreation Department closed Fred Richards Executive Golf Course in 2014, they assured their golfers that they would give them the same type of amenity on a future course. On Aug. 5 when the Academy 9 is open to the public, golfers will get just that.

"It was difficult for us to give up what was a very nice beginner course with Fred Richards, but we are very excited about the renovations on the Academy 9," said Parks & Recreation Director Ann Kattreh.

Like the Fred Richards course, the Academy 9 will have two different pin placements on

each green, one more difficult than the other. The pin on the front of the green will be an oversized cup for junior players or beginners. The second pin will be a regulation pin and it will be placed on the backside of the green.

"You can be an average player or you can be an expert player, and you can still go out there and have a good time on the golf course," Abood said.

The public is encouraged to participate in the grand opening events on Thursday, Aug. 4. Golfing on the Academy 9 will be open to the public starting on Aug. 5.

For more information, contact Braemar Golf Course at 952-903-5760 or visit BraemarGolf.com.



File photo

Braemar Golf Course's Academy 9 will open Aug. 5, following grand-opening festivities on Aug. 4. Pictured here is Hole 1.

Filing Period for Local Office Opens Aug. 2

In conjunction with the General Election Nov. 8, Edina residents will elect members to the Edina City Council. Beginning Aug. 2, interested candidates can file their candidacy for one of two City Council seats or Mayor. Winning candidates serve four-year terms beginning Jan. 3, 2017 and ending Dec. 31, 2020. All of Edina's City Council members and the Mayor are elected at-large.

Candidates must file an affidavit of candidacy and pay a \$5 filing fee with the City Clerk's office at Edina City Hall, 4801 W. 50th St., between 8 a.m. and 4:30 p.m. Monday through Friday. To file for office, an individual must be an eligible voter, be 21 or older when assuming office, and have maintained residency for at least 30 days prior to the general election. The filing period is open through Aug. 16.

Primary Election

On Tuesday, Aug. 9, residents can vote in the Primary Election. Polls will be open 7 a.m. to 8 p.m.

"The purpose of a Primary Election is to select those candidates who will appear on the General Election ballot in November, not to elect someone to office," explained City Clerk Deb Mangen.

In 15 of Edina's 20 precincts, the only race that appears on the Primary ballot is a Minnesota Supreme Court Justice

seat. The remaining five precincts will see the Fifth U.S. Congressional District race on their ballots in addition to the Minnesota Supreme Court seat.

Election Day Check-in and Registration

Voters will experience a smoother check-in or Election Day registration process when they arrive at the polls to vote as new electronic poll books have been rolled out throughout Hennepin County.

Election judges will use the electronic poll books to check in people using a secure digital system. Unlike years past when voters needed to wait in designated lines based on their last name, the new electronic poll books allow for an "any line, any time," feel, where a voter can go to any available judge with a poll book to check-in or register to vote. Additionally, the electronic poll books will inform the judges who is already registered in the precinct, if that person had already been checked in, and whether an absentee ballot has already been cast.

"This should really help to improve the voters' experience at the polls," Mangen said. "It also helps to safeguard against someone accidentally double voting, absentee and then later in person." In all, it takes about four minutes or less to register someone to vote through the electronic system, she said.

Absentee Voting

If you are unable to vote at the State Primary or on Election Day, you may vote with an absentee ballot. For the State Primary, absentee voting is currently open and accepted through Aug. 8. Absentee voting for the general election opens Friday, Sept. 23 and closes Monday, Nov. 7. Election Day is Tuesday, Nov. 8.

Voters do not need a reason to vote absentee. Absentee votes may be requested in person at Edina City Hall, 4801 W. 50th St., or you may apply for a ballot at www.sos.state.mn.us/elections-voting/.

Those voting absentee Nov. 1-7 can benefit from in-person absentee direct balloting. This means that if you come to vote absentee during this period before the election, you can input your ballot into a tabulator rather than placing it into envelopes to be processed by election judges.

"If someone makes a mistake on their ballot, the tabulator will notify them and give them a chance to correct it – something you don't get with traditional absentee voting," Mangen said. The ballots are counted and kept secure, but the votes themselves are not recorded and no results are tabulated.

For more information on voting and elections, contact Mangen at 952-826-0408 or dmangen@EdinaMN.gov.

Exhibits Selected for 2016 Rotating Public Art Display

From steel and stone works that sing aloud in Molly Barrett's "Tab Key" to Jim Dehne's depiction of a peacock in bent iron, all types of art have a temporary home in Edina. Each year, Edina features an outdoor rotating public art sculpture exhibit organized by the Edina Arts & Culture Commission's Public Art Edina Working Group.

This year, the group has selected 10 new sculptures for display at 50th & France, Grandview Square and the Edina Promenade:

- "Peacock Display" by Jim Dehne at the Edina Promenade
- "Stone, split" by David Barnard at the Edina Promenade
- "Curley Swiss" by Peter Vanni at the Edina Promenade
- "Orbit" by Timothy Cassidy at the Edina Promenade
- "Twisted Sister" by Craig Snyder at 50th & France
- "Bonded Souls" by James Bearden at 50th & France
- "Horse Play" by Jim Dehne at 50th & France
- "Tab Key" by Molly Barrett at Grandview Square Park
- "Lolliboy" by Dan Noyes at Grandview Square Park
- "Desiree" by Karl Friedrich at Grandview Square Park

"We have a lot of new artists this year which was really exciting," said Edina Art Center General Manager Michael Frey. "We had some familiar names that people will know and we're excited to see them return, but it's also nice to see some new artists and imaginative new work as well."

Artwork will be on display through May 2017 and will be a part of the People's Choice Awards. Through Sept. 30, the public can vote for their favorite sculptures. The first-place award winner will receive \$1,500, the second-place award will receive \$1,200 and the third-place award will receive \$750. The People's Choice winners will be invited to exhibit their sculptures for an additional year for which they will each receive honorariums of \$500. The public can vote online at EdinaArtCenter.com; on the City's mobile app, Edina to Go; or in person at the Edina Art Center, Centennial Lakes Park, Edina Senior Center or the Parks & Recreation Department at Edina City Hall. Only one vote per voter will be counted.

Public Art Edina encourages community members to visit each display. A variety of public art displays, including the winners of the 2015 People's Choice Awards, can be found at 50th & France, Grandview Square Park and the Edina Promenade. The 2015 winners were "Letting Go" by Judd Nelson of Wayzata, Minnesota, "Screw Tail Bass" by Andrew Arend of Rochester, Minnesota, and "Gravitation II" by Steve Elliott of Wayne, Nebraska. All three sculptures are located on the Edina Promenade.

All sculptures will be actively marketed for purchase by Edina Public Art to individuals and local businesses.

For more information about public art in Edina or for information about purchasing a sculpture, contact Frey at 952-903-5729 or mfrey@EdinaMN.gov.



Winner of the 2015 Edina Public Art People's Choice Award was "Letting Go" by Judd Nelson of Wayzata, Minnesota. It's currently on display at the Edina Promenade.

File photo



Photo by Krystal Caron

"Desiree" is one of three sculptures located at Grandview Square Park in the 2016 Rotating Public Art display.

Winter Recreation Area Proposed for Braemar Park

As the City prepares to renovate Braemar Golf Course, a winter recreation area, including Nordic ski trails and snow tubing, has been proposed at Braemar Park.

"It would be a huge benefit to Braemar Park," said Braemar Golf Course Manager Joe Abood. "The additional amenities would make it even more of a year-round facility."

The City Council in May authorized a financial and trail feasibility study. The City hired Minnetonka-based engineering firm SEH to lead the study, along with Morton Trails and RRC. An open house for the public was held July 13 to solicit feedback on the project. Written comments are still being accepted.

The proposed groomed 3 km ski trails with machine-made snow would connect with natural snow trails currently around Braemar Golf Course. The new groomed trails would accommodate all skill levels, with a quarter of the trails being for beginners, a quarter for advanced skiers and half for intermediates. The trails could also be used for snowshoeing and fat tire biking. During the summer, the trails could be used for hiking and mountain biking.

The snow tubing would not only bring another amenity to the park, but also help bring in revenue.

"The snow tubing helps generate financial return if we're investing in the snow-making equipment," said Abood.

"Edina has some unique features here," said Paul Pasko of SEH. "An amazing amount of coincidences come together on this piece of property." Those features include the Tin Fish restaurant in the clubhouse, lit paved parking, an existing well that could be used to make snow, and existing electrical in the area.

Residents are encouraged to weigh in on the project.

"A winter recreation area at Braemar Park would add a significant new amenity to Braemar Park and the City's park system," said Ann Kattreh, Director of Parks & Recreation. "We want to hear from residents if they would use the machine-made snow trails for Nordic skiing or fat tire biking and if they would utilize a snow tubing hill at the park. We will also show the opportunity to connect to multi-use natural snow trails through the golf course."

The Council will vote on the project on Sept. 7. The \$3 million project would be paid for with the sale of bonds.

For more information, contact Abood at 952-903-5754. Submit written comments to Kattreh at akattreh@EdinaMN.gov or Director Ann Kattreh, Edina City Hall, 4801 W. 50th St., Edina, MN 55424. Comments can also be made at SpeakUpEdina.org.



Submitted rendering

SEH has drawn proposed ski trails at Braemar Park.

By the Numbers: Swimmers Treasure Summer at Edina Aquatic Center

The Edina Aquatic Center first opened its doors in 1958, and will soon celebrate its 60th anniversary!



77

This summer, 77 people work at the Aquatic Center, including Lifeguards, Guest Services staff and managers.

82-84

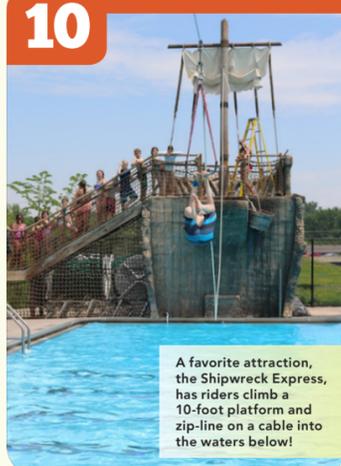
The pool's water temperature is kept between 82 and 84 degrees Fahrenheit for swimmers' comfort.



79

Edina Aquatic Center will be open for 79 days this summer, closing Aug. 21. Enjoy the fun while it lasts!

10



A favorite attraction, the Shipwreck Express, has riders climb a 10-foot platform and zip-line on a cable into the waters below!

0 The Water Playground (a zero-depth pool) is a fun and safe amenity for Edina's youngest residents.

For information on the Edina Aquatic Center, visit EdinaAquaticCenter.com.

Speak Up, Edina!

The City's next monthly online discussion is now available at SpeakUpEdina.org. The discussion, which focuses on the Edina Aquatic Center, is available until Sept. 2.

The Edina Aquatic Center is the perfect place to cool off during the hot summers. Equipped with an Olympic-sized pool, zip line, diving boards, lap swimming, water slide, a zero-entry pool, The Lost Wave FlowRider surf simulator, and dry-land play area, the Aquatic Center attracts tens of thousands of visitors every summer. The Aquatic Center also serves food at a concessions stand and has oversized "funbrellas," chaise lounges and shade trellises. Visitors can purchase season passes or pay a daily admission.

In the discussion, the City asks what residents like most about the Aquatic Center, how often they visit during the season, what they think of the quality and variety of Aquatic Center offerings, and what improvements should be considered for the 2017 season. Feedback from the discussion will be compiled, shared with Aquatic Center staff and presented to the City Council Sept. 20.

In July, the City has been gathering feedback on the Open Streets on 50th event. In the discussion, the City asks whether residents attended the inaugural event in 2015, what they thought of the event, what changes should be made for the upcoming 2016 event, what they thought of the variety of organizations and businesses present at the event, and what would entice them to attend the 2016 event. Feedback from this discussion will be compiled and presented to the City Council Aug. 16, and will be shared with the Open Streets on 50th planning committee.

To weigh in on a discussion, visit SpeakUpEdina.org.

August 2016 Events

Tuesday, Aug. 2

Night to Unite

Edina neighborhoods will join with communities statewide for the "Night to Unite" crime prevention event. Neighbors are encouraged to lock their doors, turn on outside lights and spend the evening outside with neighbors. For more information, call the Edina Police Department, 952-826-1610.

Tuesday, Aug. 2, 5:55 p.m.

Da Beauty Summer NHL League Games, Braemar Arena

Wednesday, Aug. 3, 7 p.m.

City Council Meeting, Edina City Hall

Thursday, Aug. 4, 3-7 p.m.

Farmers Market, Centennial Lakes Park
The weekly Centennial Lakes Farmers Market, held rain or shine, allows consumers to purchase directly from approximately three dozen farmers, growers and producers, ensuring a high level of freshness and quality.

Thursday, Aug. 4, 5:55 p.m.

Da Beauty Summer NHL League Games, Braemar Arena

Thursday, Aug. 4, Sunset

Movie in the Park, "The Avengers," Centennial Lakes Park
Head over to Centennial Lakes Park with a blanket and snuggle up with your family for a feature film. Free movies are typically shown Thursday nights during the summer.

Monday, Aug. 8, 6:30 p.m.

Community Health Commission Meeting, Edina City Hall

Monday, Aug. 8, 7 p.m.

Heritage Preservation Board Meeting, Edina City Hall

Monday, Aug. 8, 7 p.m.

Park Board Meeting, Edina City Hall

Tuesday, Aug. 9

Primary Election Day

Tuesday, Aug. 9, 7 p.m.

Da Beauty Summer NHL League Playoffs, Braemar Arena

Wednesday, Aug. 10, 7 p.m.

Planning Commission Meeting, Edina City Hall

Wednesday, Aug. 10, 7:50 p.m.

Da Beauty Summer NHL League Championship Game, Braemar Arena

Thursday, Aug. 11, 3-7 p.m.

Farmers Market, Centennial Lakes Park

Thursday, Aug. 11, 7 p.m.

Energy & Environment Commission Meeting, Edina City Hall

Tuesday, Aug. 16, 7 p.m.

City Council Meeting, Edina City Hall

Thursday, Aug. 18, 3-7 p.m.

Farmers Market, Centennial Lakes Park

Thursday, Aug. 18, 6 p.m.

Transportation Commission Meeting, Edina City Hall

Thursday, Aug. 18, Sunset

Movie in the Park, "Inside Out," Centennial Lakes Park

Saturday, Aug. 20, 9 a.m.

Walk with the Mayor, Yorktown Park

Sunday, Aug. 21, 8 p.m.

Edina Aquatic Center closes for the season

Tuesday, Aug. 23, 7 p.m.

Human Rights & Relations Commission Meeting, Edina City Hall

Wednesday, Aug. 24, 7 p.m.

Planning Commission Meeting, Edina City Hall

Thursday, Aug. 25, 3-7 p.m.

Farmers Market, Centennial Lakes Park

Thursday, Aug. 25, 4:30 p.m.

Arts & Culture Commission Meeting, Edina City Hall

Thursday, Aug. 25, Sunset

Movie in the Park, "Creed," Centennial Lakes Park