

Edition: Edina

Volume 2, Issue 4

The City of Edina



4801 W. 50th St.
Edina, MN 55424
952-927-8861
mail@EdinaMN.gov
www.EdinaMN.gov

Legend:

- Infrastructure
- Commercial and Mixed-Use Redevelopment
- Workforce
- Communication and Engagement
- Community Vision
- Aviation Noise

Speak Up, Edina!

The City's next online discussion is now available at www.SpeakUpEdina.org. The discussion, which focuses on Edina's business community, is available until June 1.

Thriving business clusters of all types dot the City. Major commercial shopping nodes include 50th & France, Edina's downtown; the greater Southdale area, which includes Southdale Center, the nation's first fully enclosed and climate-controlled shopping mall, Galleria and Centennial Lakes Plaza; 44th & France; 70th & Cahill; Wooddale/Valley View and Highway 169 at Bren Road and Lincoln Drive. One of the City's goals is to create a diverse and dynamic economy through the development of new businesses and the improvement of existing businesses.

In this discussion, the City asks what types of businesses, if any, the City should work to recruit; what residents like best about their neighborhood commercial area and how it could be improved; and what neighborhood commercial area needs attention. The feedback from this discussion will be compiled and presented to the City Council June 16.

This month, the City has been gathering feedback on City taglines. Questions asked include whether or not residents think having a tagline is important, what community characteristics should be incorporated if one is created and if they have any specific ideas for one. The discussion is open until May 1. Feedback will be compiled and presented to the City Council May 19.

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

'Bike Safety' is Police Focus for May

As a part of Edina Police Department's monthly "Focus In" campaign, officers will "Focus In" on bike safety in May.

"Interest in biking as an alternative means of transportation and recreational sport continues to gain traction," said Sgt. Nate Mendel. "With this interest, there is a growing need to educate cyclists and motorists on the laws and ordinances."

Each month, patrol officers focus police efforts on a specific statutory violation in order to educate the public and gain compliance. The violations the Police Department "Focus In" on have seasonal relevance, affect the quality of life in Edina or pose safety risks to residents. All statutes are enforced year-round, but additional attention is paid to the focus of the month.

Education includes a warning to those who violate the statutes or codes. In extenuating circumstances, a citation may be issued.

Police have already focused on obstructed vision, failure to signal, unsafe equipment and failure to display headlights. For the following months, police will "Focus In" on following too close, pedestrian safety, child and seatbelt safety, distracted driving, speeding in school zones, night and snow parking, and the "move over" law.

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



Chickens and Bees Welcomed to Edina



Don't be surprised if you see chickens along with your neighbor's dogs and cats. Hen chickens have been added to the list of animals Edina residents are allowed to keep.

Furthering its commitment to facilitating more options for local food, the City Council recently voted to allow residents to keep up to four hens per household. The Energy & Environment Commission's Local Food Working Group recommended the change in local law, finding that chickens are a good source of fresh eggs and fertilizer, can serve as companion animals and help with garden pest management, given their appetite for insects.

Dianne Plunkett Latham, Chair of the Local Food Working Group, is delighted with the change in local law. She has been singing the praises of these animals for years, always ready to deliver a wealth of information in support of their inclusion into Edina.

Being a strong advocate for chickens, Latham is quick to list the benefits of keeping them. In addition to eggs that are as fresh and locally sourced as one can get, she feels chickens offer many other benefits to their owners.

"Hens make wonderful companion animals. They have interesting personalities and do not crow like roosters," she said.

"Although many have them for their egg laying ability, they can perform an even more important service – that of Integrated Pest Management (IPM). Hens have a great appetite for insects and will remove Japanese beetles, slugs, grasshoppers and wood ticks – among others – from your garden."

Residents may now keep up to four domesticated chicken hens (*Gallus gallus domesticus*) on their

property; roosters are not allowed.

The City Council also approved an ordinance allowing residential beekeeping. It is easy to envision potential benefits of apiaries (honeybee yards) for Edina and difficult to ignore the grim decline in bee populations (and other pollinators) across the globe. Bringing more bees, as well as more knowledge about bees, into Edina will help combat this threat.

"Apiaries are wonderful hobbies not only for the honey they produce, but also for the pollination services of the honeybees, which will make the neighborhood's fruit and vegetables that much more productive," said Latham. "Aside from these obvious benefits, apiaries have an even more important benefit. They raise residents' awareness of the need to reduce, and preferably eliminate, the use of pesticides, which not only injure honeybee apiaries, but also injure all native pollinators. This includes native bees, butterflies, moths and even hummingbirds. Numbers of native pollinators, including Minnesota's state butterfly — the Monarch butterfly — have been steadily declining, in part, due to overuse of pesticides."

For more information about the laws pertaining to keeping chickens and bees, contact Edina City Clerk Debra Mangen at 952-826-0408 or dmangen@EdinaMN.gov.

MISCONCEPTION:
Chickens are noisy.

FACT: Hens do not crow like roosters, but make a soft clucking sound. Roosters are prohibited in Edina.

MISCONCEPTION:
All bees are aggressive.

FACT: Hornets and wasps are aggressive, but honeybees are hybridized to be gentle and die if they sting.

MISCONCEPTION:
If you are allergic to one kind of bee sting, you are allergic to every kind of bee sting.

FACT: Minnesota has more than 400 species of native bees. Honeybee venom is distinct from the rest, such that if you are allergic to one kind of bee sting, it does not mean that you are automatically allergic to honeybee stings.

Holle Begins New Role as Recreation Supervisor



Amanda Holle began work as the City's new Recreation Supervisor April 6.

Armed with previous experience in recreation programming and facility management, Amanda Holle is ready for the challenge of her new position as Recreation Supervisor.

"I'm excited about all the new experiences and programming I'll be able to bring to Edina residents and the new people I will meet," said Holle, who succeeds Kristin Aarsvold in the position. "It is a great opportunity for me to get back into the programming side."

Holle's passion for parks and recreation began in 2003 when she was working at the City of Minnetonka's Fitness Center. While in college, she worked at a few other Minnetonka facilities, including Gray's Bay Marina and the Minnetonka Ice Arena.

In the summer of 2007, Holle began work in the Minnetonka-Hopkins Recreation Department as a Summer Recreation Supervisor, overseeing such programs as Summer Playgrounds, Camp Jidana and T-ball. That is where she realized her passion for recreation programming. Holle graduated from University of Minnesota with a bachelor's degree in Recreation Administration.

Holle began work for the City of Edina in 2009 in Guest Services at Edinborough Park. She was promoted to Manager of the concessions stand at Edinborough Park when it opened in the fall of 2011. Shortly after, she

became Assistant Manager of Edinborough Park and the Edina Aquatic Center in March 2012. She moved on to become Assistant Manager of Braemar Arena in October 2013.

"Overall, [Holle] has proven herself in different roles in the City. She has a great personality and determination," said Assistant Parks & Recreation Director Susan Faus. "You can ask her to get something done, and she'll get it done."

In her new role as Recreation Supervisor, Holle will serve as staff liaison to the Fourth of July Parade Planning Committee and oversee summer youth recreation programs, including Playgrounds. She will also plan many special events, such as Vehicle Day and Barnyard Boogie. Holle will also work with Adaptive Recreation & Learning Exchange to provide adaptive recreation and inclusion programs.

Holle said her work with the different City facilities will help with the administrative side of programming — including budgeting and staff supervision. Since she understands how the facilities operate, she will also be better suited to plan programs there.

"She will definitely bring new ideas to programming, which will build on the programming assessment of the Parks strategic master plan," Faus said.

"Having those relationships with the facilities will help when looking at new programming opportunities," Holle said. "Understanding what they can offer allows me to present new valuable and viable programming ideas. We're looking at exploring new programming opportunities for all ages."

Other new or expanded programming in the future may include youth sports programs, nature-based programming, health and wellness and others, she said.

Holle enjoys meeting new people, exercising, and taking her dogs, Piper and Lola, on long walks and to the dog park.

For more information, contact Holle at 952-826-0433 or aholle@EdinaMN.gov.

Edina Liquor Braces for Competition



With the addition of new nearby competition, Edina Liquor is facing some new challenges. Revenues from the municipal liquor operations fell

\$765,100 short of projections for 2014.

The budget for 2014-2015 was approved in December 2013 by the City Council and had planned for \$1.8 million in transfers from Edina Liquor to other City accounts, a projection made prior to the news of Total Wine opening in Bloomington near the Edina border. Higher expenses were also recorded in 2014, since the 50th & France store was remodeled and layout and signage improvements were made at each of the three stores.

"Although 2014 numbers are preliminary and our auditing firm is still in the middle of its review, it is evident that the Liquor Fund operating income will be less than originally planned," said Finance Director Eric Roggeman. "Staff is currently estimating annual revenues at about 96 percent of budget and operating expenses at about 101 percent of budget."

Though profits were less than forecasted, Edina Liquor cleared \$1.035 million in profit. Several transfers were made, including \$150,000 to the City's Construction Fund, \$485,000 to the Golf Fund for Braemar Golf Course operations, \$200,000 to the Arena Fund for Braemar Arena operations and \$200,000 to the Art Center Fund.

Director of Liquor Operations Steve Grausam and

his staff have been working hard to brace for new competition. Staff has been going through a more rigorous customer service training program, pricing has been evaluated and marketing and advertising has focused on what sets Edina Liquor apart from its competition: "profits get poured back into the community." Edina Liquor is different from corporations because 100 percent of profits are given back to the community. There's no better way to buy or shop locally than to make liquor purchases at Edina Liquor.

Grausam says that Edina residents can think of Edina Liquor as a co-op because every person in the community has a stake in the stores. By supporting Edina Liquor, the City can improve its recreation facilities and enjoy lower taxes. "Edina Liquor is a vital part of City enterprises," he said.

"By supporting these local City-owned facilities, it puts value back in the community. [Edina Liquor] has a big part in helping [City] facilities maintain their greatness."

The budget for 2015 is set, but more adjustments may be made for the 2016-2017 budget when the City has a better idea of what has happened to the market with increased competition.

"Saying that [Edina Liquor] is not making as much profit as we did is not the same as making less money," said City Manager Scott Neal, noting that Edina Liquor benefits residents in many ways. "[Edina Liquor] provides tax breaks for our taxpayers and greater access to our families for Braemar Arena, the Art Center [and other City facilities], which is a good combination of benefits."

For more information on Edina Liquor, contact Grausam at 952-903-5732 or sgrausam@EdinaMN.gov.

Former Human Rights & Relations Commissioner Receives Tom Oye Award



Submitted photo

Jessi Kingston

Resident Jessi Kingston received the 2015 Tom Oye Human Rights Award April 29 at the 36th-Annual Volunteer Recognition Reception at Braemar Golf Course.

"Jessi's nomination rose to the top for a simple reason — it represented both the depth and the breadth of a commitment to human rights," said Ellen

Kennedy, a member of the Edina Human Rights & Relation Commission (HRRC). "She has been involved in moving human rights forward in every job she has ever had and in her volunteer positions, too — even when they aren't in the field of human rights."

Kingston, who currently serves as the Director of Human Rights and Equal Economic Opportunity Department for the City of St. Paul, began her career with General Electric working with manufacturers and researching people who qualified as either a woman- or minority-owned supplier. From there, Kingston joined Digital River where she continued that type of work and also served as a member of the Twin Cities Women's Council. She formed a partnership between her employer and Council, providing training and networking opportunities for women at both Digital River and the Women's Council.

When Kingston wasn't advancing human rights in her career, she was working to do so with the HRRC. Kennedy said she feels that one of Kingston's key achievements was taking the lead on organizing a Domestic Partnership Ordinance for the City of Edina in 2010 at a time when only three other Minnesota cities had taken that step. Also while on the HRRC, Kingston worked to develop the Days of Remembrance proclamation and organize an annual event to mark the Holocaust and other genocides; created a community-wide anti-bullying event; and presented a

resolution to limit the purchase of technology involved indirectly with the violence in the Republic of Congo.

"It's such an honor to receive the award, because there are a lot of people who are doing some really great work out there," said Kingston.

The Tom Oye Human Rights Award is given in honor of Tom Oye, a Nisei soldier in World War II and second-generation Japanese-American who served in the 100th Infantry Battalion of the 442nd Regimental Combat Team — one of the most decorated units in U.S. military history.

In 2003, Oye received the Prize for Humanity by the Immortal Chaplains Foundation. He helped found the HRRC in 1970 and served on it for more than 30 years.

"Jessi exemplifies the true meaning and purpose of the Tom Oye Award throughout her continual opportunity creation and passion for diversity, equality and inclusion of all persons in our community," wrote John Cashmore in his nomination of Kingston for the award.

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

"When I moved to Edina from South Minneapolis, I was 12 years old. At the time, there was still a fair amount of racism in Edina, yet I found Edina to be a community that I loved and really wanted to make a welcoming place," said Kingston. "Even though I think Edina has had this reputation as being a conservative city, and I know we had the racial restriction in the Country Club District, seeing this community change and embrace diversity over the last decade, and to have been a part of that, is amazing."

For more information, visit www.EdinaMN.gov/HumanRights.

Upcoming Events

Wednesday, May 6, 6:30 p.m.

Community Health Commission Meeting, Edina City Hall

Wednesday, May 6, 7 p.m.

City Council Meeting, Edina City Hall

Thursday, May 7, 4 p.m.

Public Art Edina Working Group, Edina City Hall

Tuesday, May 12, 7 p.m.

Heritage Preservation Board Meeting

Tuesday, May 12, 7 p.m.

Park Board Meeting, Edina City Hall

Wednesday, May 13, 7 p.m.

Planning Commission Meeting, Edina City Hall

Thursday, May 14, 7 p.m.

Energy & Environment Commission, Edina City Hall

Saturday, May 16, 9 a.m.

Walk with the Mayor, Bredesen Park
Walk and talk with Mayor Jim Hovland.

Tuesday, May 19, 7 p.m.

City Council Meeting, Edina City Hall

Thursday, May 21, 6 p.m.

Transportation Commission Meeting, Edina City Hall

Monday, May 25

Memorial Day, City Hall Closed

Monday, May 25, 10 a.m.

Veterans Memorial Dedication Ceremony, Utley Park
A dedication ceremony will be held to officially open the Veterans Memorial in Utley Park. The Memorial pays tribute to the 32 native and adopted sons of Edina who paid the ultimate price to protect our nation's freedom.

Tuesday, May 26, 7 p.m.

Human Rights & Relations Commission Meeting, Edina City Hall

Wednesday, May 27, 7 p.m.

Planning Commission Meeting, Edina City Hall

Thursday, May 28, 4:30 p.m.

Arts & Culture Commission Meeting, Edina City Hall

Council Approves Wooddale/Valley View Small Area Plan

Should a developer ever express interest in building in the commercial area near the intersection of Wooddale Avenue and Valley View Road, the City now has a tool to better review those plans. Earlier this month, the City Council approved the Wooddale/Valley View Small Area Plan.

"Small area plans are taking a very specific neighborhood — or in this case a neighborhood commercial node — and thinking about what we want it to look like in the next 10 to 20 years," explained Assistant City Manager Karen Kurt. "Wooddale/Valley View was one of four sites identified in the Comprehensive Plan for future study."

Work began last June on the small area plan when the residents and business owners in the 11-acre space were first asked what they would like the neighborhood to look like in 10 to 20 years.

The Wooddale/Valley View Small Area Plan focuses on how to maintain economic vitality during a transition, land use and community design rules, and transportation and street design. The group drafted 10 organizing principles for future development of the area, which they want to be recognized as an attractive destination. A commercial or public gathering place and a mix of businesses to serve area residents is desired, though the recommendation is that some current commercial or office buildings be allowed to turn over to housing if the market demands. Future buildings may be one to three stories in height depending on their relative location to single-family housing.

"We know from the study that redevelopment is likely in the area. The small area plan will provide a tool for developers, City staff, Planning Commissioners and City Council, giving them a better understanding of what residents want in the area," said Kurt. "This [project] gives us the tool to evaluate future redevelopment."

The Wooddale/Valley View Small Area Plan may serve as an example for similar studies in other parts of Edina. "[Approval of this plan] is significant in the fact that the City made a commitment to use this particular plan as a test case for a template process," said Wooddale/Valley View Planning Team Co-Chair Susan Lee. "Going forward, it's really a tool ... that all future small area plans will follow."

The Wooddale/Valley View Small Area Plan is now being evaluated by the Metropolitan Council. Upon approval, the City will have one year to bring its zoning ordinance into conformance.

To view the completed Small Area Plan, visit www.EdinaMN.gov/wv. For more information, contact Kurt at 952-826-0415 or kkurt@EdinaMN.gov.

Council Appoints Board and Commission Members

The Edina City Council recently made its annual appointments to advisory boards and commissions. Current membership includes (names of new member are bolded):

Energy & Environment Commission

Reilly Anderson
William Glahn
Bob Gubrud
John Howard
Keith Kostuch
Richard Manser
Sunaya Padmanabhan
Lauren Satterlee
Melissa Seeley
Bill Sierks
Paul Thompson
Louann Waddick
Sarah Zarrin

Board of Appeal & Equalization

Ron Anderson
Michael Friedberg
Roger McVeety
Alex Slichter
Scott Smith

Heritage Preservation Board

Michael Birdman
Jennifer Christiaansen
Joseph Druckman
Karen Kelly
Bruce McLellan
Robert Moore
Tim O'Brien

Peter Otness

Colleen Pearson

Peter Sussman
Ryan Weber

Transportation Commission

Katherine Bass
Emily Boettge
Jack Campbell
Surya Iyer
Jennifer Janovy
Tom LaForce
Ralf Loeffelholz
Paul Nelson
Larry Olson
Anna Rummel
Dawn Spanhake

Park Board

Cathy Cella
Asef Chowdhury
Graham Colwell
Daniel Gieseke
Greg Good
Gerard Greene
Susan Jacobson
Ellen Jones
Brenda McCormick
Louise M. Segreto
Keeya Steel
Julie Strother

Arts & Culture Commission

Kandace Ellis
Cheryl Gunness
Barbara La Valleur
Dana Lappin
Daniel Li
Ray Meifert
Anne Miller
Sophia Munic
Kitty O'Dea
Jack Ready
Steven Suckow

Community Health Commission

Melinda Bothun-Hurley
Kristen Conner
Cathy Cozad
Matt Doscotch
Aditya Mittal
Ginny Orr
Britta Ogle
Allison Pence
Magen Puerzer
Michael Sackett
Joel Stegner

Human Rights & Relations Commission

Patrice Arseneault
Jasna Burza
Laura Davis

Nicole Gates

Ellen Kennedy
Tiffany Sanders
Janet Seidman
Tony (Shuo) Tian
Margaret Vecchio-Smith
Katrina Weinert
Stephen Winnick

Planning Commission

Claudia Carr
Arlene Forrest
Taylor Halva
Steven Hobbs
Susan Lee

Ian Nemerov

Joann Olsen
Michael Platteter
Madison Seeley
Gerard Strauss
Todd Thorsen

Construction Board of Appeals

Scott Busyn
Jennifer Carlson
Tim Cross
Douglas Hall
Kip Peterson